

Module 1: PROFESSION OF A WEDDING PLANNER

1.1 What is the profession of a Wedding Planner?

1.2 What are the characteristics of a Wedding Planner?

1.3 Client Questionnaire.

1.4 The planning process:

- When to marry?
- Which day of the week?
- Morning or afternoon?
- What time of the year?

1.5 Types of weddings:

- Civil or religious? Requirements and traditions of each.
- Other types of ritual weddings: Jewish, Mormon, Muslim, Hindu, Buddhist, Protestant Orthodox, Gypsy.
- Themed Weddings.

1.6 Choosing music for the ceremony.

1.7 Choosing music for the banquet.

Module 2: PLANNING FOR THE BIG DAY

2.1 Engagement Party - wedding planner's functions.

2.2 Bachelor party - individual or joint.

2.3 Choice of venue for the celebration.

2.4 Invitations: design and content.

2.5 How to prepare the guest list.

2.6 Flower girls and pageboys - functions.

2.7 Rings and symbols of partnership.

2.8 The speeches - who, how, when and why?

2.9 Event checklist - Video tutorial

Module 3: DRESSING THE WEDDING PARTY

3.1 For the bride:

- The dress - Choosing the right dress
- Video tutorial - Choosing a wedding dress to suit the bride's figure
- Accessories
- Video tutorial - The bride's bouquet

3.2 For the groom:

- Suit and accessories.
- Dressing the groom - Body shapes
- Video tutorial - The choice of wedding suit
- Video tutorial - Make up for the groom



3.3 For the bridesmaids, best man, flower girls and page boys

3.4 Other things to consider when dressing the bridal party

3.5 Make up

- General tips
- Foundation
- Eyes
- Video tutorial - How to apply false eyelashes
- Video tutorial - How to remove false eyelashes
- Eyebrow make up
- Video tutorial - Eyebrow make up
- Cheeks
- Lips
- Video tutorial - Wedding make up
- Video tutorial - Nude bridal make up
- Video tutorial - Vintage bridal make up
- Video tutorial - Make up for the mothers of the bride and the groom
- Video tutorial - Make up for guests - Evening Wedding
- Video tutorial - Wedding Make up for younger guests
- Video tutorial - Home beauty tips

3.6 Hair colour and style

- Shades to enhance skin types
- Which shape/style of hair suits which face shape
- Video tutorial - Hair style for a bride

3.7 Nail care

- Video tutorial - Manicure
- Video tutorial - Pedicure

Module 4: THE RECEPTION, PARTY AND GIFTS

4.1 Choosing the banquet menu.

4.2 Complementary Services:

- Hostesses
- Transfers

4.3 Floral decoration for the church, for the couples' mode of transportation and for the banquet location.

4.4 Layout of tables:

- Wedding party table.
- Tables for the guests.
- Table decorations.

• Video tutorial - How to dress a table

4.5 What to give to your guests?

• video tutorial-Gifts for guests

4.6 What to give the couple?

• Wedding lists.

4.7 Capturing lifelong memories:

- Photographic and audiovisual services.
- Points to Consider.
- video tutorial-Choosing service providers

4.8 After party.

4.9 The honeymoon.

Module 5: BUDGET, PAYMENT AND REVIEW

5.1 Final Budget

5.2 Sample Budgets

5.3 Payments

5.4 Incidence Analysis

Module 6: MARKETING YOUR WEDDING PLANNER BUSINESS

6.1. Market research

6.1.1 Know your target audience

6.1.1.1 Profile your typical customer

6.1.1.2 Segment your market

6.1.2 Know your competitors

6.2. Build your brand

6.2.1 Customers needs and wants

6.3. Take advantage of low cost marketing techniques

6.3.1 Use your personal contacts to springboard your business

6.3.2 Ask for referrals

6.3.3 Ask for testimonials

6.3.4 Join a business network

6.4. Make your website work hard for you

6.4.1 Setting up a website

6.4.2 Creating good content

6.4.2.1 Picture content

6.4.2.2 The copy

6.4.3 SEO - Search engine optimisation

6.4.4 Blogging

6.5 Use social media

6.5.1 Social media applications

6.6 PR and advertising

6.6.1 Look for PR opportunities

6.6.2 Give free information

6.6.3 Attend bridal fairs

6.6.4 Advertise wisely

6.6.5 Brand ambassadors

Module 7: STARTING YOUR WEDDING PLANNER BUSINESS

7.1 Funding

7.1.1 What investment could I need?

7.2 What help is available

7.2.1. Mentoring

7.2.2. Networking

7.2.3. Government departments, state agencies, grants

7.3 Setting up your business

7.3.1 Sole trader or sole proprietorship

7.3.2 Partnership

7.3.3 Registering a business

7.4 Running your business

7.4.1 Calculating set up costs

7.4.2 Budgets and cash flow

7.4.3 Accounting, record keeping and taxes

7.4.4. Business bank account and online banking

7.4.4.1 Open a business bank account

7.4.4.2 Online banking

7.4.5 Insurance

7.4.6 Charging fees

7.4.7 Wedding planner contract

Module 8: WEDDING PLANNER RESOURCES