Décor that photographs: where money shows

06 · Design & Guest Experience · about 10 minutes

Lighting, the backdrop, the head table, tablescapes. Where décor dollars appear in photos and where they vanish.

Before you start

The event you are applying this to (real or the running gala example):

Date · guests · budget envelope:

Work through the objectives

1. Prioritise décor spend

2. Brief a florist and a designer with the creative brief

3. Avoid the three most common décor mistakes

Apply it: three decisions for your event

DECISION	WHAT YOU CHOSE AND WHY	OWNER / BY WHEN

Check your understanding

The décor element with the highest visual return is usually

A gobo projection costs roughly

Answers are on the lesson page after you take the quiz.

One line to remember