



GENESIS
Master of Events

About Us

Genesis Master of Events is a multi-award-winning event planning company, and recipient of the coveted "Hall of Fame" Award presented by The Knot.

Owner and Master Planner, Victoria Lewis, has a gift for transforming ideas into precious moments and with attention to every detail, makes your event distinctly unforgettable. For over 30 years, Victoria and her exceptional team have created, developed, organized, and executed flawless events. Allowing their clients the ability to enjoy every precious moment of their event with their guests

"A wedding is a once in a lifetime event. How a couple approaches the planning can have an unforgettable outcome. This has been the driving force behind my passion for this Industry. I have spent the past 30 years perfecting the systems we use that help every couple has the best planning experience possible. A wedding is just too important to leave to chance."

-Victoria Lewis



Awards and Affiliations



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Full Service

This is the perfect planning process for those who desire a professional touch in all aspects of the wedding and do not want to be burdened with the little details and countless hours of planning by themselves. In these packages, we are here whenever you need us to help make sure you have the support you need to have a stress-free planning experience!

Whether or not the client feels they will use the services listed below, they will be available should the need arise.

Sweet Love Package

\$8,500

- Unlimited in-office & email availability
- Budget creation
- Wedding day timeline
- Venue matching & one location tour
- Vendor matching
- Preferred vendor discounts
- Site visits prior to the event
- Vendor confirmations
- Design & decor planning
- Coordinate & run ceremony rehearsal



- Vendor etiquette expectation meeting
- “Fine-tune” all details of the event
- Wedding day direction
- Coordinate deliveries
- Secure gifts & cards
- Collect keepsake items
- Placement of personal items

- Venue matching with up to four tours
- Stationery design
- Custom monogram design
- Invitation addressing
- Invitation mailing (postage not included)
- RSVP tracking
- Wedding website design
- Wedding website management
- Honeymoon gift registry
- Midnight snack





1. IDEA
2. PLAN
3. IMPLEMENTATION
4. SUCCESS

Event Specialists

Master Planner

Our certified Master Event Planner, Victoria Lewis has been in the Event Industry for over 30 years, producing thousands of events, and has been honored with numerous Industry Awards. During the planning process, Victoria will be with you every step of the way. Investing time to know the couple is the most important aspect of the planning process. She secures all major services (venue, photographer, catering, etc.), provides you with comparisons of all options (price, style, and service availability), and ensures you are well educated on the options and outcomes that surround your choices. Victoria assists in all aspects of the event design, event space layout, floor plan, and compilation of décor and rental list.

Certified Planner

Our Certified Event Planners have completed and graduated in the top 1% of our intense 2-year training program and are certified through Genesis Master of Events. Each Certified Planner has over 60 successful events in their portfolio.

Assistant Planners

Each of our Assistant Planners has completed their first year of Genesis Master of Events' Training Program. Our planners are held to our highest standards and are happy to assist you in all aspects of the wedding planning process. Whether they are helping you choose your venue or simply choosing a napkin fold, they are trained to focus on the finest details.

Contact Options

Unlimited Email Contact

You will have access to all your assigned planners to ask any questions that may arise relating to your wedding planning process. Email is always the preferred way to contact us when you have a long list of questions and prefer not to come in for an office visit. This ensures we have accurate records regarding inquiries.

Unlimited In-office Consultations

Genesis offers a systematic planning process, but you are welcome to schedule an appointment to meet with your Planner or any of the Certified Assistants at any point in your planning process.

Unlimited Phone Consultations

Many use this form of communication for quick responses to questions. Our office hours are 10:00 am – 5:00 pm Tuesday – Saturday. We encourage you to text or email your planner on weekends, with the understanding they may be attending and supervising events and may be unable to reconnect with you until Tuesday.

Video Conferences via Facetime & Zoom

For your convenience, those who prefer to attend meetings via video conference, we are happy to accommodate clients with this preference.

Client's Private Location

For those clients with special needs and those requiring us to sign a privacy clause, we offer the option of in-home or on-site meetings. In these cases, our Master Planner is accompanied by a staff member.

