

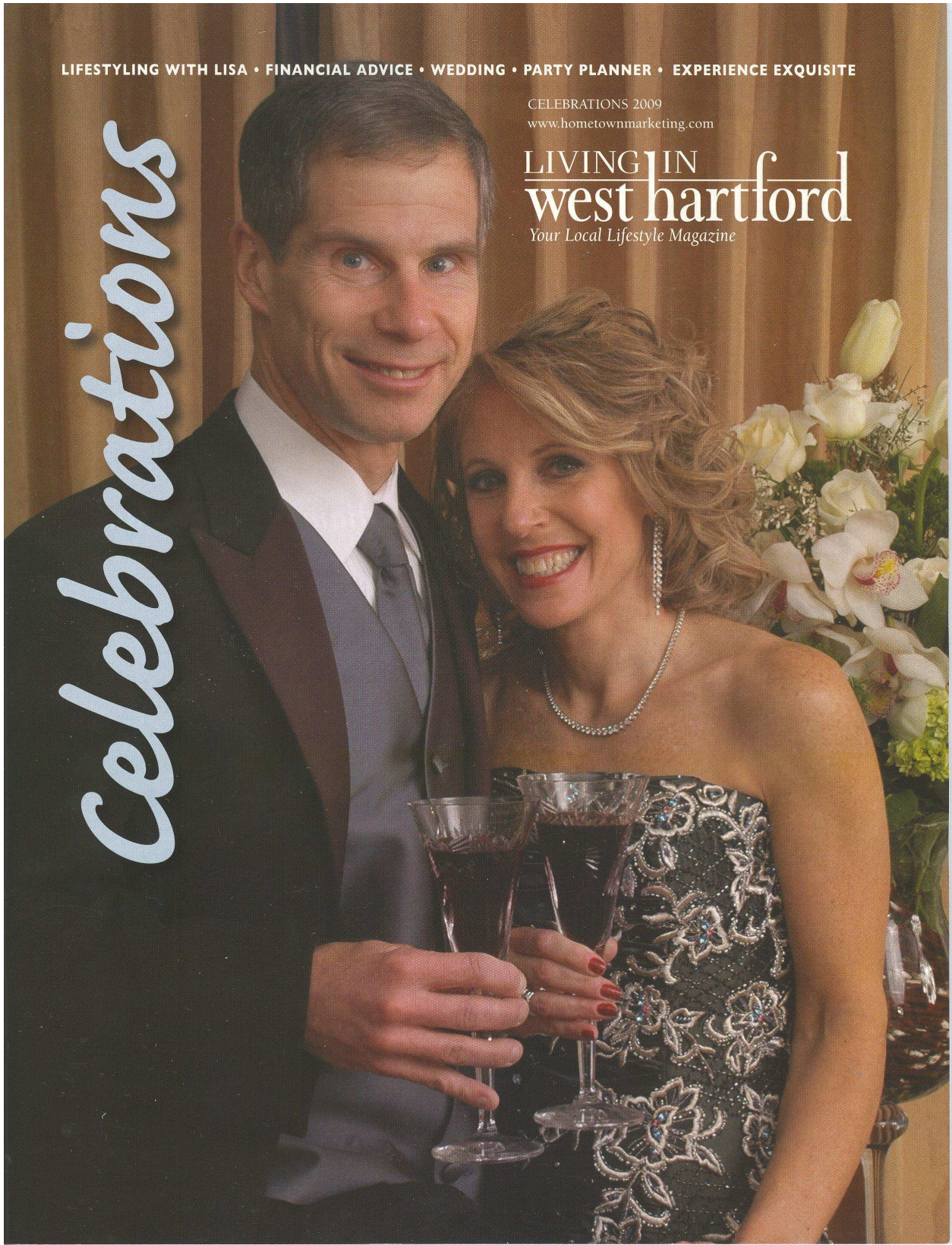
LIFESTYLING WITH LISA • FINANCIAL ADVICE • WEDDING • PARTY PLANNER • EXPERIENCE EXQUISITE

CELEBRATIONS 2009
www.hometownmarketing.com

LIVING IN west hartford

Your Local Lifestyle Magazine

Celebrations





Planning THE Perfect Party

There are many things we can, and should, do for ourselves. However, planning a major milestone event or even a special party celebration may be best accomplished with professional assistance. *Living Magazines* posed several questions to **Elissa Fallo**, President of Perfect Productions in Farmington.

