



PRECISION

EVENT GROUP

WEDDING PLANNING &
COORDINATION GUIDE

*Thoughtfully Planned.
Beautifully Executed.*



From the first "yes" to the final farewell, we
create seamless celebrations designed around
your story.

PRECISION BRIDE, MRS. DR. JOSHUA SMITH



A NOTE FROM

LAUREN

FOUNDER AND CEO, PRECISION EVENT GROUP, INC

Dear Brides,

First, take a deep breath.

Wedding planning is exciting, beautiful, emotional... and sometimes a little overwhelming. Between guest lists, timelines, budgets, family opinions, and all the little details that suddenly become very big details, it's easy to lose sight of what this season is really about.

You're getting married. Not just planning an event, but beginning a marriage with the person you love most.

When I founded Precision Event Group, my vision was simple: create a team that genuinely cares about people and serves them with excellence. A team that understands every wedding is unique because every love story is unique.

That's why I am so proud to introduce you to Jennifer, our VP of Weddings and Events.

While I oversee the vision and leadership of Precision, Jennifer is the heart of our wedding division. She has an incredible gift for creating calm in the chaos, bringing beautiful ideas to life, and helping couples feel supported every step of the way. Her passion for serving brides is evident in everything she does, and there is no one I trust more to guide our couples through this journey.

When you choose Precision, you're not simply hiring a coordinator. You're gaining a team that is invested in your experience from beginning to end. A team that wants you to be fully present on your wedding day—laughing, celebrating, soaking in every moment, and making memories with the people you love most.

Our goal isn't simply to execute a timeline. It's to create an experience that allows you to enjoy one of the most meaningful days of your life with confidence and peace of mind.

Thank you for considering Precision Event Group to be part of your story. We know there are many choices when it comes to planning your wedding, and we are honored to be considered.

Your only job right now is to enjoy being engaged. We'll take care of the rest.

Warmly,

Lauren



MEET JENNIFER

VICE PRESIDENT, WEDDINGS AND EVENTS

Some people are naturally gifted at bringing order to chaos, finding joy in the details, and making others feel completely at ease.

That's Jennifer.

As Vice President of Weddings & Events at Precision Event Group, Inc, Jennifer leads our wedding division with a servant's heart, exceptional attention to detail, and a genuine passion for helping couples enjoy every moment of their engagement season.

From your first planning conversation to the final dance of the evening, Jennifer serves as your advocate, guide, problem-solver, and biggest cheerleader. She believes wedding planning should be exciting—not stressful—and works tirelessly behind the scenes to ensure every detail comes together seamlessly.

Her approach is simple: listen first, plan intentionally, and execute with excellence.

Whether she's building timelines, coordinating vendors, managing logistics, or handling the unexpected, Jennifer brings a calm confidence that allows our couples to focus on what matters most—celebrating their love story.

What is most admirable about Jennifer isn't simply her talent for planning beautiful weddings. It's the way she cares for people. She understands that behind every checklist and timeline is a couple preparing for one of the most meaningful days of their lives.

When your wedding day arrives, you'll have the peace of mind that comes from knowing someone is looking after every detail, every vendor, and every moving piece so you can be fully present in the moments that matter most.

Simply put, Jennifer is the person you want by your side on your wedding day.

And we're honored for you to meet her.

*With excitement,
The Precision Event Group Team*

WHY COUPLES CHOOSE PRECISION



EXPERIENCE

Over 50 years of combined event experience managing weddings, galas, corporate events, and celebrations throughout Arkansas.



RELATIONSHIPS

Trusted partnerships with Northwest Arkansas' most sought-after venues, photographers, caterers, rental companies, and entertainment professionals.



EXECUTION

We anticipate problems before they happen, create detailed plans, and ensure every moment unfolds exactly as intended.

