The Ultimate Wedding Floral Planning Checklist

A Guide to What to Ask, Prepare and Share With Your Floral Designer

BY MARCIA ALPHONSO DESIGN

Hi!
I'm Marcia

I'm the Owner and Creative Director of Marcia Alphonso Design, creating wedding and event florals throughout Maryland, Washington, DC and Northern Virginia.

I believe flowers should do more than decorate a space. They should create atmosphere, tell a story and leave a lasting impression. For me, thoughtful floral design is about understanding what matters to you and bringing that vision to life in a way that feels intentional and personal.

I created this guide to make planning your wedding flowers easier and help you feel prepared and confident when meeting with your floral designer.

Happy planning!
Marcia

Before Your Floral Consultation

Here's what to consider before meeting with your floral designer:

- Your floral budget (even a general range helps)
- Wedding date and venue details
- Wedding party details (number of bridesmaids; groomsmen etc.)
- Approximate guest count
- Number of tables

Before Your Floral Consultation

- Size and shape of tables (round, rectangular, or a mix)
- Your color palette or design style
- Inspiration images or mood board
- Ceremony and reception layout or vision
- Day-of timing (ceremony, cocktail, reception)
- Any additional floral items (bar, cocktail tables, welcome sign etc)
- How you want to feel on your wedding day

Your Wedding Floral Checklist

Personal Flowers

☐ Bridal bouquet
☐ Bridesmaids' bouquets
☐ Groom, groomsmen and dads boutonnieres
☐ Corsages or posies for mothers and grandmothers
☐ Flower girl petals or crown

Ceremony Flowers

☐ Welcome sign or entry florals
☐ Aisle markers or petals
☐ Arch, chuppah, or altar arrangements
☐ Statement arrangements (pedestals, columns, urns)

Your Wedding Floral Checklist

Reception Flowers (Cocktail and Dinner)

☐ Escort card or welcome table arrangement
☐ Cocktail hour arrangements (high-tops, lounge tables)
☐ Guest table centerpieces (low, tall, or mixed)
☐ Sweetheart or head table arrangements
☐ Cake flowers
☐ Lounge or bar area flowers
☐ Restroom florals

Questions to Ask Your Floral Designer

- Are you available on my wedding date?
- Do you have a minimum investment?
- How would you describe your floral style?
- Can you help guide us if we don't have a clear vision yet?
- Do you provide candles and other design services?
- Do you offer rentals? (linens, chairs, tables etc.)
- What happens if a flower becomes unavailable?

Questions to Ask Your Floral Designer

- What's included in your services? (design, delivery, setup and breakdown)
- What is your process from booking to wedding day?
- Can flowers be repurposed from ceremony to reception?
- What's the payment schedule?
- Do you offer mock ups?

Additional Details Your Floral Designer Will Need

- Final guest count
- Confirmed floor plan details/layout
- Setup and breakdown access times
- Start and end times (ceremony, cocktail & reception)
- Getting ready times and location(s)

Additional Details Your Floral Designer Will Need

- Room flip details (if applicable)
- Planner or day-of coordinator
- Venue contact and delivery details (loading dock, access, etc)
- Plan for flowers after the wedding (donation, family pickup, etc)

Working With Marcia Alphonso Design

We specialize in elegant, timeless floral designs that reflect your story and elevate your celebration. We work with couples who care about the details, value design, and want their florals to feel intentional, not just beautiful.

If you’re looking for florals that feel personal, purposeful, and beautifully designed, I’d love to hear from you.

Here's How The Process Works

- You reach out with your event details and I'll confirm availability.
- We schedule a discovery call to chat about your vision, priorities, and floral needs.
- I'll send a custom proposal outlining the design direction and pricing.
- If you decide to move forward, I'll send a contract and invoice. Your date is officially secured once both the contract is signed and the retainer is received.
- About 30 days before your event, we'll schedule a final design meeting and venue walkthrough to confirm everything.
- My team and I handle all floral delivery, setup, and breakdown so you can enjoy the day fully.

Whether you're drawn to romantic garden style or modern minimalism, our goal is to bring calm, clarity, and creativity to your floral experience.

Let's Create Something *Beautiful Together!*

If this guide helped you feel more confident or inspired, I'd love to connect with you and talk more about your wedding.

Website: marciaalphonsodesign.com
Instagram: @marciaalphonsodesign

CONTACT US!

Email: hello@marciaalphonsodesign.com
Phone: (443) 306-9768

Because timeless design never goes out of style.