

## Wedding Planning Training Courses

### Do you want to be a wedding planner?

If you want to start your own Wedding Planning business, or hope to get a job in an established wedding planning company, then having an overview of the role, the business, the highs and the lows is imperative.

### Where best to start than by receiving training from a well established wedding planner?

We offer a selection of courses that provide you with the insight and knowledge to take the first steps into the business world of wedding planning. Our courses take you step by step through a wedding day and the role of the wedding planner and coordinator, we also cover the theory and our wedding planning courses have been designed to give you an overview of the market, wedding styles, marriage law and customers' expectations.

**Introduction to Wedding Planning** is a classroom style course that covers the different elements of setting up your business, choosing and working with suppliers; pricing for your services, contracts and working with clients, marketing and press promotion and all the other things you'll need to do to get started and begin to plan weddings. £250 per day

**Wedding Day Coordination** is a designed to take you step by step through the wedding day enabling you to experience the different activities needed of you on the day, as well as understanding the activities that need to be undertaken before the wedding day that you'll need to do to ensure the whole day is a success. £200 per day

**Wedding Decoration** has been designed to give you some guidance in how to design a wedding day and transform a venue, it will include hints and tips to help you be able to create some wedding day designs with flowers and materials, to enable you to offer a thorough service and be a worthwhile pair of hands on a wedding day. It will teach you some tricks of the trade to enable you to have your own 'emergency' displays to be used if and when necessary.



### **Marketing and PR for the Wedding Industry – Half Day Course**

This course is being written, and will be available in the second half of 2010, it will help you understand how to successfully promote your business, work with the press, do successful interviews and make the most of social media.

### **“Customer Insight” Know your customer – Half Day Course**

This course is very exciting and is new for 2010, it will be available in the second half of the year. It is important to consider your advertising campaign, and write business plans, develop a pricing strategy and communications plan, but equally important is to know your customer. Without a clear view and understanding of what your customers, want, need and expect from you, how will you be sure that your advertising campaign will reach out to them, and more importantly, will you be sure that your website is telling them what they need to know? This is a half day course, and will be available on the same day as Marketing and PR for the wedding industry.

### **Wedding Venue – Wedding Services Training – One Day Course**

The Wedding Training Company has a lot of experience working with wedding venues, large and small to review their wedding service and look at ways to improve and increase sales. This course will suit anyone either new in the role at a wedding venue, or that has a small wedding venue and would like to look at ways to promote weddings. Course cost is £265 per day per person, alternatively our independent wedding venue service in association with The Wedding Consultancy Company is available. Please contact us if you are interested in this course as they are scheduled on demand.

### **Independent Wedding Venue, Wedding Services Training – Two Day Consultancy**

One to one consultancy is also available, in association with the Wedding Consultancy Company, which includes a visit to the venue and the production of the venue's wedding proposition, overview of services, review of pricing and current approach, and together we will work on the updated business plan. Options available to add on marketing expertise and press releases and/or graphic design review for your branding and web design. 2 day wedding venue consultancy package is from £1050 and will contain a bespoke training and consultancy plan.

### **Wedding Venue – Wedding Services Training – Training Programmes**

Ensuring that your service delivery is a high standard and an edge on your competitors is imperative, the Wedding Training Company Ltd has experience in the hospitality industry as well as extensive experience in the wedding planning market, and therefore well placed to work with you to develop a wedding planning training programme for your staff. This is a bespoke service that is designed to fit with your existing vision and mission statements. Prices are available on request.

# the Wedding Training Co.

## About The Trainer

Barbara Collins is a very experienced wedding planner who founded, Every Detail ([www.everydetail.co.uk](http://www.everydetail.co.uk)) wedding planning and consultancy in 2001. Since then Barbara has helped many couples plan their weddings both in the UK and abroad. She has been featured in a wedding planner's documentary that has been shown on Discovery Home and Health, been the guest speaker at the National Wedding Show's 'Inspiration Zone' and featured in many wedding magazines and wedding websites. She now concentrates on assisting people to become wedding planners and working with wedding venues internationally to improve their wedding services and increase their revenue.

Certified Wedding Planner  
the Wedding Training Co.

## More details!

We are also delighted to offer all delegates the opportunity to join our '**wedding planner forum**' which is exclusive to those people who have attended the course to gain advice, share experiences and network with one another during the early stages of their business.

