

CENTER FOR PROFESSIONAL DEVELOPMENT**WEDDING PLANNER**

300 Hours/9 Months/Instructor-Facilitated
Course Code: **CPD130** || Course Cost: **\$1395**

OVERVIEW

Excelsior College has partnered with ed2go to bring you the Wedding Planner program. In this program, you'll delve into all aspects of the wedding and social event industry. From creating event concepts and planning ceremony details to handling vendor contracts, you'll learn to make a couple's dream wedding or party come true.

With the aid of assignments geared toward starting a business in the industry, you'll develop items including client contracts, service packages, and client profiling forms that you can put to use immediately in your new career. Templates, real-life examples, and discussion forums will help guide you through your training. You'll also have access to an online resource library containing more than 150 customizable documents you can download and use for your bridal clients and your business.

As a wedding planner, you'll play an integral role in the planning of a couple's most important day. To be successful, you'll need to know about planning, budgets, vendors, contracts, revenue channels, and more—and you'll need to keep up with the latest trends in bridal fashion, color choices, and wedding design. To address these demands, this program includes activities such as role-playing and vignettes that give you the opportunity to practice your new skills in realistic settings.

Internship Opportunity

This program also allows you to participate in a customized internship through Lovegevity's Wedding Planning Institute (LWPI). This internship is an opportunity for you to get hands-on experience in wedding planning. An internship enables you to apply your new knowledge and skills in a work setting while making important professional connections.

OBJECTIVES

Upon successful completion of the Wedding Planner program, you will:

- Have a portfolio of business contracts, pricing information, packages, and presentation tools.
- Understand the process for setting up a legal wedding planning business and be knowledgeable about business structure; licenses; insurances; and major local, state, and federal laws and regulations that affect business, as well as the procedural requirements necessary for compliance.
- Be proficient in prospecting for and contracting with wedding planning clients.

- Understand how to use marketing, publishing, and public relations to promote and increase your business.
- Understand how to develop service packages that give you a competitive edge in your local market.
- Be proficient in skills such as budget planning, vendor selection, and wedding design.
- Have knowledge of how to read and understand existing vendor contracts and create new ones.
- Be familiar with wedding design elements, fabrics, and styles, and traditional and non-traditional etiquette.
- Be familiar with various wedding traditions and cultures and how to incorporate a client's ethnic or cultural background into the celebration.
- Understand the six stages of an event experience and ways to implement them.
- Develop your skills using wedding and event planning software, tools, and resources.
- Be able to develop and successfully implement a wedding day timeline.
- Be able to use the event planning process to design and deliver a successful wedding or social event.
- Know how to develop your preferred local industry vendor network.
- Be able to successfully work with a bridal client to plan, design, and deliver her dream wedding.

MATERIALS INCLUDED

The required textbook, *Professional Wedding and Event Planning, How to Start a Wedding and Event Planning Business*, by Cho Phillips, will be provided upon registration.

OUTLINE

Chapter One: Wedding Industry Overview

- How wedding planning has evolved
- The purpose of an engagement
- Current statistics for marriage-bound couples
- Wedding seasons
- The wedding budget

Chapter Two: Engagement

- The opportunity of the engagement party
- Engagement ring basics
- Engagement announcements
- The bride's timeline/checklist
- The groom's checklist
- Traditional meanings behind "Something Old, New, Borrowed, and Blue"
- Engagement party and bridal shower ideas
- Engagement/wedding FAQs

Chapter Three: Your Role as a Certified Wedding Planner

- The Event Planning Process – D4 Analysis

- Questions to ask a new bride-to-be
- How to develop a client profile
- How to set vendor expectations
- How to set the expectations of the bride and her family
- Event/project management
- RASCI charting
- Wedding etiquette, mishaps, and mayhem

Chapter Four: Running Your Own Business

- How to structure your business based on your marketplace
- How to evaluate your competition when establishing your services
- How to set preliminary marketing objectives
- Tools and tips for organizing your home office and business practices
- Business start-up costs

Chapter Five: Documentation and Goals

- The importance of documentation
- How documentation of your business practices plays a vital role in the success of your business
- How to set goals for yourself and your business
- Wedding & Event Design Tool Kit

Chapter Six: Vendor and Venue Selection

- Why vendor selection is a key element in the success of your business
- How to identify quality vendors
- The questions to ask when building your vendor network

Chapter Seven: Contracts and Negotiations

- Contract law
- The key elements of a contract
- Contract rules to remember
- The importance of having business insurance
- U.S. Chamber of Commerce business resources
- Contract negotiations

Chapter Eight: The Traditional Wedding Planner

- Traditional wedding planning fees versus contemporary wedding planning fees
- How to create wedding packages as a traditional wedding planner
- Role of wedding planner, wedding coordinator, and wedding director
- How to work with a prospective bridal client
- Tools and suggestions for initial consultations