Full Access to Online Planning Tools

Wedding State University, in partnership with The Queen of Weddings, is a one-of-a-kind program that was created from all of Victoria's years of experience and passion. When you become a member, she will guide you through planning videos and wedding quick tips to become a Stress-Free Bride



Service Matching

Ceremony Matching

Based on your vision and overall concept, we recommend locations that will suit your goals and desired outcome.

Reception Matching

Venues must be carefully selected when comparing the various services and options available.

*Travel fees are charged for destination searches & locations more than 40 miles from D.T. Fresno



Vendor Matching

We have an extensive vendor recommendation list. These vendors have been through our vendor orientation process and have signed our vendor etiquette form, as well as offer our clients generous discounts. Although we are not limited to working with only the vendors we recommend, we do require that all vendors attend an orientation and sign our vendor etiquette form to continue working with us.

Vendor Etiquette Expectation Meeting

Our vendors are required to follow our strict code of ethics, which includes a strict dress code, no drinking alcohol during hours of service, as well as a no fraternization policy.

Vendor Confirmation

We will ensure that your vendors know where to go, what time to arrive, and what is expected to create the perfect event as a team. We will confirm all details with vendors and distribute expected arrival time, itinerary, maps, and parking information.



Budget Assistance

Budget Creation

With so many options available today, it takes special skills to successfully create and manage a budget for a wedding. We invest time understanding the vision, goals and priorities to assist you in creating your budget. We will assist in creating an initial guideline for the wedding budget.

Budget Supervision

The client will be advised along the way when they begin to veer off the budgetary guidelines. Genesis does not control the budget; we are to be seen as an advisor only. We develop your budget based on your priority list and continue to refine your budget throughout the process.

Design Services

Design/Decor Advice & Planning

Once visiting your selected venue, we will carefully measure your space layout and customize your venue layout based on your designed event outcome.

Compile Decor & Rental List

Depending on your selected locations, there will be a variety of items necessary to create a smooth-running event. We will compile a list of necessary rental and décor items such as; lighting, tableware, linens, dance floor, and present you with prices, service options, and recommendations.

Custom Monogram Design

We will create a custom monogram based on your wedding styles and design preferences to use on any of your wedding stationery and décor.

Stationery Design

Depending on your selected locations, there will be a variety of items necessary to create a smooth-running event. We will compile a list of necessary rental and décor items such as; lighting, tableware, linens, dance floor, and present you with prices, service options, and recommendations.



Rehearsal Services

Coordinate & Run Rehearsal

We will schedule a rehearsal with your venue, relay detail of the rehearsal to all the parties who need to be in attendance, and direct the run through. We will include handouts for all those in attendance. These handouts will include the rehearsal line up, toasting etiquette, rehearsal dinner information, and the wedding day itinerary. All attendees will be escorted through the process. By the end of the rehearsal, each person will have a full understanding of the expectations for their part in the wedding day.

Rehearsal Dinner Management

No need to worry about last minute details surrounded by party planning for the rehearsal dinner. Our Master Planner will assist in preparing for your Rehearsal Dinner. This will include theming, securing venue, menu preparation, and event management.



Guest Management

Addressing & Mailing Invitations

We will apply the postage that you supply and mail your invitations.

Rsvp Management

Your guests will send their RSVP's directly to us and we will track your RSVP and menu choices. We will communicate the menu count to the caterers and contact non-responses for accuracy in guest count.

Guest Concierge

For your out of town guests, we will gather information on local hotel, restaurants, and local entertainment points of interest. We are also happy to create an informational packet you may have printed and mail to your guests. We will be happy to be their local contact.

Honeymoon Gift Registry

We will assist in setting up your free honeymoon gift registry account and provide the link to your wedding website. This allows your guests to gift you a honeymoon and keep 100% of your gift funds.

Custom Weekend Itinerary

We are happy to create a customized weekend itinerary for your guests to enjoy all the local attractions, including tours, meals, and reservations.

Transport Personal Items

We will store and deliver up to 2 boxes to be delivered to the ceremony so you do not have to worry about keeping track of the. We will ensure that they are safely delivered and set up in their specified locations.

*Genesis Master of Events and it's employees do not transport alcohol

Wedding Website Development

Our Graphic Design Specialist will create your custom wedding website with photos, engagement stories, and your wedding details.

Hotel Accommodations Management

For your out of town guests, we will gather information on local hotels, restaurants, and places for entertainment.