All delegates will receive a certificate in Wedding Planning/Wedding Day Coordination/Wedding Decoration, along with a logo to certify them as Wedding Planners.

The course dates are on the following pages.

The course generally starts at 9.30am and lasts until 5.00pm (4.00pm for Wedding Day Coordination & decoration).

### Training fees are:

Introduction to Wedding Planning - £265 for the one day  
Wedding Day Coordination is £200  
Wedding Decoration is £275

Marketing and PR for the wedding industry - £150 (half day)  
Ensuring Customer Service - £150 (half day)  
(both available in one day - £250 for both courses)

Wedding Planning for Wedding Venues - £265 per day (this can be teamed with Wedding Day Coordination)

all courses include comprehensive notes of the course, light refreshments during the day and lunch.

A full copy of the training materials will be provided to you at the start of the course and will be yours to keep.



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Venue details will be sent to you with your delegate pack. This will contain directions and pre-course documentation. A full copy of the training materials will be provided to you at the start of the course and will be yours to keep.

Whilst every effort is made to keep to the course dates advertised, it is sometimes necessary to alter the dates. If this is the case prior warning will be given.

We also offer support following the course, whether you'd like one to one support prior to meetings with clients, our feedback on your business literature or just a listening ear to run your ideas past – we can provide that.

A deposit is necessary to secure your place on the course, and is non-refundable, full payment must be received in advance.

To book a space on this course, email Barbara – [barbara@weddingtraining.co.uk](mailto:barbara@weddingtraining.co.uk) or call 07538 280023. Courses are limited to 10 – 12 people per date, so do please reserve your space at your earliest convenience to avoid disappointment.

## Course Dates for 2010

|   |                                 |           |
|---|---------------------------------|-----------|
| Introduction to Wedding Planning  | 13 <sup>th</sup> February 2010  | London    |
| Wedding Day Coordination  | 14 <sup>th</sup> February 2010  | London    |
| Introduction to Wedding Planning  | 17 <sup>th</sup> February 2010  | Dubai     |
| Wedding Day Coordination  | 18 <sup>th</sup> February 2010  | Dubai     |
| <i>both courses cost 3,000 AED</i>  |                                 |           |
| Introduction to Wedding Planning &<br>Wedding Day Coordination (combined) | 24 <sup>th</sup> April 2010     | London    |
| Wedding Decoration Workshop   | 25 <sup>th</sup> April 2010     | London    |
| Introduction to Wedding Planning  | 30 <sup>th</sup> May 2010       | New York, |
| Wedding Day Coordination for British Brides                               |                                 | New York  |
| <i>course cost \$400</i>  |                                 |           |
| Introduction to Wedding Planning  | 18 <sup>th</sup> September 2010 | London    |
| Wedding Day Coordination  | 19 <sup>th</sup> September 2010 | London    |

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|----------------------------------|--------------------------------|--------|
| Wedding Decoration Workshop      | 9 <sup>th</sup> October 2010   | London |
| Introduction to Wedding Planning | 29 <sup>th</sup> October 2010  | Dubai  |
| Coordination, and Decoration     | 30 <sup>th</sup> October 2010  | Dubai  |
| Introduction to Wedding Planning | 20 <sup>th</sup> November 2010 | London |
| Wedding Day Coordination         | 21 <sup>st</sup> November 2010 | London |

**\* Dates for Marketing and PR for the Wedding Industry & "Customer Insight" Know your customer – Half Day Courses will be advertised shortly.**

## **BOOKING FORM**

**To enrol on this course please complete the following information:**

### **Personal Information:**

Name:

Address:

Contact Number:

e-mail:

Chosen Course(s):

Date:

### **Objectives:**

Please give an overview of what you're hoping to learn from the course and your experience to date. (Experience is not a prerequisite)

### **Payment:**

You can pay by cheque please make it payable to The Wedding Training Company Ltd. alternatively payment by bank transfer or PayPal is available (surcharge applies). Please let us know of your preferred method of payment and we will send you the electronic invoice.

Please send this booking form with deposit of £95 to The Wedding Training Company, 103 Woodfield Avenue, Farlington, Portsmouth, Hants PO6 1AW