Curate

How Stella Event Design Creates Proposals 50% Faster with Curate

Case Study

"We did 70 events and made $170,000 this year. We couldn't have done it without Curate. They've reduced the time it takes to create proposals by 50%. I would recommend Curate in a heartbeat."

SHAYA SHERWOOD,
Lead Floral Designer, Stella Event Design

Highlights

Challenges
- Using bare-bones spreadsheets
- Creating visually compelling proposals
- Calculating event prices and breaking down orders manually
- Tracking price fluctuations using ring binders

Solution
- Onboarding support
- Automatic proposals with gorgeous custom templates
- Shopping list combines multiple weddings into one order
- Ability to edit prices for assured profitability

Results
- 50% faster proposal creation
- Proposals that wow clients
- Streamlined backend processes
- Eliminating spreadsheets and paperwork

Challenges

Automating and simplifying production processes

When Shaya Sherwood joined Stella Event Design as the Lead Floral Designer, there was one tool she had to have.

> "I had a couple of non-negotiables and Curate was one of them," she recalls.

Previous experience had taught Shaya that using spreadsheets and PDF proposals to manage a floral business was stressful, manual, and time-consuming.

> "We had a spreadsheet that was super high tech at the time but it only had prices and no descriptions," she says.

As a visual and creative person, Shaya wanted to give brides a sneak peek of their floral arrangements but PDF proposals made it impossible.

Because the company had different pricing for everyday flowers and wedding flowers, Shaya had to write down prices in two separate binders.

> "I had to figure out the price of an everyday arrangement and then go back and forth between two binders to determine the price of a wedding arrangement," she says.

Shaya used her memory and another binder to keep track of annual flower price fluctuations. If she forgot to update the prices manually, there was a risk of losses.

> "I had a little binder where I wrote down the price of every flower. I would go through the binder every time we had a wedding to find prices. It was so time-consuming," she says.

When the company had overlapping events, Shaya broke down the flower orders using pen and paper.

> She explains, "I would take a legal pad and name every wedding and the flowers it needed in alphabetical order. Then I would look through the other weddings and if they had similar flowers I would add them up."

Shaya was looking for a better way to run the business and found Curate.

> "When I joined Stella Event Design, I couldn't imagine going back and doing things myself. I had to have Curate," she states.

> "I had a little binder where I wrote down the price of every flower. I would go through the binder every time we had a wedding to find prices. It was so time-consuming."

Solution

Automatic Proposal Creation, Seamless Production, and Assured Profitability

Shaya is grateful for the support she received from the Curate team during the onboarding process.

> "The most amazing thing about Curate is their online customer support. Whenever I needed help there was always someone to help me. I never felt alone," she says.

By adopting Curate, Shaya has **automated Stella Event Design's proposal building, productivity, and profitability.**

Automatic Proposal Creation

When Shaya has a client inquiry, Curate allows her to send a custom questionnaire within the software. The **client's responses are automatically plugged into the proposal** template saving Shaya a ton of time.

She appreciates Curate's templates because they allow her to **customize proposals according to her clients' needs.**

Curate empowers Shaya to **create gorgeous and visually appealing proposals** which bring her clients' events to life.

> "Our work is very visual and Curate lets me create elaborate proposals with inspirational pictures and color palettes," she says.

Collecting payments is as simple as one click.

> Shaya explains, "We can store our digital contract on Curate so brides can read it, sign it, and make multiple payments from the proposal."

Seamless Event Production

When a bride books an event, **Curate auto generates a shopping list and recipe sheet from the proposal.**

The shopping list **breaks down every flower that Shaya requires for the event plus its costs.** This saves her the hassle of having to write orders down.

With the recipe sheet, Shaya and her team have a clear picture of every bouquet that they need to design.

> "I can print out recipes for all the arrangements that my team needs to create complete with pictures and the number of stems that go into them," she says.

When Stella Event Design has multiple weddings in one weekend, the shopping list feature makes it easy for Shaya to **combine several events into one order.**

> "Shopping list automatically shows me what I need to order for multiple weddings. I don't have to figure it out manually," she says.

Assured Profitability

Shaya has **complete visibility into changes in flower prices thanks to the flower library in Curate.** This information enables her to make pricing decisions that ensure profitability.

> "I don't have to worry about the bottom-line price getting away from me. I can adjust the profit margin of every line item in the proposal," she says.

Shaya appreciates the **excellent support that she receives from the Curate team.** She's never experienced a challenge that they couldn't solve.

> ## "We can store our digital contract on Curate so brides can read it, sign it, and make multiple payments from the proposal."

Results

50% faster proposal creation

Adopting Curate's end-to-end solution has enabled Stella Event Design to thrive.

> "We did 70 events and made $170,000 this year. We couldn't have done it without Curate. Without them we would have only done half the events," Shaya says.

Shaya attributes this success to **Curate's eye-catching proposals that always wow brides** and reassure them that she understands their vision.

> "Brides say to me, "Oh my gosh, this proposal is gorgeous and it makes sense. You've shown me exactly what's going to be in my bouquet"," she explains.

Curate's **shopping list has eliminated manual paperwork and streamlined Stella Event Design's production.**

> "Before, it took me two to three hours to figure out what I had to order and call my wholesaler. Curate breaks down my orders automatically and I just email them to my wholesaler. It's amazing," she says.

Thanks to Curate's recipes, Shaya and her team have **complete visibility into the arrangements that they need to create.** This allows her to delegate work to her team confidently.

> "My employees have never said, "Here are the flowers, what do you want me to do with them?" There's a clear description in Curate and they can make the arrangement even when I'm not there," Shaya says.

Curate has **reduced the amount of time it takes Shaya to create a proposal by 50%.**

For florists, caterers, and event organizers, Shaya recommends Curate unequivocally.

> "I would recommend Curate in a heartbeat. I've actually suggested it to one of the caterers in town," she concludes.

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"It would take two hours to create a proposal using pen and paper. With Curate it takes me half an hour to an hour."

Curate

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