PROFESSIONAL

Wedding & Event Planning

HOW TO START A WEDDING & EVENT PLANNING BUSINESS
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
- 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
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 8
Chpt 4: Running Your Own Business
  ➤ Chpt 4 Quiz
Chpt 5: Documentation and Goals
  ➤ Chpt 5 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 11
Chpt 14: Marketing Your Business
  ➤ Chpt 14 Quiz
Chpt 15: Marketing on a Local Level
  ➤ Chpt 15 Quiz

Week 12
Final
  ➤ CWEP Certification Exam
  ➤ CWEP Course Evaluation
  ➤ Name Verification

Questions? Contact Us!
email: team@lovegevity.com
USA: 1-888-221-9988
International: 1-916-780-1222
Certified Wedding & Event Planning
--- 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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