

## PLANIFICATION

Kimberly Kreml, CMP

847-917-2412 [kimberly@planificationgroup.com](mailto:kimberly@planificationgroup.com)

### 9 reasons you should hire an event planner.....

1. **Save Money.** I am well networked with vendors, venues, speakers, rental companies, florists, etc. I can sometimes get a better price than a one-time sale.
2. **Save Time.** You're thinking "how hard can it be"? Trust me.....it's hard. But it gets easier after 25+ years in the business. Been there....done that.
3. **Watch the budget instead of the shiny objects.** Your daughter may LOVE the Marriott Lincolnshire Resort but I know you'll drop a TON of money there for her wedding. With budget in mind, I'll guide you to venues that work and drive past the others.
4. **Prevent costly mistakes.** The menu may say \$16.95 but read the fine print. That is actually \$16.95++ which can bring the actual cost to over \$22 once you add gratuity and tax.
5. **Experience.** Certified Planners need to stay current with the industry and re-certify every 5 years.
6. **Negotiate on your behalf.** I'm not afraid to ask the hard questions. Ask for donations for your fundraiser. Ask for discounts or concessions.
7. **Professional Touch.** Your guests will talk about your event afterwards. If something goes wrong, you'll hear about for years to come. Don't be the talk of the town. If you blow it the first time, they may not come back.
8. **Raise more money at your fundraiser.** I know what will get more bids. The \$25 gift card at Panera will only raise \$25. You want people bidding against each other for the really good stuff.
9. **What will you forget?** There are hundreds of details – which one will you miss?