



Milestone Birthday Hints & Tips

So, you're planning your birthday party, whether it be your sweet sixteenth, eighteenth, twenty-first or fiftieth! Congratulations on reaching such a remarkable milestone in your life!

There is a bit of planning involved in organising a milestone birthday party, including the invitation design for your event. We have put together some common hints and tips that we utilise when planning a milestone birthday party, which will be useful to you in your planning process.

The most important bit is that you enjoy yourself! But should you wish to learn a little more about how to organise your event, this document should cover the basics:

FIRST OF ALL, THE IMPORTANT DETAILS!

The first step is to work out what date you would like this event to be held. This can be the date of your actual birthday, or the closest weekend, or any date you choose!

You will need this date to book your venue, catering if necessary, and most importantly, to advise your guests of when the party will be held! Some venues will require quite a bit of notice (particularly the popular venues) and some will also require a deposit to secure your date. Your first step should be to make sure you have a place for the event to be held - the rest will slip into place!

Here is a checklist of information you will require, as it will generally appear on your invitation (feel free to fill this in as you confirm your plans):

TYPE OF EVENT: (IE. KATIE'S 21ST)

DATE OF EVENT:

TIME EVENT STARTS (AND FINISHES, IF APPLICABLE):

VENUE FOR EVENT (WITH STREET ADDRESS):

DRESS CODE FOR EVENT:

WHAT REFRESHMENTS OR MEALS WILL BE SERVED?:

RSVP DATE AND PREFERRED METHOD:(IE. PHONE, MAIL):

GIFT SUGGESTION (IF APPLICABLE):

Birthday Invitation Hints & Tips

YOUR GUESTS, AND WHEN TO SEND YOUR INVITATIONS OUT

After you have sorted out the details of your event, you will need to think about your guestlist, for a few purposes: the venue may have a maximum capacity you need to adhere to, you will need to calculate catering costs if you are providing food, drinks or refreshments, and you also need to work out how many invitations you will need to order.

A percentage of your guests will be part of a couple or family, so when it comes to invitations, you may only need one actual invite between these guests. This may bring your calculations down for your stationery.

Remember also, when writing your guestlist, to indicate on your list, as well as the final invitation, whether you would like guests to bring a date, partner or friend. You will need to allow for this “+1” in your guestlist calculations, even if the guest does not immediately indicate they are bringing someone along. It is good etiquette, however, for your guest to let you know if they are bringing someone to your party. It is not good etiquette to assume you can bring a guest if it is not explicitly mentioned on the invitation!

An effective way to work out when you need to send your invitations out for your event is to work backwards from the date of the party, and figure out when you need to have your attendance numbers ready. When does your venue need to have a projected attendance? When does your caterer need guest numbers by? Check with these places first, as they may have a specific lead time they require for each job. If you are getting your venue decorated by an event stylist, they may also need some lead time. It's A Date Event Design usually requires at least four weeks to create decorations, but this is flexible based on the needs of your event. Every business is different, so check with them to see what they would prefer.

Say, for example, your venue needed three weeks before the event to organise for your party. You would make the RSVP date indicated on your invitation three weeks before the party date. Most people make an RSVP date on a Friday, which gives guests the week before the RSVP date to email, phone or reply by written note. It also gives you the weekend, if need be, to make a few calls to check up on people who have not indicated their attendance. Sometimes, invitations get lost in the mail, or people simply forget to RSVP. A friendly reminder phone call is usually appreciated rather than the awkwardness of

under booking caters or having a guest feel like they were not invited in the first place.

Helpful Hint: It may seem a little overboard to let your guests know of a dress code, but it is really one of the most helpful pieces of information included in your invitation! Some venues will not allow certain types of footwear into their establishments. You may be having a party on a lawn where stilettos simply would not be appropriate. You may be having a backyard celebration where its perfectly okay to wear jeans! Let your guests know and they will appreciate an idea of what to wear (and what to expect!)

COLOUR AND THEME SELECTION

Many of our clients choose themes or colour schemes for their events. This can help with decorating and giving your guests something to dress up for (and look forward to!) It can also be something that interests you and says something about your unique personality. It's A Date Event Design can customise your invitation to suit this theme or colour selection in order to tie your event scheme together.

Feel free to check out our Birthday portfolio on our website to get some inspiration for colour and themes.

COLOUR IDEAS/THEME IDEAS:

OTHER WAYS TO PERSONALISE YOUR EVENT STATIONERY

- Include photos - set up a photoshoot for yourself with a friend or professional photographer to get some cute shots for your invitation, and/or use an adorable photo of you as a child!
- What is something your friends always associate with you? Is it your elegant tastes in fashion, your interest in a particular sporting team, your love of sparkly diamonds? We can incorporate these little touches into your invitations to make them “yours”!
- We can also customise each invitation with your individual guest names. Just send us through a list of your guests and we'll do the rest!