Chapter Nine: Wedding Cultures and Traditions

- Different wedding cultures and traditions of the world
- How to incorporate cultural traditions into signature wedding designs

Chapter Ten: Traditional and Non-Traditional Wedding Ceremonies

- The key elements of traditional, non-traditional, and civil ceremony weddings
- What questions to ask when planning a specific type of wedding and venue
- How to delegate bridal party responsibilities and who is responsible for what
- How to keep abreast of wedding trends and fashion
- Emergency tips and what is included in a wedding day emergency kit

Chapter Eleven: The Wedding Gown

- How to select the best bridal gown style for your bridal client and how to advise her when searching for the right gown
- Basic gown styles
- Basic veil styles
- The top wedding dress designers

Chapter Twelve: Wedding Music

- How to incorporate music into wedding day activities and events
- How to create a wedding day soundtrack or musical score

Chapter Thirteen: Signature Wedding and Events

- How to create a signature event
- Wedding & Event Design – A6 Production
- Sample wedding themes for each season and ideas for seasonal weddings

Chapter Fourteen: Marketing Your Business

- How to partner with the right associations
- The importance of marketing and establishing a mission
- Key elements of your reputation and image
- How to network

Chapter Fifteen: Marketing on a Local Level

- The secret to self-promotion
- Unique ideas to help market your business locally
- How to organize and conduct a successful seminar or wedding planning party

Chapter Sixteen: Bridal Shows

- The importance of bridal show participation
- How to research bridal shows
- Essential elements of a bridal show checklist
- How to book a show

- How to work a booth
- How to conduct a post bridal show follow-up

Chapter Seventeen: Online Marketing

- The importance of having an online presence
- The proper way to construct a web page for online marketing
- The importance of keywords and placement
- Recommended web positioning companies, software, and websites

Chapter Eighteen: Public Relations

- How to approach the media and position yourself as an expert in your field
- The key elements of a press release
- How to get your press release out on the wire
- How to write your biography
- How to conduct editorial opportunity research
- How to create an editorial opportunity calendar
- How to contact local news and radio stations
- How to get your articles published
- How to create your business press/media kit

Chapter Nineteen: Destination Weddings and Organizational Software

- Destination weddings
- Ways to organize your business and streamline your daily activities
- How to plan your work and work your plan
- Organizational software for your business and your clients

Chapter Twenty: Expanding Your Business Offerings

- How to incorporate additional services and products into your business
- Examples of complementary products and how to start expansion
- Expanding your business opportunities

Chapter Twenty-One: Wedding Planning Certification

- The value of your certification
- The importance of continuing education
- Getting an internship
- Industry conferences
- Educating prospective clients

Chapter Twenty-Two: Relationship Education

- The importance of relationship education before marriage
- How you can help change the rate of divorce in this country
- The Marriage Movement
- Suggested programs and websites

Chapter Twenty-Three: Philanthropy

- The importance of philanthropy in your business
- How to incorporate philanthropy
- Tips and ideas you can implement easily

Chapter Twenty-Four: Wedding Day

- How to put together your wedding day itinerary
- How to adjust for wedding day challenges

COMPUTER REQUIREMENTS

This program is compatible with the Mac OS, Windows XP, and later operating systems and IE 7 and later browsers. You must be able to view Flash content to utilize the online curriculum. You will also need access to a computer with Internet access and emailing capabilities.

INSTRUCTOR BIO

Cho Phillips is the founder and CEO of Lovegevity, Inc. and author of a textbook and resource manual, *Professional Wedding Planning, How to Start a Wedding Planning Business*. Through her company, Cho has helped thousands of brides around the country plan for their special day. She is also a consultant and trainer to numerous corporations servicing the bridal market.

Cho is frequently featured in the media as an expert on wedding industry trends, professional certification, and wedding planning. She has been featured in the *New York Times*, *Wall Street Journal*, *Chicago Tribune*, *Washington Times*, *Entrepreneur Magazine*, and *Las Vegas Sun* and has appeared as a guest on NBC, UPN, WB, and many other local television and radio stations across the country. She is also the creator of The Wedding Planning Board Game.

The Wedding Planning Institute, a division of Lovegevity, was founded with the sole purpose of providing aspiring wedding planners with the best possible education. The Institute is dedicated to the highest standards, offering wedding planning certification, business fundamentals, continuing education classes, and seminars. The institute's core instructors hold doctorates and master's degrees in education and bring a combined experience of more than 250 years in the wedding industry from various specialties and backgrounds.

The Wedding Planning Institute's certification program has been accepted by colleges and universities around the United States as the standard curriculum and business training for wedding and social event professionals.