

Wedding & Event Planner



COURSE OUTLINE

In as little as four months—or take longer if you wish—you can be ready to start a new career as a Professional Wedding & Event Planner. Everything you need to complete your training is included with the course.

This outline gives you a preview of what you will learn.

INSTRUCTION PACK I

Welcome to the World of Event Planning

Wedding and Event Planners provide valuable services. Learn exactly what each kind of planner does and what salaries wedding and event planners may expect.

Today's Wedding and Event Planner

Learn how wedding planners help their clients realize wedding dreams by shooting for the stars and keeping both feet on the ground. Explore what wedding planners do in a typical day and how important the wedding planner is in making weddings successful.

In addition, you'll learn about being behind the scenes of special events such as a benefits, community celebrations, and conventions. Learn how the event planner spends a typical day and what role she plays in making each event memorable.

Kick-Off Your Event Planning

Review the important role of the event planner in fulfilling her client's vision. Learn the important questions to ask in an initial client interview and how to explain your services.

Cut the Cake—Managing Your Clients' Resources

This lesson shows you what items to consider as you help your client draw up a budget and how to cut costs. You'll also learn who traditionally pays for which wedding elements.

Event Details

Learn how to make decisions about location, catering, decorations and atmosphere. Explore what specifics to consider for corporate events, parties, banquets, benefits, fund-raisers, community events, conventions, conferences and trade shows.

Speakers, Sponsors and Teamwork

Learn how to make decisions about speakers, special guests and entertainment for various types of events. Learn how to get sponsors, how to market the event and what the role of the event planner is during the event. You will also learn how to deal with corporations and keep your client happy.

Also Included in Pack I:

- Study Organizer
- U.S. Career Institute Post-it Notes
- Wedding and Event Planner Interview Samples CD
- Course Introduction
- School Catalog

INSTRUCTION PACK II

Gratuities, Courtesies, Codes and Laws

Learn about the legal matters that will help you be a more effective event planner, such as hospitality law, labor unions, tips, liability and Health Department regulations.

Show Me the Money—Fundraising Events

Learn the steps for planning a benefit for a local nonprofit organization and then put what you've learned into practice by planning a similar benefit with its own theme.

Let's Get Together—Community Events

Learn the steps for planning a community event and then put what you've learned into practice by



planning a similar event with its very own theme.

Break out the Champagne—Engagement Parties

Learn about different styles of engagement announcements and when and where they should be used. Learn how to help your clients organize engagement parties and what advice to give them about rings.

Wedding Bells are Ringing—Plan a Wedding

This lesson takes you through the early stages of planning a wedding, from conducting the initial client interview and explaining your services to establishing the who, what, when and where of the big day. Then you'll put what you've learned into practice by planning a wedding yourself!

Plan Wedding-Related Events

This lesson shows how to plan showers, other pre-wedding parties, a wedding rehearsal and a post-wedding brunch. Learn the role of the wedding planner during these events.

Also Included in Pack II:

- Wedding and Event Planner's Forms
- Professional Development Series: Part I
- Wedding and Event Planner's Guide Organizer with Tabs

INSTRUCTION PACK III

Picture Perfect Details...

Discover how to handle the many details that make each wedding special, including invitations and other printed matter, clothing, flowers, music, photography and food.

Here Comes the Bride—Plan the Wedding Ceremony

Familiarize yourself with various types of wedding ceremonies, from different religious ceremonies to weddings with a special theme. Learn how to help your bride and groom customize their ceremony.

Eat, Drink and Be Merry—Plan the Reception

Learn how to choose a site for the reception, work with site managers and coordinate details such as decorations, music, seating, liquor and the wedding cake.

Formal Religious Ceremonies

Learn about each stage of planning a formal religious ceremony and then put what you've learned into practice by planning a similar wedding yourself.

Special Circumstances

Learn how to handle special circumstances such as remarriage, divorced parents and renewal of vows. Learn about the legal matters involved in prenuptial agreements, living trusts, name changes, marriage licenses and protection of children's interests.

Also Included in Pack III:

- Wedding Invitation Sampler Kit
- Photography Sampler Kit
- Wedding Flashcards
- Professional Development Series: Part II
- Wedding Music Samples CD
- Study Organizer 2

INSTRUCTION PACK IV

Get Me to the Church on Time—Coordinate the Wedding and Reception

This lesson explains the role the planner plays on the day of the wedding. Learn how to work with other wedding professionals and coordinate their services. Discover how to handle the different parts of the ceremony, how to work with photographers, what to do during the reception and what to do when problems arise.

“Just Married!”—Planning Honeymoons

Learn to help your clients plan their honeymoon, from helping them choose a location and arranging transportation to providing useful travel tips.

Write a Business Plan

This lesson will help you develop a successful plan for your wedding and event planning business. You will establish your goals and estimate your start-up costs and cash flow.

Set Your Fees and Write Contracts

Learn about different ways to set your fees, estimate costs, and determine profit margins. Learn how to write an effective client contract and how to customize the contract to specific situations.

Also Included in Pack IV:

- Daily Planner and Address Book
- Professional Development Series: Part III

INSTRUCTION PACK V

Market Your Wedding and Event Planning Business

Learn the best ways to get your business into the public eye.

Bookkeeping, Recordkeeping and Legal Issues

Learn how to take care of the nitty-gritty details of bookkeeping, recordkeeping, taxes, permits and insurance in order to make sure your business runs smoothly.

Put it All Together

Use what you know about wedding and event planning for a real-world scenario. You'll also learn how to start your own Wedding and Event Planner business.

Also Included in Pack V:

- Wedding and Event Planner Jobs Finder
- Wedding & Event Marketing Kit
- Guide to Setting Up a Home Office

Graduation Gift: Resume Maker® Software!

Jump-start your career with this best-selling, award-winning software program recommended by *The New York Times!* It's loaded with features to help you write a better resume, land a better job and command a higher salary. This gift is designed to get you noticed!



U.S. Career Institute®

2001 Lowe Street
Fort Collins, CO 80525

© 2008 U.S. Career Institute
Printed in USA 0202100L01B-48

U.S. Career Institute
America's most trusted Home Study School

Here's What You Get!

Books, Lessons, Learning Aids, Office Supplies -- all included at no extra cost!



Pam Weston
Founder



We reserve the right to substitute items of equal or greater value when it becomes necessary.

"We have developed these materials to provide you with the easy-to-understand training we wish had been available to us when we began our careers!"

Pam



As a U.S. Career Institute graduate, you'll be ready to work as a Wedding & Event Planner in your own home-based business!

Plus...

you'll receive continuing Unlimited Career Support even after you graduate!



The U.S. Career Institute Certificate

It will set you apart, as someone with the desire and professional skills necessary to enter the fun, exciting world of Wedding & Event Planning!

memo

When we began training people for new careers over 25 years ago, we wanted to create a school of professional training that offered everything we wish had been available to us when we began our own careers.

We sincerely believe that our Wedding & Event Planner train-at-home program is the finest of its kind anywhere.

We can assure you that we will carefully oversee every detail of our course content, student services and after-graduation support. We'll be here to help you every step of the way!

When you graduate and need assistance in your career, our staff will be here year-round to answer your questions and to offer advice. Your success is our top priority!



Accredited by the
Accrediting Commission
of the Distance Education
and Training Council

Pam Weston

Pam Weston, Founder



U.S. Career Institute®
2001 Lowe Street, Fort Collins, CO 80525