

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 wedding planning 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 and Coordination 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. The **Wedding Day Coordination** element of the course is designed to take you step by step through the wedding day enabling you to experience the different activities needed of you on the day, and how to create a timetable. We also teach you some 'emergency top tips'

Marketing and PR for the Wedding Industry – Half Day Course

This course has limited availability, 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.



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“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.

Independent Wedding Venue, Wedding Services Training – Two Day Consultancy

If you work in or own a wedding venue, and want to review your wedding services, then we can come along and provide wedding service consultancy through the Wedding Consultancy Company. This service includes a visit to the venue and the review of your current services, review of pricing and current approach, and together we will work on the updated business plan and the production of the venue's wedding proposition. 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 £1500 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.

About The Trainer

Barbara Collins is a very experienced wedding planner who founded, Every Detail wedding planning and consultancy in 2001, franchised the business in 2007 and sold it to Sandra Nemorin-Noel in 2008. 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 provides wedding consultancy and training to individuals, assisting them in becoming wedding planners and working with wedding venues internationally to improve their wedding services and increase their revenue.

Certified Wedding Planner
the Wedding Training Co.

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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, 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 4.30pm

Training fees are:

Introduction to Wedding Planning and Wedding Coordination is £450 for two days. The course includes comprehensive notes of the course, light refreshments during the day and lunch.

Marketing and PR for the wedding industry - £175 (half day)

Customer Insight - £175 (half day)

(both available in one day - £250 for both courses)



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

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 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.

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Course Dates for 2011

Introduction to Wedding Planning & Wedding Day Coordination	21 st January 2011 22 nd January 2011	Dubai <i>courses cost</i> Dubai <i>4,500 Dhs</i>
Introduction to Wedding Planning & Wedding Day Coordination	19 th February 2010 20 th February 2010	London <i>course costs</i> London <i>£450 for both</i>
Introduction to Wedding Planning & Wedding Day Coordination	1 st April 2011 2 nd April 2011	Dubai <i>courses cost</i> Dubai <i>4,500 Dhs for both</i>
Marketing & PR (Half Day) Customer 'Insight' (Half Day) Full Day for both courses	7 th May 2011 7 th May 2011 7 th May 2011	London <i>£175</i> London <i>£175</i> London <i>£250 inc. lunch</i>
Introduction to Wedding Planning & Wedding Day Coordination	18 th May 2011 19 th May 2011	London <i>course costs</i> London <i>£450 for both</i>
Introduction to Wedding Planning & Wedding Day Coordination	24 th September 2010 25 th September 2010	London <i>course costs</i> London <i>£450 for both</i>
Marketing & PR (Half Day) Customer 'Insight' (Half Day) Full Day for both courses	8 th October 2010 8 th October 2010 8 th October 2010	London <i>£175</i> London <i>£175</i> London <i>£250 inc. lunch</i>
Introduction to Wedding Planning & Wedding Day Coordination	29 th October 2010 30 th October 2010	Dubai <i>course cost</i> Dubai <i>4,500 Dhs for both</i>
Introduction to Wedding Planning & Wedding Day Coordination	19 th November 2010 20 th November 2010	London <i>course costs</i> London <i>£450 for both</i>



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