



Practical, Honest, Professional

***face to face training, taught by the UK's leading
professional wedding planners***

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ABOUT US

The UK Alliance of Wedding Planners was founded for one purpose: *to promote professionalism in wedding planning*. This is done through membership, training courses and specialised events. A wedding is the most personal and important event in a couple's life and those involved have a duty to act with integrity and honesty.

The wedding industry is unregulated so; previously, there was no way for a bride to find a responsible and reputable wedding planner. The UK Alliance of Wedding Planners aims to change this. All members listed in our directory are vetted through our strict entrance requirements and abide by our code of ethics and, although every member is different in the way they operate, all conduct their business in a professional manner.

The UKAWP is a member alliance run by the director planners for planners; we place a lot of emphasis on listening to the views and concerns of our members so that we work together to build a bigger and better industry.

In order to maintain the high standards of the UKAWP, as well as providing reassurance to clients and potential clients, all members adhere to the following 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.



INDUSTRY GROWTH

An estimated 26% of brides now hire a wedding planner to organise elements of their wedding, and competition for these bookings is fierce. With new planners launching each day how can you ensure you get that booking and not your competitor? In order to survive in this industry you have to show you are professional and serious about wedding planning, in short you need to prove this is not a ‘hobby’.

Before 2005, there were no courses specifically designed for the UK market. Wedding planners set up in business, worked out what they could do through trial and error and had nowhere to get the training they were often in search of. This led to mistakes being made, bridal couples being disappointed and, inevitably, many companies only lasting a year before closing. New companies continue to launch themselves into the market but how many have skills and knowledge to survive as a business?

It is for these reasons that we devised a training course for potential wedding planners. The aim of our courses is to provide students with realistic information on what the job entails. We cover how to research, market and advertise your business helping you to grow and sustain a profitable business. Our course is realistic and honest and most importantly it is written with the UK market in mind. The UKAWP course doesn’t guarantee you will be a fantastic planner which is why we don’t give ‘*qualifications*’, your future success is up to you, not whether you are qualified. After the course, students find they have the necessary skills to launch in a professional way but we continue to mentor you until you feel confident on your own.



WHICH COURSE SHOULD YOU CHOOSE?

We believe the most successful way to learn a new skill is by interacting with likeminded individuals which is why we only run classroom based training. Trying to learn about this industry via written text is simply not sufficient. We cover the topics you need to learn to succeed. The course hasn't been filled with irrelevant chapters, everything we teach you is necessary for a successful career in wedding planning. Held at locations throughout the UK in Spring and Autumn, there should be a date and location convenient for you. All of our tutors have over 6 years' experience of the job and run successful wedding planning companies themselves. This is the perfect opportunity to ask relevant questions face to face with current successful planners.

We have 3 courses which all happen over a weekend and each course includes lunch and course notes. Attendance is limited to a maximum of 10 students per session ensuring everyone benefits from group discussions.

The choice is yours, always.



DAY 1 - Business Practicalities

Day 1 is recommended to those thinking of becoming a planner or to newly launched companies. It goes through the practical elements of how to conduct your research and how to ensure you launch successfully. It reiterates that this is a business and should be treated as such. This is a classroom based course with full interaction from students and tutors at all times, everything covered is included in great detail in the course notes you take home with you.

- 1. Running a small business**
 - a. Assistance from the government
 - b. Legalities
 - c. Company names
 - d. Necessary equipment
- 2. Skills for success**
 - a. Personal
 - b. Business
- 3. Research**
 - a. Pre launch
 - b. Client requests
- 4. Services**
 - a. What services to offer
 - b. Wedding preparation
 - c. What prices to charge/commission
- 5. Marketing**
 - a. Importance of design
 - b. Company image
 - c. What to use
 - d. Website
 - e. Social networking
- 6. Advertising**
 - a. What works and what doesn't
 - b. What should your message be
 - c. Most effective mediums
- 7. PR**
 - a. Using your testimonials
 - b. Designing your portfolio
 - c. When to use press releases
 - d. Why the need for PR?
- 8. Consultation**
 - a. Importance of preparation
 - b. Personal image
 - c. What should be gained from it
- 9. Negotiating**
 - a. Clients
 - b. Suppliers

DAY 2 - Fine tuning your skills

Fine tuning your skills works side by side with the business practicalities course hence why we run them on the same weekend. It offers role-plays and practical exercises throughout the day, essential for fine tuning your wedding planning skills. Students will work alone but also in groups for tasks throughout the day. Fully interactive and exciting, it offers you the additional tools to succeed as a wedding planner.

