FACTORS INFLUENCING CUSTOMER SATISFACTION IN EVENT PLANNING INDUSTRY

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SIGNATURE PAGE

PROJECT: FACTORS INFLUENCING CUSTOMER SATISFACTION IN EVENT PLANNING

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ABSTRACT

As the hospitality industry has developed, enhancing customer satisfaction is seen as essential to improving overall performance. Previous research demonstrates several factors that could influence customer satisfaction: quality of the product and service, physical environment, service climate and employee characteristics, employee attitudes, and social media. Meanwhile, the event planning sector has gained more and more attention in recent years, and its importance as part of the hospitality industry is increasing. This research uses content analysis to address the factors that could enhance customer satisfaction in the event planning industry.
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CHAPTER 1. Introduction

The hospitality industry is rapidly developing and has gained more and more attention. It is said that “the hospitality industry is the service industry” (Bagman, 2013). The hospitality industry is connected to the service industry, and the interaction between businesses and consumers is crucial (Kandampuylly et al., 2014). How a business’s products meet or exceed a customer’s expectations defines customer satisfaction. In addition, the value, which is seen as the relationship between the quality of a service compared to its price (Blanchard & Galloway, 1994), of a service influences customer satisfaction. (Dominici & Guzzo, 2010). Accordingly, customer satisfaction is important because it will be more likely to return to the business, spread positive word-of-mouth and support stronger brand loyalty. Therefore, service companies strive to reach and keep customer satisfaction. A high level of customer satisfaction gives organizations feedback about their service and repeat customers. These customers, in turn, spread positive reviews to their associates and create stronger brand loyalty and awareness for the organization.

Narver (2000) said that hotels cannot compete if they do not satisfy customers’ needs. So, businesses administrators in the hospitality industry need to find those elements that will give their guests more value (Narver, 2000). By finding the elements that will meet a customer’s needs, hospitality businesses can improve and effectively deliver a quality service product. Gilani et al. (2013) showed that using customer satisfaction metrics is crucial in the success of a hospitality company. Accordingly, customer satisfaction and the interactions between the customers and the services, is valuable in the hospitality industry.
Event planning companies are a significant part of the hospitality industry (Samuel, 2017). The overall hospitality industry also includes other sectors such as hotels, tourism, travel, leisure, and these areas are the focus of most of the research on customer satisfaction. For instance, studies on hotel companies show that brand reputation, room cleanliness, staff attitude, room level, price-to-value, and the overall environment affect customer satisfaction (Chu & Choi, 2001).

While there are few studies on event planning companies, this sector and other hospitality sectors share characteristics; however, there are many characteristics that are different. For instance, similar to the rest of the hospitality industry, event planning companies depend on the quality of individual vendors, and their professionalism determines the success of an event. Accordingly, this study aims to evaluate which factors could influence customer satisfaction in event planning by comparing this sector’s similarities and differences to other sectors of the industry (hotels, restaurants, and tourism).
CHAPTER 2. Literature review

2.1. Customer satisfaction

Customer satisfaction is first defined as “the summary psychological state resulting when the emotion surrounding disconfirmed expectations is coupled with the customer’s prior feelings about the consumption experience” (Oliver, 1981). How an organization’s products meet or exceed a customer’s expectations also determines customer satisfaction, as does the customer’s belief that they are receiving value in the product (Dominici & Guzzo, 2010). In addition, the capability of a company to achieve high customer satisfaction is indispensable in building good customer relations and various distinct services (Klee et al., 1997). In the hospitality industry, enhancing customer satisfaction and delivering excellent services are fundamental aspects that could determine a business’ overall achievement (Oppermann, 1998). If these organizations fail to create high customer satisfaction, they are likely to fail against their competitors (Chandra et al., 2018). On the other hand, when a company provides high-quality services, it also improves customer satisfaction. What is more, customer satisfaction determines the competitive advantage for all hospitality businesses (Tsai et al., 2010). Customer satisfaction, or meeting a customer’s needs and demands, is essential for hotels and all other companies in the hospitality industry.

2.2. Previous studies about customer satisfaction metrics in hospitality industries

2.2.1. Quality of product, physical environment, and service

According to previous studies, there are three fundamental factors that influence customer satisfaction: product quality, physical environment, and employee attitude (Wall & Berry,
2007). For many companies, product quality is the most important of these. Gupta (1994) analyzed the rankings of food quality, price, greeting, and service, and showed that a good product is always the determinant of success. Product quality is the underlying factor throughout the hospitality industry. For instance, food taste leads to higher customer satisfaction than table assignments, a charming decor, and even a high quality of service (Jang & Namkung, 2007).

