Course Objectives

Upon successful completion of the Certified Wedding and Event Planner program, you will:

- Have a portfolio of work along with business contracts, pricing information, packages, and presentation tools
- Understand the process for setting up a legal wedding planning business and be knowledgeable about business structure: licenses, insurances, and major local, state, and federal laws and regulations that affect business, as well as the procedural requirements necessary for compliance
- Be proficient in prospecting for and contracting with wedding and special event clients
- Understand how to use marketing, publishing, and public relations to promote and increase your business
- Understand how to develop service packages that give you a competitive edge in your local market
- Know the difference between traditional and non-traditional etiquette
- Be familiar with various wedding traditions and cultures and how to incorporate a client’s ethnic or cultural background into the celebration.

You will be proficient in the following:

- Planning a budget, selecting a vendor, and designing a wedding
- Reading and understanding existing vendor contracts, and creating new ones
- Choosing design elements, fabrics, and styles
- Understanding the six stages of an event experience and ways to implement them
- Understanding the science behind food & wine pairing for special event menu planning
- Preparing the proper table setting and establishing etiquette techniques
- Using wedding and event planning software, tools, and resources
- Implementing a wedding event timeline
- Developing your preferred local industry vendor network
- Working with a bridal client to plan, design, and deliver a dream wedding
# Certified Wedding & Event Planning
## Course Syllabus

### Week 1
- **CWE Preliminaries**
  - **Chapter 1**: Introduction to the Wedding Industry Overview
  - **Chapter 2**: Engagement

### Week 2
- **Chapter 3**: Your Role as a Planner
- **Chapter 4**: Vendor and Venue Selection

### Week 3
- **Chapter 5**: Contracts and Negotiations
- **Chapter 6**: Destination Weddings

### Week 4
- **Chapter 7**: Planning Certification
- **Chapter 8**: The Traditional Wedding Planner

### Week 5
- **Chapter 9**: Wedding Cultures and Traditions
- **Chapter 10**: Traditional and Non-Traditional Wedding Ceremonies

### Week 6
- **Chapter 11**: The Wedding Gown-Planning

### Week 7
- **Chapter 12**: Wedding Music

### Week 8
- **Chapter 13**: Signature Weddings

### Week 9
- **Chapter 14**: Marketing Your Business
- **Chapter 15**: Marketing on a Local Level

### Week 10
- **Chapter 16**: Public Relations
- **Chapter 17**: Philanthropy

### Week 11
- **Chapter 18**: Marketing Your Business

### Week 12
- **Chapter 19**: Bridal Shows
- **Chapter 20**: Online Marketing

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**Questions? Contact Us!**

**Email:** team@lovegevity.com

**USA:** 1-888-221-9988

**International:** 1-916-780-1222
Includes daily Live Class discussions with Industry Experts:

Series of topics include:

- Destination Weddings: Do’s & Don’ts
- Wedding Packages + Prices + Contracts
- Building a Dream Wedding or Event for your client
- Best Business Practices for Every Planner
- Destination Wedding: Caribbean
- Destination Wedding: Italy
- Expanding your Services: Fundraising for Charitable Events
- Marketing your Services
- Booking Clients
- Building a dream wedding or event for your client
- Wedding Etiquette
- Marsala: How to incorporate it in a wedding
- Social Media - Pinterest, Facebook and Twitter
- How to offer the best in customer service to your clients
- Planner vs. Designer
- Best Business Practices for Every Planner
- Wedding Planner, Coordinator, Director Roles
- Wedding Trends: Floral and Table Decor
- Client Service Agreements and Addendums
- Wedding Invitation
- 30 ways to save money on a wedding
- Building Your Event Team
- Event Design: Significance of design in celebrations
- Relationship Education
- Event Design: Trends and decor ideas
- Event Design: Understanding Colors in the world of DESIGN
- Spanish: Competición y Reputación
- How to create an effective TIMELINE

and many more!