BY THE NUMBERS

55+

YEARS OF
COMBINED
EXPERIENCE

8

DEDICATED
TEAM
MEMBERS

HUNDREDS

OF
EVENTS
SUCCESSFULLY
EXECUTED

1

GOAL:
YOUR
PERFECT
WEDDING
DAY

TRUSTED THROUGHOUT ARKANSAS AND BEYOND

THE PLANNING PROCESS



A simple, stress-free experience from start to finish.



01
DISCOVERY
CALL

*We'll learn about
your vision,
priorities, style,
and goals.*



02
PLANNING
MEETINGS

*Together we'll
create a
customized
roadmap for
your wedding
day.*



03
VENDOR
COORDINATION

*We'll
communicate
with your
vendor team and
ensure everyone
is aligned.*



04
FINAL
DETAILS

*Timelines,
floorplans,
confirmations,
logistics, and
execution plans.*



05
WEDDING
DAY

*You celebrate.
We coordinate.*



06
HAPPILY
EVER AFTER

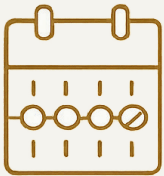
*The details
become
memories.*



SIGNATURE COORDINATION

Starting at \$1500

Perfect for couples who have planned their wedding and need a professional team to execute every detail.



TIMELINE
CREATION



VENDOR
CONFIRMATIONS



CEREMONY
COORDINATION



RECEPTION
MANAGEMENT



COUPLE
LIASION



SETUP
OVERSIGHT



PERSONAL ITEM
MANAGEMENT



GIFT & DECOR
COORDINATION



CLEANUP
COORDINATION



EMERGENCY
DAY OF SUPPORT

*You planned it. We'll make sure it happens. **flawlessly.***

PARTIAL PLANNING

Starting at \$3750

*For couples who want guidance
along the way while remaining
actively involved in planning.*

EVERYTHING INCLUDED IN SIGNATURE COORDINATION PLUS:

- ✓ VENDOR SOURCING
- ✓ VENDOR NEGOTIATION ASSISTANCE
- ✓ DESIGN CONSULTATION
- ✓ BUDGET GUIDANCE
- ✓ PLANNING MEETINGS
- ✓ RENTAL COORDINATION
- ✓ CATERING COORDINATION
- ✓ ENTERTAINMENT COORDINATION
- ✓ TIMELINE DEVELOPMENT



You're planning, we're guiding. Together we'll create a wedding that feels authentically. yours.

FULL PLANNING

Starting at \$7250

A concierge-level planning experience from engagement to wedding day. From “Yes” to “I Do”, We’ll be with you every step of the way.

EVERYTHING INCLUDED IN PARTIAL PLANNING PLUS:

- ✓ COMPLETE VENDOR MANAGEMENT
- ✓ CONTRACT REVIEW ASSISTANCE
- ✓ BUDGET OVERSIGHT
- ✓ VENUE COORDINATION
- ✓ DESIGN DEVELOPMENT
- ✓ GUEST EXPERIENCE PLANNING
- ✓ WEDDING WEEKEND LOGISTICS
- ✓ TIMELINE MANAGEMENT
- ✓ WEDDING DAY EXECUTION
- ✓ UNLIMITED PLANNING SUPPORT



PRECISION COUPLE, DR. AND MRS. JOSHUA SMITH

*You dream it, we'll bring it to life - guiding every detail from *yes* to *do*.*

WEDDING

ENHANCEMENTS

Thoughtful touches that elevate your celebration.

additional cost incurred



PRECISION CLIENT CLOSET

Beautiful extras without the extra expense.



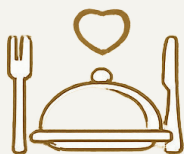
DIRTY SODA BAR

Custom-crafted drinks designed around your event. Mixologist included!



RSVP MANAGEMENT

Guest communication, tracking, reminders, and reporting.



REHEARSAL DINNER COORDINATION

Allow your family to relax while we handle the details.



WELCOME PARTY COORDINATION

Create an unforgettable first impression for your guests.



BRIDAL SHOWER PLANNING

Beautifully curated celebrations before the big day.



