

VIRTUAL GUIDED WEDDING PLANNING & EVENT MANAGEMENT COURSE

WEEK 1

BECOMING A WEDDING PLANNER & EVENT MANAGER: UNDERSTANDING THE ROLE

- What does an Event Manager do?
- What qualities should an event manager possess?
- The duties of a modern wedding planner: what does the job entail?
- What qualities should a wedding planner possess?
- Additional Skills
- Challenges wedding planners face

WEEK 2

PLANNING SKILLS & SCHEDULES

- Importance of good timing
- How to get clients to cooperate
- Using payment schedules
- Weddings: what to plan and when
- Weddings: what you and clients need to do in the run up to the big day

INTRODUCING EVENTS

- Running events for charities
- Running events for corporate clients
- The jolly, social or junket
- Training events
- The exhibition
- The launch party
- Running events for domestic clients

WEEK 3

WEDDINGS ABROAD

- Legal requirements
- Wedding planner's timeline for overseas weddings
- General ideas and advice

- OVERSEAS EVENTS
- Countdown to your overseas event
- General advice for planning overseas corporate events
- Four ways to make money from overseas weddings and events

INPUT FROM ITALIAN WEDDING PLANNER

WEEK 4

FIRST MEETINGS WITH CLIENTS

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

THEMES: CREATING AND DESIGNING

- Theme vs motif
- Developing ideas creatively
- Who comes up with the ideas?

INTERVIEW WITH REAL BRIDE & PINTEREST MASTERCLASS

WEEK 5

WEDDING ETIQUETTE & PLANNING GUIDELINES

- Engagements
- The wedding guest list
- Choosing the wedding party
- The wedding party
- Invitation etiquette
- Wordings invitations appropriately
- Inviting and excluding children
- Registering for wedding gifts
- Pre-wedding parties: Hen & stag, rehearsal dinner
- Places in Christian church
- Jewish processional
- Music, readings and prayers
- Readings
- Personalised vows
- Who pays?
- The receiving line
- Seating arrangements

- Announcements, speeches and toasts
- Cutting the cake
- Marrying again
- Throwing the bouquet
- Leaving the wedding
- Poems and readings suitable for weddings
- Religious readings

WEDDING CUSTOMS & SUPERSTITIONS

WEEK 6

RESEARCHING SUPPLIERS

Where to find suppliers

What to do with suppliers when you have found out they exist

AVOIDING PROBLEMS AND TROUBLESHOOTING

Checking out suppliers

Putting things in writing

Effective communication

Records and software

Problems that commonly occur

INPUT WITH FLORIST & CATERER

WEEK 7

BUDGET MANAGEMENT FOR WEDDING AND EVENT PLANNERS

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

VENUE SPECIFICATION

- Setting a date
- Interpreting the brief
- Access for disabled guests

- Food quality and serving: food tasting
- Comparing prices
- Exclusive use
- Event design: style, colour and theme
- Insurance

INTERVIEW WITH VENUE MANAGER

WEEK 8

HOW TO PLAN YOUR MARQUEE SPACE AND REQUIREMENTS

- Example calculation
- Items you may need for an event in a marquee
- Calculating area

PLANNING & COORDINATING CORPORATE EVENTS

- Planning & coordinating exhibitions and trade shows
- Planning & coordinating a conference
- Planning & coordinating a launch
- Planning & coordinating concerts, festivals and sports events
- Event evaluation

INPUT WITH MARQUEE PROVIDER

WEEK 9

GREEN WEDDINGS & ENVIRONMENTAL RESPONSIBILITY

- Design: flowers & decoration
- Invitations & other communication
- Dressing
- The rings
- Food
- Gifts
- Favours
- Transport
- Vows

MARRIAGE LAW & PROCEDURES

- Getting married in an Anglican church
- A religious ceremony other than in a Church of England or Church in Wales
- Civil marriages: Giving notice
- Ceremony & fees

- Personalising
- Residency requirements
- Divorcees, widows and widowers
- Civil partnerships
- Getting married in Scotland
- Approximate fees in Scotland
- Register Offices for non-UK citizens

WEEK 10

RELIGIOUS WEDDINGS

- Islamic
- Jewish
- Buddhist
- Hindu
- Greek Orthodox

MILITARY WEDDINGS

HIGH-PROFILE & CELEBRITY WEDDINGS

- Inspiration & critique
- Dealing with the press
- Working with a magazine deal
- Acquiring high profile clients
- Official announcements

COORDINATING A WEDDING DAY

- Preparing yourself for the big day
- Know your event
- Your final checks
- Keeping the day running on schedule
- Taking care of wedding guests
- Dealing with gate crashers
- Helping guests with disabilities on the day
- Dealing with children
- Pre-wedding meeting questionnaire
- Checklist for wedding day management kit
- Wedding day self-evaluation

PREPARING FOR WEDDINGS POST-COVID

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