Q. *Why they should someone use a party planner rather than handling the details themselves?*

A. There are so many reasons for this I could go on forever! In a nutshell here they are:

- People do not really understand that the average wedding is going to take 50 hours or more to plan. When you are working at night or on the weekends it becomes very time consuming and doesn't allow for much else.
- Hosts who plan their own event end up getting so wrapped up in the details that they can't enjoy themselves at the actual function.
- Planners have relationships with vendors that the general public doesn't have – the sheer volume of events allow them end unit pricing so although you are paying the planner you are actually saving money overall.
- If you are doing something in another city or state, that requires destination management. A planner already has a network to put the function together in much less time.
- Planners are able to tie everything together and brand the event if necessary. For example I recently proposed a general meeting for a corporation that was looking to retrain several of their key managers in the various aspects of the company. We decided to call it a companywide "Brush up". Everything became paint themed – beginning with an invitation designed to look like a painting on canvas. The event registration table held a watercolor kit for all attendees, imprinted with the company logo above the words "Team Member

Brush Up” and the guest’s name and table number on the inside. In addition, at check in all guests were given a piece of watercolor paper shaped like a painter’s palate – and a name badge clip – so that each could use their watercolor kit to paint their own name badge. The lunch entrée was served on a plate that was again shaped like a painter’s palate. The mid afternoon snack consisted of fresh baked cookies made to look like paint chips. Finally, at the close of the event, each guest was given a key chain with a painter’s palate on it in order to remember the day.

•A good planner can plan events in ANY price range! They will take your wishes and fit them into what you can afford.

Q. What are some interesting/innovative party themes, and how can they be executed?

A. The ideas here are endless, and can only be limited by your imagination. I have done so many themes: Winter Wonderlands, A Boop Boopy Birthday (Betty Boop theme),



Location, location... sometimes the location will provide the “theme” for a party. This corporate gathering was in a airplane hanger.

Preserve & Protect Your Artwork at Metcalfe's

Bruce & Kristi Metcalfe, with Harry & Winslow look forward to seeing you!

Metcalfe's Custom Framing

Metcalfe's Custom Framing has been specializing in framing for 46 years. Services include:

- Conservation framing
- Acid-free matting
- Museum glass
- Beveled mirrors
- Photo Frames

Quality Picture Frames since 1962

2500 Custom Frame Samples & 1000+ Mat boards

2529A Albany Ave., Bishop's Corner
West Hartford • 860-523-5289
Hours: Tues-Fri 9:30-5:30, Sat 9:30-5:00

Quality is Transparent

SWI

Shower Doors

Frameless & Framed Shower Enclosures for New & Existing Bathrooms.

Distinctive Designs Offering an Enduring Style.

290 Prospect Ave.
Hartford
860.232.0010

Single Doors • Door & Panel
Neo-Angle • Custom Frameless



Pleasantly Peacock, Under the Tuscan Sun, 007 – Shakin’ up the New Year, That 70’s Show. You really only need one piece for inspiration. For example the Betty Boop theme came from a client’s love of the cartoon. I found the cake top and it just spiraled out from there. Here are some considerations when choosing your theme:

- In order to do themes well you have to carry the theme from the beginning to the end with no deviation. For a very Victorian wedding, the invitation went out wrapped in lace, and the centerpieces were all created in vintage containers.

- Themes that are attached to something else are great, too. We won an award for an event that we did at Blue Back Square for the Connecticut Children’s Museum that was based on an exhibit about light and sound that they had at the museum. We called the event “Celebrating our Bright Future” and capitalized on the use of light and sound in the room.

Q. Can you describe the procedure you use with your clients?

A. Here is the process we typically follow:

- We sit down with the potential client to discuss the details of the event. Basically this time is spent learning what the clients’ goals and needs are. If it is a wedding we also talk about the dreams of the bride/groom/family members.

