





One Year Part-Time Course

## WEDDING & EVENT MANAGEMENT FOR MID AND HIGH-END CLIENTS

WITH BUSINESS & CAREER MENTORING

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### **Our core values**

- Supporting students' success.
- To provide a safe and effective learning environment.
- To maintain a relevant and up-to-date curriculum.
- To provide skills that employers and clients demand.
- To connect mentoring and study to practical application.
- To provide transferable skills applicable outside the immediate field of study.
- To reward and value the teaching staff as The Wedding Planner School's greatest asset.

This course is very hands on and I learnt a lot. I love aspects that involve lots of different event situations. I learnt most from talking about the clients and what they expect from us... It exceeded my expectations.

NORA TEGYEI, ONE-YEAR COURSE STUDENT, JANUARY 2014.

### **Our mission**

It is the mission of The Wedding Planner School to increase the earning potential of all our students. We achieve this through nurturing and inspiring people to become knowledgeable, experienced and accredited professionals. Our focus is on making our students a success.

The Wedding Planner School is the longest-running and most prestigious British training institute specialising in wedding and event planning.

It is held up as a benchmark of quality and high standards in teaching and business support. The Wedding Planner School maintains strong connections with brides, employers and enterprise so that everything we teach feeds directly into real-world scenarios. We are the go-to institution for major media organisations such as BBC TV and Radio, The Telegraph and Independent newspapers and many other print and online media agencies when they need reliable information about the wedding and events industry. Students quickly notice how much better the customer service experience and learning is at a dedicated specialist institute whose sole focus is the success of its students. The Wedding Planner School stands out for its dedication to good service, always going the extra mile by putting students' success and needs first, through provision of many support services, approachable committed staff and a caring mentality. I look forward to serving you on your journey to a successful career.

MOLLY BARNES, COURSE COORDINATOR.

### One Year Part-Time Course

## WEDDING & EVENT MANAGEMENT FOR MID & HIGH-END CLIENTS

#### SUMMARY OF THE COURSE

This course gives you personalised mentoring to enable you to build a business that meets your personal goals, it gives you classroom-based tuition to teach you all of the knowledge required to start, run and promote a mid or high end wedding and events business and it gives you practical experience along the way while you plan your own class event. The high-end branding approach works on the basis that it is better to create an upmarket identity and then lower your sights to fit the market than it is to aim low and then try to climb upwards.

Often known as the elite class, over five course weekends and many other occasions you will learn all of the industry basics, proven marketing techniques, high-end branding and essential dosand-don'ts for every part of wedding and event planning. In essence you will learn the art and skill of planning profitable weddings and events. In mentoring sessions you will discuss anything unique to you depending on your own personal focus, whilst receiving bespoke business planning advice. In the past, mentors have helped students to decide on a business name and brand identity, edited and co-written marketing literature, prepared students for job interviews, edited portfolios and business plans and helped students to launch new businesses with the greatest chance of success.

You will either plan a future business, start a real business during the second part of the year or prepare for employment in the field while being led steadily, step-by-step through the process by an experienced professional team.



# SPECIALLY SELECTED COURSE VENUES

The venues chosen for this programme are all four and five star, reflective of the up-market touch of this programme. Three are in the countryside and two are in London. They include global luxury chain hotels, independent UK brands and a familyrun estate. Dates and venues are accurate but may be subject to change due to suitability purposes, but we won't change unless it is absolutely necessary. All training days fall on weekends. Meals, refreshments, treats and parking will be provided at each countryside training venue free of charge and accommodation is provided at Savill Court, Hendon Hall and The Beaumont Estate.



MAGE: Course venue © Beaumont Ho Reproduced with permission.

## END OF YEAR EVENT



The end of year event is a chance to put the theory into practice and to give you an opportunity to plan and host an intimate, exclusive event in a glamorous field. It could be a fancy press-luncheon, a networking champagne reception, a meet-thedesigner talk or an original event concept that you design yourselves. Past events have included the Tailored Bridal Awards during London Fashion Week and the Wedding Professionals' Ball. This unique course does not involve exams or essays, so the event planning process acts as coursework and is the basis on which you will be assessed and accredited.

Planning and running the event will also require a variety of other tasks for which you and your classmates will be responsible.

It is not possible to confirm the precise date or location yet as that will be determined by the event design, however it will probably fall between September and December 2015. Accommodation in London at the time of the event may be provided by WPS for you if you are not resident there, subject to you completing your required hours of coursework.

### ORGANISING THE EVENT MAY INVOLVE:

- Pitching your event ideas.
- Finding the venue and suppliers.
- Promoting the event and selling tickets.
- Pitching for investment and sponsorship.
- Inviting VIPs and guests.
- Managing a fixed budget.
- Visual design and preparation.
- Setting up the event.
- Meeting, greeting and hosting.
- Dressing the venue.

#### And much more.



IMAGE: Course venue © Woodlands Park Hotel. Reproduced with permission.

