
PROFESSIONAL WEDDING PLANNING & EVENT MANAGEMENT

CONTENTS

BOOK 1

10 INTRODUCTION

10....Your qualification

10....Extra help

10....Further qualifications and learning programmes

11....Work experience

12....Instructions

12....Word count – coursework only

13....Plagiarism

14....Submitting your coursework by post

14....Submitting your coursework by email, memory stick or disk

15....Marking of coursework

16....Exam instructions

17....Submitting your exam by post

18....Marking of exams

18....Disputes

20....Marking criteria

24 **BECOMING A WEDDING PLANNER & EVENT MANAGER: UNDERSTANDING THE ROLE**

24....What does an Event Manager do?

28....What qualities should an event manager possess?

29....The duties of a modern wedding planner: what does the job entail?

30....What qualities should a wedding planner possess?

31....Additional Skills

33....Challenges wedding planners face

36 PLANNING SKILLS & SCHEDULES

37....Importance of good timing

37....How to get clients to cooperate

38....Using payment schedules

38....Weddings: what to plan and when

42....Weddings: what you and clients need to do in the run up to the big day

45 INTRODUCING EVENTS

45....Running events for charities

52....Running events for corporate clients

53....The jolly, social or junket

54....Training events

55....The exhibition

56....The launch party

57....Running events for domestic clients

60 WEDDINGS ABROAD

62....Legal requirements

63....Wedding planner's timeline for overseas weddings

67....General ideas and advice

70 OVERSEAS EVENTS

72....Countdown to your overseas event

73....General advice for planning overseas corporate events

75....Four ways to make money from overseas weddings and events

BOOK 2

82 FIRST MEETINGS WITH CLIENTS

- 84....Things to be aware of
- 84....Preparing well and knowing what you want to achieve
- 86....Selling yourself and your services

89 THEMES: CREATING AND DESIGNING

- 89....Theme vs motif
- 90....Developing ideas creatively
- 92....Who comes up with the ideas?

94 WEDDING ETIQUETTE & PLANNING GUIDELINES

- 95....Engagements
- 96....The wedding guest list
- 96....Choosing the wedding party
- 97....The wedding party
- 99....Invitation etiquette
- 100....Wording invitations appropriately
- 105....Inviting and excluding children
- 105....Registering for wedding gifts
- 106....Pre-wedding parties: Hen & stag, rehearsal dinner
- 106....Places in Christian church
- 107....Jewish processional
- 108....Music, readings and prayers
- 110....Readings
- 111....Personalised vows
- 111....Who pays?
- 112....The receiving line
- 113....Seating arrangements
- 114....Announcements, speeches and toasts
- 116....Cutting the cake
- 116....Marrying again
- 117....Throwing the bouquet

- 117....Leaving the wedding
- 118....Thank you cards
- 119....Appendix
 - 119....Poems and readings suitable for weddings
 - 120....Religious readings

123 RESEARCHING SUPPLIERS

- 123....Where to find suppliers
- 126....What to do with suppliers when you have found out they exist

129 AVOIDING PROBLEMS AND TROUBLESHOOTING

- 129....Checking out suppliers
- 130....Putting things in writing
- 131....Effective communication
- 132....Records and software
- 132....Problems that commonly occur

BOOK 3

140 BUDGET MANAGEMENT FOR WEDDING AND EVENT PLANNERS

- 140....Advising clients how to fund a wedding
- 141....Setting budgets for corporate events
- 144....How to calculate VAT at 20%
- 144....Reducing costs for all events
- 147....General budgeting advice

149 VENUE SPECIFICATION

- 149....Setting a date
- 150....Interpreting the brief
- 151....Access for disabled guests
- 152....Food quality and serving: food tasting
- 154....Comparing prices

- 156....Exclusive use
- 157....Event design: style, colour and theme
- 158....Insurance
- 160....Appendix: Venue record

166 HOW TO PLAN YOUR MARQUEE SPACE AND REQUIREMENTS

- 168....Example calculation
- 170....Items you may need for an event in a marquee
- 172....Calculating area

174 WEDDING CUSTOMS & SUPERSTITIONS

180 PLANNING & COORDINATING CORPORATE EVENTS

- 180....Planning & coordinating exhibitions and trade shows
- 188....Planning & coordinating a conference
- 193....Planning & coordinating a launch
- 197....Planning & coordinating concerts, festivals and sports events
- 204....Appendix: Event evaluation

BOOK 4

208 GREEN WEDDINGS & ENVIRONMENTAL RESPONSIBILITY

- 209....Design: flowers & decoration
- 210....Invitations & other communication
- 210....Dressing
- 211....The rings
- 212....Food
- 212....Gifts
- 213....Favours
- 213....Transport
- 213....Vows

216 MARRIAGE LAW & PROCEDURES

- 217....Getting married in an Anglican church
- 217....A religious ceremony other than in a Church of England or Church in Wales
- 218....Civil marriages: Giving notice
- 219....Ceremony & fees
- 220....Personalising
- 221....Residency requirements
- 222....Divorcees, widows and widowers
- 223....Civil partnerships
- 225....Getting married in Scotland
- 227....Approximate fees in Scotland
- 228....Appendix: Register Offices for non-UK citizens

230 RELIGIOUS WEDDINGS

- 231....Islamic
- 232....Jewish
- 233....Buddhist
- 234....Hindu
- 235....Greek Orthodox

237 MILITARY WEDDINGS

240 HIGH-PROFILE & CELEBRITY WEDDINGS

- 240....Inspiration & critique
- 241....Dealing with the press
- 242....Working with a magazine deal
- 243....Acquiring high profile clients
- 244....Official announcements

246	COORDINATING A WEDDING DAY
247....	Preparing yourself for the big day
250....	Know your event
252....	Your final checks
252....	Keeping the day running on schedule
255....	Taking care of wedding guests
256....	Dealing with gate crashers
257....	Helping guests with disabilities on the day
258....	Dealing with children
260....	Appendix: Pre-wedding meeting questionnaire
270....	Appendix: Checklist for wedding day management kit
272....	Appendix: Wedding day self-evaluation
276	REFERENCES
277	GLOSSARY

