

Wedding Planner

Program Outline

- Overview of Event Management
- Statistics on Today's Wedding Market
- The Wedding Planner – Roles and Titles
- Successful Wedding Management
 - Research
 - Design
 - Planning
 - Coordination
 - Evaluation
- Documents Provided by the Wedding Planner
- Budgeting and Financial Management
 - Why and When to Budget
 - Six Steps to Budget and Secure Service Providers
 - Controlling the Budget and Record Keeping
- Vendor Negotiations
- Contracts
 - Introduction
 - Five Basic Criteria for a Legal Contract
 - Reviewing & Making Changes to Contracts
 - Standard Clauses
 - Limiting Liability
- Insurance
- Site Selection - Six Basic Steps
- Site Inspections
- Site Use and Setup
- Venue Contracts
- Hotel Room Blocks
- Beverage Service
- Food Service
 - Introduction
 - Styles of Service
 - Terminology
 - BEO's and Catering Contracts
 - Catering Timing Issues
- Invitations & Printed Materials
- Music
- Videography
- Photography
- Transportation
- Hair & Makeup
- Flowers
- Lighting

- Linens
- Tenting
- Wedding Cake
- Wedding Etiquette & Traditions
 - Engagements
 - Ceremonies
 - Receptions
- Same Sex Weddings
- Religious Traditions
 - Roman Catholic
 - Protestant
 - Eastern Orthodox
 - Jewish
 - Interfaith
- Ethnic Wedding Traditions
 - African American
 - Hispanic / Filipino
 - Asian
 - Indian
 - Persian