
VIRTUAL GUIDED COURSE CONTENTS

BUSINESS START UP AND MARKETING FOR WEDDING PLANNERS & EVENT MANAGERS

WEEK 1

DESIGNING YOUR BUSINESS

HOW TO WRITE A BUSINESS PLAN

- The structure of a business plan
- How to finance your business
- Seeking business advice

MARKET RESEARCH

- How do I do it?
- What do I do with the results?

WEEK 2

WHAT TO CHARGE FOR MY SERVICES

FEEL MORE CONFIDENT WITH BASIC FINANCIAL PROCESSES

- How to create and understand an invoice
- Keeping your own financial records
- Basic bookkeeping spreadsheet template for sales income
- Bookkeeping spreadsheet for expenses (purchases)
- Example invoice

INPUT FROM AN ACCOUNTANT

WEEK 3

UNDERSTANDING MARKETING & ADVERTISING TO BRIDES, GROOMS & CORPORATE CLIENTS

- Choosing your marketing methods
- Identifying your unique selling point
- Relate your features to the clients' needs and desires

PRACTICAL LOW-COST MARKETING

- How do I write a press release?
- Capture the attention of a journalist
- Top tips for writing articles
- Business networking

SOCIAL MEDIA MASTERCLASS INPUT

WEEK 4

PERFECT PORTFOLIOS

YOUR WEBSITE

- Creating your own
- Using a professional web designer

PINTEREST MASTERCLASS

WEEK 5

ADVERTISING

- Is it worth the money?
- How much should I spend?
- Designing your advertisements

DEVELOPING A BRAND

Working with a graphic designer to create your logo

STYLE CONSULTANT INPUT

WEEK 6

SALES: SELLING TO BRIDES, GROOMS & CORPORATE CLIENTS

- How to engage a client's interest
- Qualifying a lead
- How to close a deal

NEGOTIATING

- Quality, quantity, price and added value
- When can't a Wedding & Event Planner negotiate easily?

WEDDING SUPPLIER INPUT

WEEK 7

EXHIBITING AT WEDDING FAIRS & TRADE SHOWS

- What happens at a wedding fair or trade show?
- Freebies
- Demonstrations
- Staff and helpers

CUSTOMER SERVICE

WEEK 8

CONTRACTS BETWEEN CLIENT AND PLANNER

- What are terms and conditions?
- Effective communication
- Example of a basic contract and purchase order
- Example terms and conditions between Planner and client
- Another example contract

CONTRACTS BETWEEN SUPPLIERS & CLIENTS

- Checking out suppliers
- Contract, terms & conditions from wedding & event florists
- Contract, terms & conditions from wedding & event caterers
- Photography contract
- Videography terms and conditions
- Cake contract
- Live music and entertainment agency contract

INPUT FROM CONTRACTS LAWYER

WEEK 9

AVOID BEING A VICTIM OF BUSINESS CRIME

- Burglary of business premises
- Vehicle crime
- Personal safety
- Scams
- Laundering money
- Business continuity planning

WEEK 10

FIRST AID OBLIGATIONS

- Your duty of care
- Suggested supplies for events
- The most common ailments and injuries at events

HEALTH & SAFETY OBLIGATIONS AT YOUR EVENTS

- What is a risk assessment?
- What event specific health & safety issues should I consider?
- What to do with your risk assessment when it is completed

PREPARING FOR WEDDINGS POST-COVID

- Risk assessments for Covid
- Protecting yourselves and others
- Marketing in the new-normal