A well-designed physical environment is also important in determining customer satisfaction and will promote more purchases (Kotler, 1973). Throughout the hospitality industry, the physical environment is crucial to improving brand image and influencing the consumer’s actions and willingness to buy (Raajpoot, 2002). Ryu and Han (2010) also proposed that the physical environment had a positive effect on customer satisfaction, especially in restaurants.

Quality of service is increasingly important for all businesses and is a precondition of customer satisfaction (Lee et al., 2000). Some studies show that the quality of employee service in a restaurant determines whether people would return (Johnson et al., 2016). When determining repeat purchases at restaurants, food quality accounts for approximately 34% for business lunches and 39% for casual lunches (Dube et al., 1994). At the same time, service quality accounts for 35.3% and 31.8% for business and pleasure dinners, respectively (Dube et al., 1994). Some reports state that service quality is the most important factor for customer satisfaction (Yuksel et al., 2002). Perceived quality, meaning a customer’s assessment of high-quality service, has a positive influence on customer
satisfaction in the hospitality industry (Zeithaml, 1988). Mehdi et al. (2013) proposed that service quality is divided into two factors: technical quality and functional quality, which generating that both of these qualities are not directly related to customer satisfaction.

2.2.2. Service climate and customer orientation

Davidson (2003) wrote that the service climate has a positive influence on customer satisfaction. The service climate encompasses how well the staff understands the regulations, practices, and operations of a business. Success in this area is dependent on a company’s fundamental attitudes about staff management including resources, cultivation, managerial processes, and employee hiring. (Schneider et al., 1998). Bagozzi (1994) proposed that service climate has a psychological value and is more likely to affect customers’ thoughts and activity. Three relevant factors are inherent in the service climate: customer orientation, managerial support, and work facilitation (He, 2010). Managerial support could be a manager who has a system to reward high-quality service. Work facilitation would be facilitating the working factors that promote high-quality service (He, 2010).

Customer orientation is the most important of these and means that customer feedback and experience is central and motivates managerial support and work facilitation (Sharma, 2003). He and Li (2011) demonstrated that positive customer satisfaction comes from a customer orientation that is readily apparent. Customer orientation is always more visible in a business than the other two factors. The authors also divided this term into value-based and action-based customer orientation. A value-based customer orientation strengthens the
extent to which the staff comprehends and fulfills a customer’s demands and requirements. An action-based customer orientation concentrates on customer feedback so that businesses can enhance the service process (Narver, 1999).

2.2.3. Employee commitment

He and Li (2010) also proposed that employee commitment affects employee performance and positively influences customer satisfaction. Employee commitment shows an employee’s psychological commitment to the businesses in which they work. Previous studies divided the effects of employee commitment on customer satisfaction in two ways: the first is to analyze how staff who feel a responsibility to their companies provide consumers with better quality services. Moreover, the more that staff members are satisfied with and committed to their jobs, the more likely that the consumers will be happy (He & Li, 2010).

2.2.4 Social media marketing

With the development of the internet, social media is becoming more and more important in brand marketing in the hospitality industry. Companies must succeed in social media or they will not establish relationships with potential customers, leading to a lack of brand awareness and loyalty. Sahoo et al. (2018) showed that four aspects of social media relate to positive customer satisfaction: reviews and ratings; blogs; banner advertisements; and brand communications. They also suggested that business managers should consider all these factors in marketing strategies to improve brand loyalty and attract more customers.
2.3 The event planning industry

An event is defined as “a choice for entertainment, social, and cultural area beside common day life,” which is divided into several classifications (Getz, 2015). The first classification includes political, cultural; and art events. The second group includes educational, commercial, and scientific events. The third group includes such things as recreational events. With the development of the hospitality industry, all parts within the event planning industry, like meetings, conferences, banquets, and conventions have gained a lot attention (Dei et al., 2009). Events are important in each person’s life, and the four roles of events are for education, marketing creation memory of normal life and re-associate person, respectively. What’s more, event is also defined as “a distinct point in memory celebrated with ceremony so as to meet customers’ different demands” (Goldblatt, 2005).

