Wedding Planner

Program Outline

- Overview of Event Management
- Statistics on Today’s Wedding Market
- The Wedding Planner – Roles and Titles
- Successful Wedding Management
  o Research
  o Design
  o Planning
  o Coordination
  o Evaluation
- Documents Provided by the Wedding Planner
- Budgeting and Financial Management
  o Why and When to Budget
  o Six Steps to Budget and Secure Service Providers
  o Controlling the Budget and Record Keeping
- Vendor Negotiations
- Contracts
  o Introduction
  o Five Basic Criteria for a Legal Contract
  o Reviewing & Making Changes to Contracts
  o Standard Clauses
  o Limiting Liability
- Insurance
- Site Selection - Six Basic Steps
- Site Inspections
- Site Use and Setup
- Venue Contracts
- Hotel Room Blocks
- Beverage Service
- Food Service
  o Introduction
  o Styles of Service
  o Terminology
  o BEO’s and Catering Contracts
  o Catering Timing Issues
- Invitations & Printed Materials
- Music
- Videography
- Photography
- Transportation
- Hair & Makeup
- Flowers
- Lighting
• Linens
• Tenting
• Wedding Cake
• Wedding Etiquette & Traditions
  o Engagements
  o Ceremonies
  o Receptions
• Same Sex Weddings
• Religious Traditions
  o Roman Catholic
  o Protestant
  o Eastern Orthodox
  o Jewish
  o Interfaith
• Ethnic Wedding Traditions
  o African American
  o Hispanic / Filipino
  o Asian
  o Indian
  o Persian