## MONTHLY MENTORING

### MEANINGFUL, PERSONALISED ADVICE WHEN YOU NEED IT

The course includes help for the start-up of your business or career, whether you want to launch very soon or two years in the future. Every month from September to January, you will have a mentoring call with your appointed mentor to boost your progress, maintain your motivation and coach you to stay on track with your own plans. This way you can achieve your goals step by step at a pace to suit you. Our industry experts will advise you when it is wise to spend money on your business and when not to take risks.

If you need a reminder of what you learned in class, your mentor is there. If you want to go off in a different career direction from your classmates, your mentor is there. It is important to us that at no point during the course do you feel alone or unsupported or unsure of your next step - we make sure of it. The mentors will take account of your personal circumstances in every case. If you have already launched a business and need to know what to do next, your mentor will help you create a map for future growth and improvement. You will also be able to book extra meetings with your tutor should you need extra help on the more complex syllabus topics.

> I felt extremely proud of myself and the team. Planning the class event together made me more confident in being able to do this job on my own.

MARIA PIERETTI, GRADUATE, FEBRUARY 2014.



# **COURSE SYLLABUS 2015**

#### CONTENT IS FLEXIBLE AND MAY ALTER BASED ON THE NEEDS OF THE GROUP AND THE END OF YEAR EVENT

### Session 1 - Saturday 21st & Sunday 22nd February Savill Court Spa Hotel, Old Windsor, TW20 OXN.

With individually styled bedrooms, this Edwardian-inspired manor has been adapted for modern weddings and events. Heathrow airport. Saturday includes lunch, refreshments, an evening meal, spa facilities and accommodation. Breakfast, lunch and refreshments also included on Sunday.

#### DAY 1

#### Exploring your opportunities

How do you view the role of wedding planner and event manager? What ideas do you have already, what other potential is out there and how could you expand your scope? Challenge weddings and events possibilities in the medium to high-end market and where you fit in.

#### Preparing for your business

This module is designed to stand you in the strongest possible stead for your future. It includes making a sensible financial plan, working out rough costings and potential profits, developing business relationships and finding a personalised strategy to suit you.

#### DAY 2

#### Planning weddings and events for private clients

This module will cover the generic event planning processes and procedures you are likely to have to go through when planning a wedding, private party, corporate staff event or corporate event for impressing company clients. This includes holding meetings, producing the best design proposals and quotes, budget plans and communication.

#### Planning events for a larger audience

Skills relating to the planning of well attended events, especially those where admission fees are charged. Includes open parties, awards and fashion shows.

#### Market research

you work in or the event you are planning is popular with the market before investing time and money. Includes designing a bespoke MR strategy, conducting MR, looking at existing research data, and acting on the results.

#### Follow-up activities

Set reading (books provided) and practical tasks to achieve by the next course that work towards your overall goals.

## Session 2 - Saturday 28th & Sunday 29th March

Hendon Hall, Hendon, London, NW4 1HF.

Venue Tour

#### Branding, marketing, sales and networking

#### Working with suppliers

your suppliers can affect your brand and event designs. Venue tour

Brief viewing of the site for weddings and other events.

#### DAY 2

#### **Protecting yourself**

How do you ensure that you can refund money when an event gets cancelled? This module most importantly helps you to make a clear contract with suppliers so that neither they nor you renege on agreements. Sample client contracts are also supplied for your use.

before committing yourself to the biggest expense of the event,

#### Marquees

out the size and equipment you will need and all other major

Follow-up activities Set Reading (books provided) DVD interview with marquee supplier and florist. Begin creating end-of-year event designs ready

### Session 3 - Saturday 6th & Sunday 7th June

Beaumont Estate, Old Windsor, Berkshire, SL4 2JJ.

This estate of several connected country houses is one of the largest event centres in England, less than an hour from central London. Make time to use the pool and gym facilities before and after class. Saturday includes lunch, refreshments, evening meal and private room. Breakfast, lunch and refreshments are also included on Sunday.

#### DAY 1

#### Guest lecture - social media marketing

You may already be familiar with Twitter, Facebook, Linked In and other social media platforms, but do you know how to wade through the myths about social media marketing and use them in the best way to promote your business and your events?

#### Events and the law

This module covers the UK law regarding marriage, the licensing laws for medium and large events and special notices for music, dancing and alcohol sales at events.

#### Group work - designing the class event

You will polish your team's proposals and plans to perfection, know your financial projections inside and out and rehearse your team's presentation to bid for real cash funding.

#### DAY 2

#### Pitching for funding - the final presentation

Using preparatory work that you will have done beforehand and on day 1, you will try to convince a panel of judges that your idea is the best one for the final event. You will observe your classmates too and evaluate their event concepts. The best design across the whole class will be chosen as the winner, developed and carried forward to the final class event.