There are many related organizations in the event planning industry. In 1972, the Meeting Professionals International (MPI) was established, which is the biggest international association in the meeting and event industry. The MPI organization supports its associates with many opportunities to “establish a rich global meeting industry community” (Greenland, 2012). Members of MPI include event planners, suppliers, faculty, and students (Greenland, 2012). The International Special Events Society (ISES) was established in 1987, and it has grown to approximately 7,200 associates from around the world. It includes not only event planners, but also such specialties as balloon-makers, florists, caterers, journalists, and site managers (Greenland, 2012). A more recent association, established in 2004, is the Event Planners Association, which contains different types of groups such as caterers, wedding planners and staff from rental...
companies. Its goal is to provide basic factors that improve an organization’s success as well as standardization and professionalism of the industry.

The elements that influence business success in some hospitality companies have been investigated by many researchers, resulting in the development of applications. However, little research has evaluated whether the same factors influence customer satisfaction for event planning companies. Therefore, this research aims to demonstrate which factors affect customer satisfaction in the event planning industry. Specifically, the following research question is investigated:

Research Question: What are the main factors influencing customer satisfaction in the event industry?
CHAPTER 3. Methodology

3.1. Data collection

Yelp, established in 2004 by Russel Simmons and Jeremy Stoppelman, includes the website Yelp.com and Yelp app. Yelp has crowdsourced reviews of different companies (Jeffrey, 2007). People choosing a type of business can look at other customers’ reviews before they make a decision. Customer reviews are rated from 0 stars to 5 stars. Since 2004, Yelp has grown, and it became a publicly traded business in 2012 (Yelp.com, 2012). By 2019, the website and app had gained approximately 190 million reviews.

Results can be classified by neighborhoods, distance, features, and category. In addition, the results can be sorted by three categories: “recommended,” “highest rated,” and “most reviewed.” For this research, the phrase “event planning” was used to choose 120 reviews from three different cities: Los Angeles, New York, and San Francisco. Then two companies, those at the first and fifth positions in the “event planner” rankings, were selected for each city. The ranking lists were sorted by those “most reviewed,” and the businesses could be not sponsored. The six companies chosen were JK Wedding Events (#1) and Dee Lee Designs (#5) in Los Angeles, Wedding in Paris (#1) and Dhoom Events (#5) in New York City, and Dreams on a Dime Events and Weddings (#1) and Event Solutions (#5) in San Francisco (Table 1).

This research used content analysis, which is an analytical tool that sorts words into categories depending on coding schemes (Weber, 1985). There are five important functions for content analysis, which include collecting data without theoretical basics;
generalization due to a huge dataset; and evidence for a providing detailed hypothesis (Moodie, 1971). The researcher collected data by several primary characteristics, which might be similar or different when looking at either the hospitality industry and/or event planning companies. Based on previous research, these characteristics included (1) product quality, (2) service quality, (3) physical environment, (4) service climate and employee characteristics, (5) employee attitude, and (6) social media marketing. There were two additional factors not investigated previously in the hospitality industry: (7) price to value and (8) vendor.

In this research, reviews were chosen from six event planning companies in three cities, as specified previously and detailed in Table 1. After deciding the six companies, 20 random but highly rated reviews were chosen for each company. All reviews were taken for recent one and half years, which was from 2019/1/15 to 2020/4/15. These reviews were summarized, classified, and ranked by the eight characteristics discussed previously. The characteristic receiving the highest frequency and the frequency-of-occurrence ratio for each characteristic were calculated. A larger ratio showed greater customer satisfaction.

Table 1 Event planning companies used in the review

<table>
<thead>
<tr>
<th></th>
<th>Los Angeles</th>
<th>New York</th>
<th>San Francisco</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOP 1</td>
<td>JK Wedding Events</td>
<td>Wedding In Paris</td>
<td>Dreams On A Dime</td>
</tr>
<tr>
<td>TOP 5</td>
<td>Dee Lee Designs</td>
<td>Dhoom Events</td>
<td>Event Solutions</td>
</tr>
</tbody>
</table>
CHAPTER 4. Results

One hundred and twenty reviews were collected from six event planning companies in three different areas (Table 2). Service quality and employee attitude received 99 reviews and 98 reviews, respectively. Service quality was the most important factor, at 82.5%, demonstrating that most of the reviewers cared about the quality of the whole process when receiving a service. For example, most reviewers giving high ratings mentioned that the company provided a perfect service. In addition, the proportion for employee attitude was 81.7%, indicating that each detail influences the whole process, and an excellent employee attitude improves customer satisfaction.

