

Course Outline & Synopsis

SKILLS TRAINING PROGRAMME IN WEDDING PLANNING

Course Fees include a sit-down foodtasting practical session, course materials and daily tea breaks

WEDDING PLANNING FUNDAMENTALS

The Wedding Industry is fast becoming a booming one, but how has such a milestone event evolved to be what it is today? As an introduction, you will learn about the industry and the job scope, the attitudes and aptitudes required to be a professional wedding planner. You will learn the skills to help you identify the personality type and needs of a client, and apply to the tasks required in the full wedding planning process to achieve high customer satisfaction and event success.

1. The history of weddings and the local industry environment
2. The role of the Wedding Planner
3. Customer personality matching formula
4. Conducting an effective interview with a potential customer
5. Wedding planning process overview - from understanding Client's needs to actual deployment

THE ANATOMY OF A SUCCESSFUL WEDDING

How successful a wedding is in the eyes of a client will be the measuring yardstick for your success as their wedding planner. Success is measured by how well you are able to recognise the scope of their event, from evaluating their budget, to recommending venues and all wedding vendors that would suit their style and requirements. Beyond this, you will be taught to understand and use the right terminology in the course of communicating with all wedding vendors from venues and bridal boutiques, to florists and artists, so as to be able to demonstrate your professionalism when coordinating and managing client and vendor relationships.

1. Knowing the Wedding Vendors - Venue Owners, Caterers, Bridal Boutiques, Floral Designers, Artists & Entertainers
2. The essential disciplines in working with Wedding Vendors and all you need to know, including knowledge and application of terminology of each field
3. Matching the right vendors for the right client personality type

DESIGNING A WEDDING AND HOW TO TELL YOUR CLIENT'S STORY

Besides ensuring that a wedding is planned seamlessly, it has to be a reflection of your client's vision of their Big Day. You will learn the essentials of creating a quality mood board that not only allows you to communicate and manage your vendors effectively, but more importantly allows you to establish yourself as a creative professional who is able to draw out your client's hidden desires through the aesthetics and experiences on their wedding day.

1. The difference between Concept Design and Wedding Styling
2. Understanding your Client's story
3. The essentials in creating a quality moodboard
4. Working effectively and managing your Creative Partners
5. Integrating wedding rituals and customs into design

THE ESSENTIALS AND PRACTICAL SKILLS OF A WEDDING PLANNER

In this segment, besides learning the legal and customary processes of getting married, you will learn and practice how to guide and conduct ceremonies and briefings with helpers and venues. You will also be taught how to create practical yet comprehensive checklists and schedules to ensure smooth execution of every detail of a wedding. Through first hand accounts, you will learn the fundamentals of managing relationships so as to enhance your role as a professional wedding planner.

1. Legalities of getting married in a civil ceremony versus a religious ceremony
2. Details of a customary Chinese ceremony
3. The essentials in creating a wedding schedule and managing the guest list
4. Banquet event orders and how to close an event with accountability
5. Wedding Etiquettes and Practices
6. Managing relationships and roles of family members and friends
7. Pitfalls to avoid when managing all levels of relationships in a wedding