- Next we develop our proposal – including the concept, colors, theme if there is one. Typically, proposals are done on a design board to make it easier to see and feel the items we are proposing. At this stage we also

Party Planner/page 22

IRA NOZIK
 photographers
 233-2800 www.nozik.com
 Weddings • Bar/Bat Mitvahs • Celebrations
 Pets & People done on location

Celebrate in Style!

Party Plus
 TAYLOR RENTAL.
 600 Oakwood Ave.
 West Hartford
 860-233-2108

274 Broad St.
 Manchester
 860-643-2496

Taylor.Rental.Center@snet.net

Party Planner / from page 17

include menu and bar suggestions, as well as a complete budget (including labor) for the event of your dreams. Often this proposal may exceed the budget number that hosts are looking to meet.

- The client takes our budget and weeds out what they want, versus what they absolutely need.

- Once the client decides they like the concept, we begin the ordering and contracting stage. Each of our divisions goes into production of the items they will need to complete the event.

- We enter everything into our database so that the client will have a minute-by-minute script (yes, just like a play) of how their event will be produced. Twelve days prior to the event the client signs off on that script.

- We prepare a 3D room rendering so we can see what the room is going to look like with the people in it the night of the event. This helps us with traffic flow and food/bar locations.

- The day before the event, we load everything on a truck, check in any rental deliveries we have.

- Set it up.

- Follow the script and produce the event.

- Break it down.

- Within a week after the event we complete a post event de-briefing with the client and send out any post event surveys that they require. ♦

Meet Elissa M. Fallo President, Perfect Productions

Perfect Productions is located at 461 Cooke Street, Farmington, CT 06032. Visit their website www.perfectprod.com or contact them at 860-677-1655 or info@perfectprod.com.

As planners, Perfect Productions strives to take the events we do from ordinary to extraordinary, not only by making them unique in their design, but also by creating memories and experiences instead of just events. Perfect Productions is a National Award Winning Event Production Company. We have been in Business since 1984 and travel all over the world producing events. My mother, Karen Fallo, founded the company and I have since taken over running it. Since I have been working here, we have expanded the corporation to include an entire Food and Beverage Division, Floral Division, Rentals, Entertainment, and a Graphic Design/Editing Department focusing on custom stationary and Photo/ Video Editing. We employ staff photographers, audio visual technical directors, and our own event staff; we are one of the only production companies in the Northeast to offer "One Stop Shopping" to clients. We even have a full service travel agency that focuses on both corporate and leisure so it makes it very convenient for both the Bride and the Office Manager alike.

Fish & Chips • Angus Burgers • Steaks & Chops

THE CORNER PUG



6 Consecutive Years: Advocate "Best Pub Food"
1046 New Britain Avenue, West Hartford, CT
231-0241 • cornerpug.com
"The Beer Drinker's Companion"

Ales & Stouts • 12 Tap Beers • Wines & Spirits

TAPAS

- HUMMUS
- FALAFEL
- GYRO
- BLACKBOARD SPECIALS

BEST GREEK RESTAURANT 11 YEARS RUNNING - Hartford Advocate

Ever Changing Fresh Food Seven Days a Week

1150 New Britain Ave. • West Hartford • 860-521-4609
126-130 Ann Street • Hartford • 860-525-5988
854 Cottage Grove Road • Bloomfield • 860-882-0756
tapasonline.com

**NOW FEATURING
PARTY MENU!**

Complete menu
online at
effiesplace.net

EFFIE'S PLACE

FAMILY RESTAURANT

CHARLES, EFFIE & JOHN PAINDIRIS

860-233-9653
FAX **233-8033**
91 PARK ROAD
WEST HARTFORD

Here's a SMALL sample to get your mouth watering:
Greek Salad... Stuffed Mushrooms w/Sausage or Crabmeat... Penne w/feta & garlic w/black olives & oregano... Chicken Marsala "Just Like Mom's"... Roast Pork Loin... Coconut Pudding Cake... and much, much more!

We serve "Living in West Hartford" GOURMET SODA!
NOW AVAILABLE: 6-PACKS and PARTY CASES

