

# Jubilant Expressions

Volume 2, Issue 3

March 2008

## Location, Location, Location

By Heather Hamilton-Sims



Planning events in multiple cities, offers challenges with finding the perfect location that will capture and enhance the individualism and style of each client. All of this has to fit within a set budget and accommodate an estimated guest count that may be above or below the going average. It is important to consider these top 3 elements when narrowing down your venue list:

1. **The estimated guest count.** Your estimated guest count plays a significant role in determining your event location. Plan for adequate square footage to accommodate your estimated guest count (or more in case your guest list grows) as well as all of the design elements you plan to include in your event (i.e. furnishings, staging, bars, dance floor, etc.). Making your guests comfortable and your event flow well are vital to an event's success. Coordinate with your planner or the venue's catering manager to properly plan your event space.
2. **The budget.** Nowadays there are venues available to fit most any budget. However, make sure your venue truly fits your budget by reading the contract thoroughly and making certain it includes everything you expect to receive on the day of your event. This will help minimize unexpected expenditures appearing on your final bill.
3. **The season.** Having an outdoor event under huge oak trees or the rich shades of orange and yellow at dusk sounds simply perfect. However, the most picturesque setting can be ruined by the blazing heat and humidity, freezing temperatures and sleet or Mother Nature's creepy "crawlies". Whether your event is indoors in June or outdoors in October consider the time of year you are hosting your event. What is the climate typically like during that time of year? Is it hurricane season? Consider consulting a Farmer's Almanac, just as a reference tool, not as an absolute prediction of the day's weather. After all Mother Nature is, well, finicky.

Hopefully you gained a little insight and picked up a few key things to consider when selecting your venue. If not, here are a few of my faves to host any special event:

### Houston

**Hotel Derek:** Houston's location for urban sophistication.

[www.hotelderek.com](http://www.hotelderek.com)

**Hilton Clear Lake:** Newly renovated, suburban resort hotel where their service is second only to true Texas Hospitality.

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**There is only one**  
**happiness in life,**  
**to love and be**  
**loved.**

- George Sand -



### Quick Links

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### Upcoming Events

**Monique Lhuillier Bridal**  
**Trunk Show**

March 20-22, 2008

10am-5pm

Saks Fifth Avenue  
5115 Westheimer Rd.  
Houston, TX 77056  
713.843.5540

Find your dream gown from the latest designs by Monique Lhuillier. Informal modeling on Saturday from 12pm to 3pm.

**Louise Blum: Winters and**  
**Rain Trunk Show**

March 28-29, 2008

10am - 6pm

1801 Post Oak Blvd  
Houston, TX 77056  
713.622.5571

[www.louiseblum.com](http://www.louiseblum.com)

[www.hilton.com](http://www.hilton.com)

**The Parador:** Designated as a Texas Historical Landmark and one of Houston's premier event venues. [www.paradorhouston.com](http://www.paradorhouston.com)

### New Orleans

**Latrobe's on Royal:** An architecturally significant building located in the heart of the French Quarter. [www.latrobesonroyal.com](http://www.latrobesonroyal.com)

**The Riverview Room:** Offers panoramic views of the Mississippi River, the French Quarter riverfront and Vieux Carre.

[www.riverviewroom.com](http://www.riverviewroom.com)

**Windsor Court Hotel:** Exhibits an atmosphere of a grand English country estate, all rooms have windows and elegant architectural details and are lavishly decorated with antiques and fine art.

[www.windsorcourthotel.com](http://www.windsorcourthotel.com)

## Tips & Tricks

When it comes to wedding flowers, choose the ones that bloom locally and naturally during the time of your wedding. Although you can find most floral varieties all year, seasonal blooms are a cost effective alternative and often more durable. Below is a sample list of flowers that are typically available locally in the south during the respective seasons:

### **Spring**

Forsythia  
Foxglove  
Rose  
Tulip  
Viburnum



### **Summer**

Cosmo  
Rose  
Sunflower  
Zinnia



### **Fall / Winter**

Hydrangea  
Rose

Please keep in mind that this is a sample list and most florists have then means to obtain mostly any flower.

### **Bridal Symposium**

April 5-6, 2008

10am - 5pm

Reliant Center A

[www.bridalsymposium.com](http://www.bridalsymposium.com)

### **Weddings with Style**

**Ultimate Bridal Show: le  
parfait jour**

April 6, 2008

1pm - 5pm

Sheraton Argosy Atrium

Baton Rouge, LA

[www.weddingswithstyle.net](http://www.weddingswithstyle.net)

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