ADDITIONAL WEDDING SUPPORT TEAM

Extra coordination professionals when needed.



CUSTOM DESIGN CREATION

Invitations, menus, signage, welcome guides, and more.



TRAVEL AGENT CONNECTION

Seamless Honeymoon & Guest Travel Planning



You're planning, we're guiding. Together we'll create a wedding that feels authentically. yours.

A FEW LOVE NOTES



... FROM PRECISION BRIDES, GROOMS, PRIVATE CLIENTS, AND MORE.

“ Thank you SO much to you
and your team for an
amazing weekend! The
wedding was perfection. You
thought of every detail and
made it so perfect. ”
-Stefanie R.

“ Exceptional Event Planning Experience!
I had the pleasure of working with Lauren this past weekend,
and I cannot recommend her and Precision highly enough!
From start to finish, she was organized, detail-oriented, and
incredibly creative. Her ability to bring a vision to life while
keeping everything running seamlessly is truly impressive. Not
only did she handle every aspect of the day with professionalism
and poise, but she also made the entire planning process stress-
free and enjoyable. Her attention to detail, problem-solving
skills, and commitment to excellence ensured a flawless event
that exceeded expectations.

If you're looking for an event planner who is dedicated,
talented, and an absolute joy to work with, look no further than
Lauren and Precision. ”
-Lisa P.

“ When it came down to planning our wedding, it felt like this mountainous task. We wanted to use a really
cool venue, so we decided on George's Majestic Lounge. We had such big ideas for the space but had no idea
how to make them happen. Lauren met with us and immediately understood our vision and took the lead. It
was a huge weight lifted off our shoulders to know we had a true professional working hard to make our day
perfect. She was great about keeping us in the loop without ever making it feel overwhelming, and is just
the kindest person to work with. No matter what big idea we thought of, she could find a way to make it
happen. Our whole day ran so smoothly, she had thought through every little detail. Not once did we have
to lift a finger on our wedding day. When I saw George's for the first time walking down the aisle, it took my
breath away. It felt like a dream! Our whole family raved about how they too felt well taken care of and
were frequently checked in with by Lauren and her staff. We couldn't have asked for a better wedding and
we owe so much of that to Lauren and Precision Event Group! Would absolutely recommend! ”
-Kendall S.

“ The decision to make Precision Event Group our
point team was the smartest decision we made. The
only way it could have been smarter is if I'd made
that decision SOONER. Lauren juggled our every
request, idea, wish, text, call, thought and impulse
with immediacy, positivity, experience and care.
Often she'd hear our ideas and find an even better
solution. They were calm when we were frantic,
composed when we were antsy, and 100% committed
to making our Sunday wedding perfect. And it was.
Had we not hired Precision, we would have been lost
and the day wouldn't have been nearly as great. ”
-Jen W.

“ Lauren and team did an amazing job with
our event. I had some ideas and shared
them with her and she took my ideas and
exceeded any expectation that I had. She
added personal touches to make the event
even more special! She kept me updated
throughout the planning and executed
everything to perfection. We will definitely
be using Precision Events for any
upcoming parties and gatherings in the
future. Thank you Lauren and team! ”
-Jaime D.

LET'S BEGIN



Your wedding deserves more than a checklist.

It deserves a team committed to bringing your vision to life with precision, style, and intention.

We would be honored to celebrate alongside you.

*We can't wait to
celebrate with you.*



PRECISION COUPLE, DR. AND MRS. JOSHUA SMITH

Schedule your Consultation

*Lauren Roussell
Founder and CEO*

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Vice President, Weddings and Events*

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PRECISION EVENT GROUP

*Thoughtfully Planned.
Beautifully Executed.*



WEDDINGS ● CORPORATE EVENTS ● STRATEGIC PLANNING ● PRIVATE EVENTS

Northwest Arkansas ● Central Arkansas ● and Beyond....

PRECISIONEVENTGROUP.COM