



HEAVEN'S GIFT ACADEMY

Heaven's Gift Academy (HGA) is the educational arm of Heaven's Gift Pte Ltd, dedicated to providing the highest level of skills training and coaching to wedding and event professionals. Heaven's Gift, founded by Hannah Chong, has been the leading Special Event Design Company in Singapore and South East Asia of more than 14 years. Known for producing innovative and sophisticated events with a consistent commitment to precision and creativity, Hannah aims to impart industry knowledge, business know-how and strategies to our students and apprentices so that they can become highly sought-after crème de la crème in the Wedding and Special Event Industry in Singapore and Asia.

Heaven's Gift Academy is also the South East Asia virtual campus of The International Academy of Wedding & Event Planning (<https://www.southeastasianweddingacademy.com>), a global leader in the area of wedding & event planning, styling & design education and has produced more than 3000 graduates today from around the world via its virtual campuses. With an integrated face to face training and the online interactive courses, we aim to provide continual learnings to the wedding and event players in Asia, and to supply HGA graduates with the highest calibre and integrity into the workforce to grow the Wedding and Special Event Industry.



## CREATIVE SELLING IN WEDDING AND SPECIAL EVENT

*Do you experience problems in identifying the right client for your Wedding and Special Event business?*

*Do you face difficulties in inspiring your Client on their Vision for their event, communicating that vision effectively and translating it into sales for your team?*

Through this 2-day intensive course, you will be introduced to the job scope of a Wedding and Special Event Planner as a professional career, and learn the skills to help you identify and profile various personality types of a client, so as to utilise the appropriate soft skills for more effective sales closure.

You will also learn the essentials of creating a quality mood board that not only allows you to communicate and manage your Client's expectations, 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, thereby inspiring them to spend more with you.

Curriculum is competency-based, taught through hands-on activities, scenario role-play and experiential learning.

### TOPICS THAT WILL BE COVERED:

1. Understanding the Wedding Industry and your role as a Wedding and Event Planner
2. Customer Customer Personality Matching Formula and how to draw the right clients for your business
3. Conducting an effective interview with a potential client, and how to strategically close a sales
4. Understanding your Client's story by creating a quality mood board, and styling a mockup for effective food tasting experience
5. How to integrate your Client's Vision into your services and further upsell your products and services

### TO GAIN THE MOST OUT OF OUR PROGRAMMES, YOU WILL NEED TO:

- Have a good command in English
- Be competent in Microsoft Office tools
- Possess presentation skills
- Be above 18 years old

Language: English only

To register, contact +65 67330555 or email [training@heavensgiftacademy.com](mailto:training@heavensgiftacademy.com)

Our intake per class is small, to keep the sharing intensive and beneficial. Assessments will be conducted in the duration of the programme to determine the aptitude of students at the end of the programme.

Singaporeans and Permanent Residents are eligible for e2i funding of up to S\$240 and UTAP funding capped at S\$250. Terms and Conditions apply.