

PROFESSIONAL

WEDDING & EVENT PLANNING

HOW TO START A WEDDING & EVENT PLANNING BUSINESS





Certified Wedding & Event Planning

Course Objectives

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

- ▶ Have a portfolio of work along with 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 and special event 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
- ▶ Know the difference between 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.

You will be proficient in the following:

- ▶ Planning a budget, selecting a vendor, and designing a wedding
- ▶ Reading and understanding existing vendor contracts, and creating new ones
- ▶ Choosing design elements, fabrics, and styles
- ▶ Understanding the six stages of an event experience and ways to implement them
- ▶ Understanding the science behind food & wine pairing for special event menu planning
- ▶ Preparing the proper table setting and establishing etiquette techniques
- ▶ Using wedding and event planning software, tools, and resources
- ▶ Implementing a wedding event timeline
- ▶ Developing your preferred local industry vendor network
- ▶ Working with a bridal client to plan, design, and deliver a dream wedding

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Course Syllabus

Week 1

CWEP Course Introduction
Chpt 1: Wedding Industry Overview
▶ Chpt 1 Quiz
Chpt 2: Engagement
▶ Chpt 2 Quiz

Week 2

Chpt 3: Your Role as a Planner
▶ Chpt 3 Quiz
Chpt 6: Vendor and Venue Selection
▶ Chpt 6 Quiz
Chpt 8: The Traditional Wedding Planner
▶ Chpt 8 Quiz

Week 3

Chpt 9: Wedding Cultures and Traditions
▶ Chpt 9 Quiz
Chpt 10: Traditional and Non-Traditional Wedding Ceremonies
▶ Chpt 10 Quiz
Chpt 11: The Wedding Gowning Planner
▶ Chpt 11 Quiz

Week 4

Chpt 12: Wedding Music
▶ Chpt 12 Quiz
Chpt 13: Signature Weddings
▶ Chpt 13 Quiz

Week 5

Chpt 7: Contracts and Negotiations
▶ Chpt 7 Quiz
Chpt 19: Destination Weddings
▶ Chpt 19 Quiz
Chpt 20: Expanding Your Business Offerings
▶ Chpt 20 Quiz

Week 6

Chpt 22: Relationship Education
▶ Chpt 22 Quiz

Week 7

Chpt 21: Wedding Planning Certification
▶ Chpt 21 Quiz

Week 9

Chpt 16: Bridal Shows
▶ Chpt 16 Quiz
Chpt 17: Online Marketing
▶ Chpt 17 Quiz

Week 10

Chpt 18: Public Relations
▶ Chpt 18 Quiz
Chpt 23: Philanthropy
▶ Chpt 23 Quiz

Week 8

Chpt 4: Running Your Own Business
▶ Chpt 4 Quiz
Chpt 5: Documentation and Goals
▶ Chpt 5 Quiz

Week 12

Final
▶ CWEP Certification Exam
▶ CWEP Course Evaluation
▶ Name Verification

Week 11

Chpt 14: Marketing Your Business
▶ Chpt 14 Quiz
Chpt 15: Marketing on a Local Level
▶ Chpt 15 Quiz

Questions? Contact Us!

email: team@lovegevity.com

USA: 1-888-221-9988

International: 1-916-780-1222



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————— Live Class Discussions —————

Includes daily Live Class discussions with Industry Experts:

Series of topics include:

- ▶ Destination Weddings: Do's & Don'ts
- ▶ Wedding Packages + Prices + Contracts
- ▶ Building a Dream Wedding or Event for your client
- ▶ Best Business Practices for Every Planner
- ▶ Destination Wedding: Caribbean
- ▶ Destination Wedding: Italy
- ▶ Expanding your Services: Fundraising for Charitable Events
- ▶ Marketing your Services
- ▶ Booking Clients
- ▶ Building a dream wedding or event for your client
- ▶ Wedding Etiquette
- ▶ Marsala: How to incorporate it in a wedding
- ▶ Social Media - Pinterest, Facebook and Twitter
- ▶ How to offer the best in customer service to your clients
- ▶ Planner vs. Designer
- ▶ Best Business Practices for Every Planner
- ▶ Wedding Planner, Coordinator, Director Roles
- ▶ Wedding Trends: Floral and Table Decor
- ▶ Client Service Agreements and Addendums
- ▶ Wedding Invitation
- ▶ 30 ways to save money on a wedding
- ▶ Building Your Event Team
- ▶ Event Design: Significance of design in celebrations
- ▶ Relationship Education
- ▶ Event Design: Trends and decor ideas
- ▶ Event Design: Understanding Colors in the world of DESIGN
- ▶ Spanish: Competición y Reputación
- ▶ How to create an effective TIMELINE

and many more!

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