1. Venue Recommendations

- a. How to shortlist a venue
- b. Reading the small print
- c. How to conduct a site visit (inc. tour of venue)

Production of report to be presented to the tutors and marked accordingly.

2. Proposal

- a. What should be included?
- b. What is its purpose?

After the course, students will prepare a proposal based on the consultation on the day.

3. What is a theme

- a. Theme, style, design - what does it mean?
- b. Pulling a theme together
- c. When to say “no, this won’t work”

Group discussion and real scenarios

4. Consultation

- a. Client ‘enquiry’ pre course for students to prepare a questionnaire
- b. Practical consultation role play with one of the tutors

After the course, students will be advised on their ability to sell themselves and gather all relevant facts on the ‘clients’

5. Design Board

- a. Group exercise to visually explain 2 themes
- b. Importance of a design board
- c. How and why it should be used
- d. Students will be split into teams and given a time limit to produce a design board.

Group discussion takes place on positive and negative of each board

6. Writing your press release

- a. Producing your press releases based on key facts given by the tutors
- b. Presenting a release



Step by step

We are excited to announce a brand new course; it is designed to work in conjunction with the business practicalities course where you are taught how to launch and run your business. Now it is time to learn the full role of a wedding planner and planning a successful wedding. What exactly does the role of a 'Wedding Planner' involve? We run through the moment you are hired until the wedding day itself. Again it is a classroom based course with full interaction from students and tutors at all times, everything covered is included in great detail in the course notes you take home with you.

1. **Marriage & civil partnership laws and etiquette**
 - a. Different ceremonies available
 - b. Legalities for popular ceremony types
 - c. Importance of etiquette
2. **What suppliers might you need?**
 - a. Photographer
 - b. Videographer
 - c. Cake designer
 - d. Florist
 - e. Stationery Company
 - f. Entertainment suppliers
 - g. Marquee Company
 - h. Transportation
 - i. Caterers
3. **Researching suppliers**
 - a. Sourcing
- b. Short listing
- c. Negotiating
4. **Financial Management**
 - a. Creating a budget
 - b. Supplier payments
5. **Creating a timesheet**
6. **Pre Wedding organisation**
 - a. Sample schedule
 - b. Supplier confirmations
7. **Using your emergency kit**
8. **Organising the ceremony**
 - a. Processional
 - b. Recessional
 - c. Music
 - d. Readings
 - e. Seating
 - f. Confetti shot
 - g. Guest organisation



9. Drinks reception

- a. Welcome drinks
- b. Canapés
- c. Music
- d. Times
- e. Contingency
- f. Photos
- g. Announcing dinner

10. Greeting line

- a. Modern alternatives

11. Toastmaster duties

- a. Common announcements
- b. Voice projection

12. Wedding breakfast

- a. Types of service
- b. Napkin folds
- c. Staff ratio
- d. Wine ratio
- e. Speeches
- f. Feeding staff
- g. Furniture

13. Evening

- a. What room
- b. Band or DJ
- c. Sound meters
- d. Food
- e. Bar staff
- f. Dance floor
- g. Transport home
- h. Accommodation



FEEDBACK

Just a selection of feedback from satisfied past attendees...

The course gave me the confidence to go ahead and launch my business safe in the knowledge that I have all of the skills and support that I need. Thank you.

Marisa Woolmer, February 2009

It definitely met my expectations but challenged my perception of the wedding industry. I didn't realise a wedding planner has so many hats to wear.

Suzanne Prout, February 2009

I was really inspired by the tutors professional and passionate commitment to the wedding industry, their own business and the UKAWP.

Natasha Vivian, March 2009

I was very reassured that I had chosen the right course, not only because of the content, but also by the true professionalism of you both. I now feel confident about starting my new business. Thank you so much for all your advice and encouragement.

Andrea Sharples November 2008

Very helpful to talk things through with someone who has done this already. A lot to take in, but great notes to refer back to. Working alongside others and sharing ideas and experiences was invaluable.

Fiona Crouch October 2008

The course was very professional, exactly the right attitude and non-bias. Tutors experience was extremely helpful and good to see members too giving an honest view.

Jackie Barrows October 2008

Course much better than what I had expected. Much more content than expected and has taught me a lot.

Melanie Clayton October 2008



This was an excellent course and it was great to feel part of a group and an 'alliance'.

Sonia Perle, April 2008

Kelly told us things you would only have learnt with experience and I found this extremely helpful.

Lisa Tansley, April 2008

Kelly's experience and knowledge was invaluable, she was also excellent at answering all questions fired at her whilst brilliantly bringing it back to the topic.