Wedding Day Services

Wedding Timeline

We will customize your wedding day timeline to include all your special moments and ensure a smooth running event.

Wedding Day Planners & Assistants

These assistants will be present to aid in direction of the event. They will act as hostesses for the needs of the guests, as well as the overall success of the event.

Placement of Personal Items

Our assistants will place the couple's personal items (guest book, cake knife and server, head table toasting glasses) where they wish.

Wedding Planners and assistants are not allowed to construct or assemble items not purchased through Genesis Master of Events, nor are they allowed to set up heavy equipment, tables, or chairs.

Coordinate Deliveries

We will direct all deliveries to the desired location and make recommendations for adjustments.

Secure Gifts & Cards

One attendant will be assigned to secure your gift table and cards to ensure their safety. All gifts will be relocated into a predetermined location to ensure their safety.

Day of Wedding Personal Assistant

You will receive one, full-time assistant to see to your needs and run light errands.

No Genesis employee is allowed into the private residence of any client or associate of the client without prior written consent of Genesis Master of Events and the owner of the residence.

Coordinate Rental Returns

We will contact and keep in communication with the rental companies to ensure all rental items are ready for pick-up.

Collect & secure Wedding Keepsakes

Our planners will ensure your cake knife, guest book, champagne glasses, and other keepsake items will be retrieved, cleaned, and safely stored.

Fine-Tune Wedding Details

From flowers to linens, our detail-oriented staff will ensure every detail is finely tuned to perfection.

On Site Until Event's End

We are the last to leave your event to ensure nothing has been forgotten. We offer this service for your peace of mind as well as your protection.





Bridal Party

Roles & Responsibilities

Participating in a wedding can be a confusing and daunting task. Traditionally, wedding party members all have very distinct roles to assist with the process and make life easier for the couple. We have compiled a wedding party packet that clearly lays out the etiquette for each bridal party member, their roles, and responsibilities as well as your expectations. These packets can also be customized to meet the unique needs of each person in the wedding party.

Bridal Party Management

Once we received your Bridal Party's contact information, we will contact each of them and introduce ourselves and let them know we are happy to assist them with etiquette, advice, and suggestions throughout the process. We are happy to provide them with rehearsal information and other important information.

Wedding Day Itinerary

After the rehearsal, everyone will receive a handout of their roles and responsibilities as well as an itinerary of the wedding day. They will be given our contact information and our availability for additional questions.

Post Wedding Services

Rental Return Coordination

Our staff will coordinate with your rental companies to ensure all rentals will be returned as agreed upon.

Personal Item Storage

The last thing on a couple's mind at the wedding is whether or not they packed up their wine glasses and guest book. We are happy to carefully clean and wrap, transport, and store your keepsakes safely until you are able to pick them up.

Coffee & Tea Meeting

As we reminisce over coffee or tea, we will enjoy looking at the beautiful photos together of the wonderful event we were able to help you create.

Magazine Submission

We will develop a blog post from your Love Story and interviews using photos from your wedding day. We will create and post a customized blog post and submit your wedding photos and diary to major wedding magazines and blogs for publication

Gift Management

Going on your honeymoon right away? You will need to get your gifts opened and your Thank You's written and sent off! We will carefully open your gifts, inventory & Photograph gifts, write Thank You's, and get them mailed off right away!



Celebrity Wedding Planning Extras

Paparazzi Shopping Trip

This day begins with a professional hair and makeup session; because you just can't get the full effect any other way. Then be whisked away on a champagne limo ride to the first local wedding shopping trip! The day will include our Genesis Photography Team and a Personal Assistant.

White Glove Tasting

Who can resist the excitement of your first dessert sampling? Especially when it is served with gourmet coffees and sparkling cider? Our private dessert sampling will serve up to 6 people. This tasting will include a wide variety of dessert options.

Engagement Party Planning

Our Genesis team will assist you in planning the perfect engagement party! This includes theming, budget management, and finding the best location

Bridal Shower Design & Management

Everyone wants to have the perfect bridal shower. Rest assured, this will happen when our Master Planner assists in all of the planning. Our planner will first sit with the client and choose acceptable theming, budgets, and locations. Then we will schedule a meeting with the Bridal Party and pull the team together to create the perfect, well organized, dream shower!