Service climate and employee characteristics influenced customer satisfaction to a large extent. These characteristics were chosen by 85 customers who were satisfied with a company’s service and gave high ratings, and these characteristics accounted for 70.8% of the 120 reviews. Many reviewers said that good employees are able to know what is in a customer’s mind and anticipate what the customer wants in an event.

Product quality is a characteristic that moderately affects customer satisfaction. There were 70 reviews that mentioned product quality, for a ratio of 58.3%. Social media marketing only had six reviews. Some people were better able to determine their own party theme and be more confident with a company when they saw photos or videos of previous events in a company’s Instagram or Yelp accounts. People praised a business because of specific event details such as the dessert table, flowers, decorations, or overall atmosphere.
Physical environment received only 4.2% of 120 reviews, which was not a significant amount. When customers give positive reviews, they may not emphasize how the physical environment influences their feelings about a company. Unlike other businesses in the hospitality industry, whether a location of an event planning company is good or not could not determine customer satisfaction as well as customer loyalty.

Two other factors that account for relatively high ratios are price-to-value and vendors. Twenty-four people cared about price-to-value. In addition, fifty-two people concentrated on price-to-value in their reviews. Many customers, 20%, will consider cost performance when deciding an event planning company. Customers were satisfied when they received combo or bundle prices and also when they had discounts for some part of the event. The vendor factor was noted by 43.3% of reviewers. Many satisfied reviewers noted a good DJ, flower designer, dessert chef, or balloon maker.

Table 2 Factors that satisfy event customers

<table>
<thead>
<tr>
<th></th>
<th>Quality product</th>
<th>Quality service</th>
<th>Physical environment</th>
<th>Service climate &amp; employee characteristics</th>
<th>Employee attitude</th>
<th>Social media</th>
<th>Price to value</th>
<th>Vendor</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA</td>
<td>26</td>
<td>33</td>
<td>0</td>
<td>27</td>
<td>36</td>
<td>4</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>NY</td>
<td>26</td>
<td>32</td>
<td>1</td>
<td>24</td>
<td>29</td>
<td>0</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>SF</td>
<td>18</td>
<td>34</td>
<td>4</td>
<td>34</td>
<td>33</td>
<td>2</td>
<td>10</td>
<td>20</td>
</tr>
<tr>
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<td>----</td>
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<td>----</td>
<td>----</td>
</tr>
<tr>
<td>Total</td>
<td>70</td>
<td>99</td>
<td>5</td>
<td>85</td>
<td>98</td>
<td>6</td>
<td>24</td>
<td>52</td>
</tr>
<tr>
<td></td>
<td>58.3%</td>
<td>82.5%</td>
<td>4.2%</td>
<td>70.8%</td>
<td>81.7%</td>
<td>5%</td>
<td>20%</td>
<td>43.3%</td>
</tr>
</tbody>
</table>
CHAPTER 5. Discussion

Some reviewers were satisfied when businesses provided a high quality of service during the preparation period, and some reviewers were happy when companies gave them excellent services and a wonderful day. This is to say that an event planning company would not be successful if they did not provide high-quality services. What is more, employee attitude was also significant since customers were delighted when staffs had attitudes that facilitated the customer’s positive energy such as enthusiasm, attention to detail, and trustworthiness. In addition, customer orientation, managerial support, and work facilitation were all involved with the service climate (He, 2010). Customer orientation means that employees understand a customer’s objectives. In prioritizing customer orientation and service orientation, customers feel they are respected, and the company will achieve higher customer satisfaction.

Additionally, a good social media account that has beautiful photos and good reviews can possibly help an event planning business attract more customers because it shows the business’ capability to hold various events. One reviewer found an event planning company on Instagram and saw many beautiful photos and videos from previous events. The customer contacted the company and went on to build a trusted relationship with them. Price-to-value is also important for customer satisfaction. Companies need to balance price and quality to enhance customer satisfaction.

