

the
Wedding Training Co.



Introduction to Wedding Planning &
Wedding Day Coordination

21st and 22nd October 2011

Dubai

Certified Wedding Planner
the Wedding Training Co.

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 an experienced 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 course is designed to introduce you to the role of a wedding planner, to consider the services that you will offer, and how you will price these services. We look at the industry standard for pricing (fixed price versus percentage) and discuss which is the best option for your business. Additionally, during the course we discuss the importance of contracts and how you will approach this with your client, what should be included, and what to do if the plans need to change during the wedding planning process.

We also discuss the importance of working with the right suppliers. We look at how to determine which suppliers and vendors are right for your business, how do you manage the interaction between the client and the supplier, what contracts do you use, and how do you manage the payment to the vendor (this varies on the client and type of wedding you are planning).

The course will also show you how to plan, report and manage progress to your client, and tips for managing the wedding day. In addition, the course will encourage you to think about the business that you hope to establish, looking at your business plans, pricing strategies, target clientèle and promotion and marketing for yourselves.

The basis of the course is structured on the International Wedding Planning Market but is tailored to meet local markets and traditions around the world.

It is an interactive course with discussions and activities over the two days. Previous delegates have shared their business ideas in advance and during the course, so that they have the maximum opportunity to review their ideas, explore any risks and then, at the end of the two days have a clear view of the Wedding Planning Business that they are going to create.

At the end of the 2 day course, delegates are awarded a Certificate in Wedding Planning, and a 'Certified Wedding Planner' logo. They are also provided with Wedding Planning Software, which can be used in your new company to manage clients, budgets, timetables, vendors, plans etc.

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Overview of Course

Both days start at 9.45am, with refreshment breaks throughout the day including lunch and will finish at 4.30pm

The two day course will teach you through learning activities, discussion and theory, :-

- the wedding planning industry;
- understanding the clients requirements of a wedding planner,
- pricing strategies for your business
- Writing proposals and winning business
- Contracts
- budgeting for a wedding
- creating and designing weddings
- supplier/vendor selection and management
- Wedding day management
- Marketing and Promotion
- Establishing and creating a successful wedding planning business including website and social network presence

Pricing

The cost of the course included training material, Wedding Planning Software, refreshments throughout both days and lunch.

Price per delegate is Dhs 3,500/-

2 delegates the price is Dhs 3,000/- per person

3 delegates the price is Dhs 2,500/- per person

Should you wish to reserve your place on the course, please complete a booking form, and email it to barbara@weddingtraining.co.uk

Your attendance on the course will be confirmed and an invoice will be set to you.

The Venue:

The hotel will be confirmed in due course, and included in the delegate information sent to you.

Dress Code: Casual

About The Wedding Training Company Ltd.

The Wedding Training Company, was established in 2009, by Barbara Collins, who is an experienced wedding planner. She founded a Wedding Planning business in 2001, which was franchised in the UK, and then sold in 2009.

The Wedding Training Company provides training to wedding planners around the world, and has helped many people set up their own wedding planning companies. In addition, the sister company, The Wedding Consultancy Company, provides support and guidance to established wedding planning businesses, wedding venues, and wedding suppliers to help them develop their business, review their services and increase revenue and market share.

As the Director of The Wedding Planning Company, Barbara is a highly regarded and experienced wedding planner.

The Wedding Training Company, offers scheduled courses, which are detailed on the website www.weddingtraining.co.uk but in addition, can develop bespoke training courses for small groups of people (this is especially popular with partnerships looking to go into business), or on a one to one basis. Our courses and consultancy is offered internationally.

Should you have any questions or further enquiries, please do not hesitate to contact us by email: barbara@weddingtraining.co.uk or by telephone +44 7538 280023