

Company Profile

Promoting Professionalism
in Wedding Planning



Contact

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www.ukawp.com



Registered Company:
The UK Alliance of Wedding Planners Ltd Registered at
Companies House in England and Wales No. 5784091



Company Profile

The UK Alliance of Wedding Planners was founded for one purpose: to promote professionalism in wedding planning. The company believes that by investing in training and development and helping to grow the wedding planning industry in a professional manner that we can together provide an outstanding and unparalleled service for today's brides and grooms.

The UKAWP's activities are focused on membership, training courses, mentoring and specialised events. The UKAWP was originally formed in 2004 and in May 2006 re-formed as the UK Alliance of Wedding Planners Ltd. The company is run and owned by the three directors, Kelly Chandler, Sandy Moretta and Bernadette Chapman, all also operating wedding planners.

The UKAWP train approximately 80 new potential wedding planners a year through classroom taught courses. After training the directors continue to support students with additional networking events, an informative blog and various business tools relevant for their wedding planning businesses including one to one mentoring.

At present there are just over 60 member companies of the Alliance offering coverage across the UK, with a destination members' category in its infancy also. Potential members are vetted by the directors and abide by the code of business practice. A full breakdown on entry requirements and benefits is available via www.ukawp.com.

Code of ethics

- Respond to enquiries within 48 hours.
- Respect client confidentiality.
- Disclose all suppliers that they have a vested interest in.
- Always pass discounts and/or commission onto the client.
- Ensure their Public Liability insurance is up to date.
- Never give client details to any third party unless for the sole purpose of the wedding.
- Respect copyright of all planners, co-ordinators and related suppliers.
- Represent each client fairly and honestly.
- Use a legally sound business contract with clients.





News & Events

In addition to training, the UKAWP run annual autumn social evenings: the last one in London was attended by nearly 50 wedding planners. Each spring they hold Wedding Planning Excellence (WPE). Held over two days and only eligible to trading planners this seminar strives to increase knowledge via motivational business speakers and industry specialists.

Blog

The UKAWP blog has been running since early 2009 and is updated approximately 3 times a week with a variety of posts ranging from advice from business specialists, focus on members, industry events and an insight into planners from across the globe. Readers of the blog can add comments, thus providing a two way communication between the UKAWP and the reader.

For more information about the UKAWP visit the website at www.ukawp.com or email info@ukawp.com.

The Directors / Tutors

Bernadette Chapman launched Dream Occasions at the end of 2002 following a successful 10 year career in London. Based in Coggeshall, Essex, she designs individual and stylish weddings for busy and discerning couples primarily in the East Anglia region. In 2008 the brand grew with the launch of a hire & prop company Dream Occasions Hire. Clients' positive feedback resulted in the company being in the finals for the 'Wrapit Awards' in 2007 & 2008. Passionate about the industry, she is also the training director for the UK Alliance of Wedding Planners. Bernadette regularly features on TV, radio and in the press giving advice on weddings and wedding planning in general.

Kelly Chandler set up The Bespoke Wedding Company based in SW London (now Surrey) in June 2003. Since then, the company has gained a reputation as one of the leading wedding planners in the London area specialising in full wedding co-ordination and design and in 2007 won the coveted 'Wrapit Award for Best Wedding Planner'. Luxurious, unique and sometimes logistically complex weddings are the company's forte tackled with an intelligent, creative yet practical approach. Kelly works with a varied client base which includes many based overseas. Frequently quoted in both the wedding and national press, Kelly is often requested to appear on television and radio to comment on the wedding industry.

Sandy Moretta launched Tern Events (previously known as TIPTOP Weddings & Parties), based in Tring, Hertfordshire 8 years ago, following a 12 year career in marketing, which provided an excellent background in project management and creative thinking. She has been planning and managing weddings since. Sandy has a reputation for excellent organisation, creativity and attention to detail. Sandy is well known within the industry and writes for various websites, speaks frequently on the radio and in 2010 appeared on the TV series 'Three Grand Weddings' on Wedding TV.



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