Natalie Cooke, October 2007

Once again very well planned and structured. Role play consultation was very beneficial as was the mood board exercise. Both tutors were very knowledgeable and could relate to many practical experiences they have had. Keep up the good work, more workshops please!

Liz Murnaghan - September 2007

Thank you for a very informative course.

Wendy Tovey, September 2007

Both tutors were so informative & helpful & answered our queries with no hesitation. Both made you feel like old friends. Great information/facts given & tutors asking delegates questions usually ended in some sort of group discussion which helped you understand & remember details in more depth. Just a big thank you for UKAWP in setting up such a course to help encourage & inspire others who wish to enter this industry.

Carrie Watkins, March 2007



It covered areas I wasn't sure about and although the course was structured, it seemed to have scope for us to ask as many questions as needed. I felt that the tutors made it all about the course attendees, answering questions and backing them up with stories or website information. The course was literally there to help us, answer our questions and guide us - and the guidance is not finished now the course is over, they are contactable by email and phone and have expressed that this should be done. Not only did I come away from the course knowing I'd make a great wedding co-ordinator, but that I WILL be a great wedding co-ordinator. The course and tutors had to be great for me to come away feeling this confident. Bernadette and Sandy were approachable, confident and professional.

Karma McLean, February 2007

I chose the course because I wanted to do classroom based training as opposed to long distance learning. I found the experience of meeting other people at the same cross roads in life invaluable and to be able to pick experts brains in a relaxed environment great. There was a lot of information to take on board on the first day, but with the second day being much more practical it was fine to do the two days. The full notes which supported the course were very helpful. With the course being interactive you felt involved in the discussions and took lots of information on board, it was great to learn from the other girls in the class as well. I think it is a great idea to have this service where you feel you now have a support network. I always thought that other wedding planners would be competitive, but walked away from the course realising that they are your colleagues not your competitors and that people hire you for you.

Kate Buckley, February 2007



Course Details

Business Practicalities & Fine tuning your skills

24th & 25 April, Cheadle House, Manchester

~~20th & 21st February, Crowne Plaza St James, London~~ - SOLD OUT

17th & 18th April, venue tbc Essex/Suffolk borders

Step by Step

20th & 21st March, Cheadle House, Manchester

27th & 28th March, Crowne Plaza St James, London

8th & 9th May, venue tbc Essex/Suffolk borders

Tutors

All of your tutors are directors for the UKAWP and have at least 6 years experience as an established, working planner. Please check upon booking who your allocated tutor will be.

- Bernadette Chapman, Dream Occasions
- Kelly Chandler, The Bespoke Wedding Company
- Sandy Moretta, Tern Events



Cost

Day 1 Business Practicalities - £310 *incl. lunch & full notes*

Day 2 Fine tuning your skills - £310 *incl. lunch & full notes*

Day 1 & Day 2 combined - £580 *incl. lunch & full notes*

Step by Step - 2 days - £550 *incl. lunch & full notes*

Included

1. Full lunch on both days
2. Full course notes to take away with you
3. Certificate of attendance
4. Attendance logo to use in marketing materials and website
5. CD of useful templates to use in your new business



Frequently Asked Questions

I have no experience in events; will this course be suitable for me?

Yes definitely, this course covers all the basics you need to launch your career as a wedding planner, previous students have come from a range of careers including solicitors, nurses and teachers.

Will I be qualified after attending the course?

No because there is no real qualification in wedding planning. Contrary to what you may believe the wedding industry is unregulated. Companies that offer diplomas or certificates are self regulated thus the qualifications are only from them and not recognised in the UK.

Aren't the UKAWP competitors to my new career?

No, no, no! It is vitally important you view your fellow wedding planners as colleagues not competitors. The tutors are all very different and successful in their respective areas; we don't view any student or planner as a 'competitor'. Feedback from students has reiterated the tutor's experience as a highlight of the course.

Can I join the UKAWP after the course?

Please do apply for associate membership, all applications are vetted for professionalism and your tutor's experience of you on the training course will be included in any decision made.

How should I compare your course to others?

We appreciate you may wish to compare courses before choosing the right one for you. A few things you should ask when making enquiries:

1. Who wrote the course and is it a US or UK text?
2. Who conducts the training and what is their background/experience?
3. Can you speak with previous students for feedback?



We hope this brochure has answered some of your questions regarding our training courses. Any additional questions you have please call Bernadette on 01376 561 544 who would be delighted to help you.

To book go to www.ukawp.com where you can complete an online booking form and pay via Paypal.

Kelly, Sandy and Bernadette