An excellent event planning company must provide different vendor lists with high reliability and professionalism since the whole event planning industry is built on
cooperation between individual companies. Any tiny detail can destroy the whole event, leading to a terrible customer experience and a decline in customer satisfaction. The ability to collaborate with other vendors is crucial during an event no matter whether a business has worked with these vendors before. Customers pay attention to whether a business uses good vendors and also how they coordinate numerous vendors.
Chapter 6. Implications

Factors that influence customer satisfaction in the hospitality and event planning industries are not identical. Event planning organizations should have close connections with different vendors who have a high level of service and product quality. They can then provide these recommended vendors to their customers since every detail influences the whole. If any single link has a problem, the whole process will have trouble. Accordingly, organizations have to communicate with different vendors, and a company’s ability to coordinate with vendors is important. Managers must check each vendor’s status because many vendors are small- and medium-sized enterprises (SMEs), and not all of them will maintain the same business status all the time.

Employee training is important to enhance customer satisfaction. Service quality and employee attitude are the two main factors that influence customers’ ratings in reviews. A company with a systematic and professional training system lets employees improve their skills and attitudes. In order to improve employee attitudes, incentive mechanisms could be made by the management team: both material incentives and moral encouragement are essential. Material incentives could be tangible rewards that encourage employees to work harder: for example, bonuses, holidays, and fringe benefits. However, a material incentive is not enough for all businesses because it does not influence employee identity with the company and affirm personal status. Both of these factors will motivate employees and improve productivity. For a successful manager, an effective mechanism improves their staff members’ sense of accomplishment and sense of identity and gives them opportunities to improve and grow.
Chapter 7. Limitations

This research only collected reviews from three areas and six companies, which would not represent the whole industry in the United States. Additionally, some potential factors could not be shown in customer reviews and might be presented in some other areas. More research could be made from a different point of view. For example, different aspects of employee attitude could be analyzed to show how attitude influences customer satisfaction. Also, if a company provides poor services, it could be shown how businesses recover from a service failure, maintain previous customers, and attract new customers.
REFERENCES


Appendix

Samples of reviews.

<table>
<thead>
<tr>
<th>Company</th>
<th>Reviews</th>
<th>Factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>JK Wedding</td>
<td>We just had our wedding and we hired JK Wedding for our month of planning duties. Rachel was the planner and she did a wonderful job. We had to execute a wedding in a month and a half and Rachel was on point throughout. As the groom, I just wanted to kind of wing it. She would not let me. At first, I thought that some of her attention to detail was quite tedious and unneeded. However, I understood later the importance of her work and how organized she ran things. Being a project manager by trade, I am used to having to run around and fix things last minute and just make sure things go smoothly. I planned on doing a lot of those things during the wedding as well (even though I shouldn't and my wife wouldn't have liked it). Luckily, Rachel and her team handled everything and made the day rather easy for me. I've heard of many newly married people stating that they were totally exhausted after the wedding. My wife and I were pretty refreshed and we went out for drinks with friends later that night. We got totally trashed after</td>
<td>1</td>
</tr>
<tr>
<td>Events</td>
<td></td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5</td>
</tr>
</tbody>
</table>
but that is beside the point. Anyways, Rachel is great and she's a wonderful, optimistic, and nice person who answers every beck and call as soon as possible. We are very grateful for her services and hope that other couples have wonderful wedding days with her help.

| JK Wedding Events | THE!!! best decision I made in preparing for my wedding. Jimmy the MC and Yoomin the wedding coordinator are the BEST wife-husband team that you can hope for. Yoomin helped for day of coordination, but she was helpful from the very moment we decided to ask her for help. There were so many little details I would not have thought of if it weren't for Yoomin, and she made my wedding look so beautiful! I also had many last minutes issues (literally, had an issue come up two days before the wedding), but Yoomin and Jimmy alerted me and we were able to take care of it all prior to the wedding! Yoomin, Jimmy and his lighting team elevated my wedding reception to a new level. Jimmy is such an amazing singer and of course a wonderful MC!!! My mom could not stop thanking them and also telling me about what a good decision we had made! They kept their cool even though there were some little mishaps on the | (1) | (2) | (4) | (5) | (8) |
Dee Lee Designs

I would highly recommend Dee for any event planning! My wife and I had a 9-month engagement and brought Dee on as our coordinator about halfway in. We are so thankful for all of Dee's hard work and dedication to helping us put our wedding together in such little time. She had a newborn during our last few months of planning and our Wedding day, but she didn't neglect one detail. She helped us find vendors, negotiate, and even went with my wife to pick out flowers and put together a budget friendly selection. She put together an amazing dessert table and was able to flawlessly maneuver 300 guests from one site to another.

