



A PANACHE AFFAIR

**CREDENTIALS**



# ABOUT US

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A Panache Affair is a unique blend of intelligent professionals who share a passion for planning distinguished events. Every successful event starts with immaculate planning, organization and communication.

**11 YEARS OF EVENT  
PLANNING &  
MANAGEMENT  
EXPERTISE**

**SUCCESSFULLY 90+  
PLANNED AND  
EXECUTED EVENTS**

**OPERATE  
NATIONWIDE WITH A  
HOMEBASE IN  
ARIZONA &  
CALIFORNIA**

**ALL WOMEN-LED  
TEAM**

**FEATURED IN TOP  
MEDIA CHANNELS  
INCLUDING  
PARTYSLATE,  
SHOUTOUT SOCIAL &  
MAHARANI  
WEDDINGS**



# OUR APPROACH

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FLAWLESS EXECUTION OF YOUR  
ONE-OF-A-KIND EXPERIENCE.

WE ***LISTEN*** TO YOU.

WE ***CREATE*** WITH YOU.

WE ***UNDERSTAND YOU AND PRIORITIZE  
YOUR VISION.***

OUR TEAM IS **HERE FOR YOU.**



# PRESENTING: THE APA STANDARD

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## INTENTIONAL

*We are selective in the commitments we make.*

## A PARTNER

*Your big day is our big day.*

## CLIENT FIRST

*We meet you where you need.*

## PERSONAL

*It's all about making sure your detailed vision and story is reflected throughout.*

## MEMORABLE

*We bring the **panache** to an experience that is as unique as you.*

## CUSTOMIZED

*We recognize each client is unique and recommend vendors accordingly.*



# OUR SERVICES

*Review the packages of services we offer to determine what's best for you.*

## ***The Whole 9 Yards***

- Venue selection or assistance
- End to end vendor introduction, selection & management
- 2 Site Visits
- Complete design and production assistance
- Coordination between client and vendor
- Minute by minute program / schedule breakdown across all events

## ***Lean on me***

- Venue & 5 Vendors to be in contract
- 2 Site Visits
- Pending vendor selection
- Review of decor, design, and logistics
- Coordination between client and vendor
- Minute by minute program / schedule breakdown across all events

## ***Helping Hand***

- Review of decor, design, and logistics
- 1 Site Visit
- Continuous availability via phone and email
- Coordination between client and vendor
- Timeline generation for all vendors
- Minute by minute program / schedule breakdown across all events





# COMPLIMENTARY OFFERINGS

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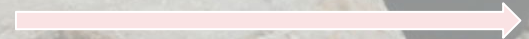
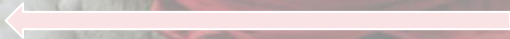
***The Whole 9 Yards***

***Lean on me***

A Panache Affair offers clients a complimentary text application service for the whole nine yards and lean on me packages. The text application service, a specialized SMS service, allows you to send event updates to all your guests in real time. The service is poised to assist you in seamlessly coordinating your king-size celebration. The service boasts an array of exceptional attributes, including:

- **Scheduled Messaging:** Text My Guests enables you and your partner to meticulously schedule messages before every event, guaranteeing that all important updates reach guests precisely when needed.
- **Group Conversations:** The service empowers you to arrange tailored group chats, delivering specific details to distinct sets of guests. This ensures that all invitees remain well-informed about the upcoming events and their respective venues.
- **Tailored Information:** Attendees receive personalized insights into the wedding festivities, simplifying their planning and ensuring they remain abreast of the celebration's timeline.

We also offer complimentary printing services - menu cards, name cards, signage etc in both packages.





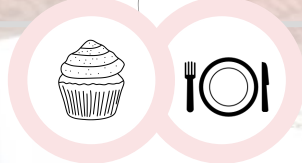
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# THE APA TIMELINE

**You're engaged!**  
(15-12 months out)

**Vendor selection and  
management**  
(6-9 months out)

**Final venue visit**  
(1 month out)



**APA intro**  
(15-12 months out)

**Continuous logistics and  
planning**  
(Ongoing)

**THE BIG DAY!**



# THE APA TRUST FACTOR

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[Client Testimonials for Shveta Dhillon](#)



A PANACHE AFFAIR

# OUR PORTFOLIO

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We have successfully executed all kinds of events - from branding events to proposals, baby showers, bridal showers and of course weddings, both intimate and big.

[LEARN MORE HERE](#)



# MEET THE TEAM





## FOUNDER AND CEO

### SHVETA DHILLON

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My name is Michelle Shveta Dhillon, CEO of A Panache Affair. Successfully planning events for the last 11 years and I continue to be passionate about what I do. I've been in the hospitality and sales industry for the last 21 years; I have a strong background in identifying clients' needs, which has led me to create A Panache Affair and the APA Standard. The APA Standard is creating a customized experience for each one of our clients. We know our clients is unique so we need to bring a unique, one of a kind experience to our brides and grooms. We want to take the time to get to know our clients on a personal level and build that bond and trust. We want to know what their vision is, and what is important to them. That is our focus and our goal to make their vision a reality. We aren't focused on the quantity of weddings we do a year but more so focused on the quality of each event we produce. We have tremendous pride in everything we do, and we want that to shine. This is the APA standard. This is A Panache Affair.



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# LEAD PLANNER

NIKITA PATEL

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Joining the APA team in 2016, I was introduced into the professional wedding industry while living in TX and promptly fell in love with the chaos of it all. Upon meeting Shveta in LA, I was excited about her vision and values APA is built upon.

I see wedding planning as the “beautiful chaos” behind the scenes. While the days can be long, I always marvels at how beautifully everything comes together. Most of all, I love the dynamic nature of APA's events, as the team always strives to be uniquely creative with their couples.



### **CONTACT US**

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