Dee made my life easier by helping my wife. Happy wife, happy life!
Fantastic package deal. I waited quite a bit to write my review because I wanted to be able to evaluate their services from start to finish.

First meeting- met with Kiya (more comfortable speaking Mandarin, but can also speak English. Very sweet and patient. Nicole helped us as well. Both ladies offered suggestions after listening to our needs. There was no pressure to sign up for a package immediately, which I appreciated as a lot of these places tend to use high pressure sales tactics to get you to put a deposit down. I felt that they were very genuine and that they actually cared about making our big event the best it could be.

Kiya helped us select wonderful photographers, MC, DJ, and makeup artists:
- I highly suggest Even (photographer), as he is efficient and does amazing work (utilizes the best angles to eliminate other people in photos). He gets booked very quickly though, so try to reserve him right away. We were only able to get him for our outdoor photoshoot. Our day-of photographer/videographer were Stephen & James (I think). They were nice and took detailed photos that I appreciated (e.g. pic of rings, reception sign-in table, favors, etc.). I
haven't gotten a chance to see the video yet though, so no comment on that.

- MC Emily and DJ Jacky brought great energy to our party. Emily picked out some fun games that got everyone laughing. She speaks English and Chinese.

- Their makeup artist, Belinda, is amazing! I wish she could do my makeup all the time! :) She does wonderful work and you can see some examples on her facebook page. She did my makeup for our outdoor photoshoot and the makeup stayed put all day long in the summer heat. She's also good with hair! Unfortunately, she had an emergency and wasn't able to do my makeup on the day of. They called to tell me in the morning, which made me stressed out, but the other makeup artist, Mei Lin (not sure if this is how her name is spelled), did a pretty good job too.

*Some of these vendors can be booked directly, but if you're in a hurry, you can do their package to save time.

| Dhoom Events | We worked with Milin leading up to our wedding and DJ Vinit the week of, and on the night of, our wedding. Both were extremely professional and responsive. Milin was a breeze to coordinate with and DJ Vinit was fantastic. He completely understood the type of music we wanted, the amount of excitement, and took the time to review all of our

(2)

(4)

(5)

(8)
details with us. We had a jazz band for a small portion of the event and DJ Vinit worked flawlessly with the band ensuring there was always music and nothing was competing. I heard numerous times, both the night of and since, how fantastic DJ Vinit was and how it was some of the best music guests had heard at a wedding. We couldn't be happier with our choice!

| Dreams On A Deam Events & Weddings | DOAD was recommended to us from a friend who was an event planner herself. We hired Jessica Goldblatt to provide full services for our wedding. Jessica was amazingly organized and paid great attention to detail. My now husband and I are both in medicine and had limited time on the weekdays and weekends to plan what we wanted to be a meaningful ceremony and reception with our family and friends in SF. She has great rapport with all the SF vendors, had excellent communication skills, and was extremely reliable. I naturally am super Type A about everything, but had tremendous confidence in Jessica pulling it all together for the big day. My husband and I cannot emphasize how much we appreciate all the work of Jessica and her team on the weekend of our wedding this past October 21st, 2017. She went out of her way to alleviate the nerves of my shy 8 year |
old niece who did a reading for our ceremony, did all the communication with all the vendors behind the scenes so Chris and I could enjoy getting ready with our bridal party, and before our big entrance gave us a private moment outside the reception to share an intimate moment drinking champagne together as a married couple. My husband and I had such a fun time on our wedding day with our family and friends, and I know without a doubt that we could not have done without Jessica and her team.

I can't wait to hire Jessica again when we have a baby shower or our future baby's first birthday!

Event Solutions

Our daughter was married last week and everything went extremely well thanks to Sheila, who managed to take care of every detail. It became obvious when we hired her over a year before the wedding that we had made the right decision when she helped us to pick out the perfect venue, and negotiated a very reasonable pricing package, including discounted block rooms for our guests who traveled from out of town to attend.

She counseled us all along the way, and was there for every big decision we had to make. The day of the wedding I knew everything would be just fine, because she had confirmed and arranged for every detail to go smoothly, and
that feeling of confidence alone was priceless. I can't thank her enough for ensuring that this very special day would be absolutely perfect!