#### Style Doctor<sup>™</sup> consultation

The guest speaker is an expert stylist whose sole purpose is to make sure you dress right for your shape, right for your colouring and most importantly, right for your brand. She will deliver a general talk to the whole class and then give individual suggestions of what to wear, how to wear it and why. It will help you to make good buying decisions in future whilst making sure you create the right impression on your clients. While waiting for your turn you will have a chance to get creative with event mood boards or creations of your own.

#### Evaluation of the event design presentations

As a group you will share your thoughts and questions about all the teams' proposals before the judges make their choice.

#### Venue tour Where permitted.

### Session 4 - Saturday 27th June (One Day Session) Woodlands Park, Cobham, Surrey, KT11 3QB.

# King Edward VII and his mistress Lillie Langtry, were regular visitors to this Edwardian gothic-style mansion now with its two AA rosette restaurant.

#### Coordinating weddings and events in person

This module teaches how to prepare yourself and your clients for the wedding or event day itself, how to manage staff and suppliers in action, how to deal with guests, troubleshooting crises and how to evaluate your performance and the success of the event according to its aims.

#### Essential wedding and event maths and tax

As well as calculating costs and profits any wedding and event manager in business needs to know self-assessment tax and employers tax obligations.

#### Negotiation

Looking at price, quality, quantity and adding value, this module teaches you the best ways into negotiation when looking for the best deal and the best ways out of it when negotiating with clients.

#### Health and safety

It might seem complicated or dull, but handling health and safety at weddings and events can be a simple process when you know what to do. This module teaches you how to conduct H&S inspections of any event site and how to make sure you have planned for any first aid emergencies.

#### Planning the class event

The winning end of year event design will be announced, adapted and you will begin work planning it.

### Session 5 - Saturday 5th September

### London, TBC.

Please also keep 25th July available in your diary in case the event is held sooner than expected. Allow for other meetings or site visits to be scheduled at the time.

#### One day session

This session will take place in London at a venue near the final event venue to help with planning and will be confirmed when the class event venue has been booked. End of year event planning meeting and practical tasks With just weeks to go before the event, this is the perfect time to spend a day working under the project managers and experienced tutors to continue with the organisation, mentoring and preparation of the final event project.

# HOW TO APPLY



#### ENTRY REQUIREMENTS

We only want applications from people who are hardworking, polite, adaptable, responsible, passionate, dynamic, resourceful and responsive. That's what it takes to be successful in this field.

#### ALL APPLICANTS:

- Must be eligible to live, study and work in the UK.
- Must be willing and able to travel to all training locations and event planning sessions.
- Must be willing and able to plan and attend the end of year party in central London.
- Must be willing and able to complete the practical assignments set as part of the course and its mentoring programme.
- Must be willing to commit a minimum of 20 hours per month to their studies outside the classroom, and to the planning of the class event in order to pass the course.

Due to the analytical and practical nature of the course it is recommended that applicants are of university-applicant standard. Therefore a minimum of 3 A level qualifications (or equivalent) is the minimum educational standard recommended. You do not need a degree, but you should be capable of high level post age-18 study. Applicants with no or fewer qualifications will be accepted only after an interview at the discretion of WPS.

#### **APPLICATION PROCESS**

Applications for this course must be made using the form supplied at the back of this prospectus. Enrolment is open now and closes on Friday 30th January 2015 or when the course is full. You must enclose your first instalment of fees at the same time as your application. The application is a binding contract and on submission you are bound by its terms as stated on the application form and in the accompanying terms and conditions.

Once your application is received by the admissions team we email you to confirm receipt. Then we check the form to ensure you meet all entry requirements and immediately enrol you on the course if there is a place available at which point your payment is due. If a telephone interview is required in order to establish your suitability, we will arrange it as soon as possible. An email confirming that you have been allocated a place on the course will be sent to you within seven days of receipt.

There are only fifteen places this year and a high number of applicants are expected, this is why we ask you to commit to fulfilling your agreement by signing the application form and paying your first instalment at the time. A waiting list will be kept when the course is fully subscribed, should a place become available. The course will only run if it reaches its minimum number of applicants, before which the school reserves the right to cancel the course and return all fees.

Full EU citizen applicants can apply for this course without visas. Please note that this course is unlikely to help other foreign applicants gain a permanent UK visa as it is not full time.

I absolutely would not be where I am today without my qualification through The Wedding Planner School.

JEMMA BEATTIE, DECEMBER 2012

#### **ADMISSIONS POLICY**

Admission to this course is subject to fulfilling the entry criteria and availability of places. We do not discriminate, positively or negatively, on a basis of physical disability, gender, race, religion or sexual orientation.

### **COURSE FEES 2015**

The course fees are  $\pounds$ 5700 or  $\pounds$ 475 per month (save up to  $\pounds$ 1460 with concessions below), which includes:

- Tuition and training sessions.
- Quality accommodation for three weekends away.
- Assistance with your own launch event.
- Business style consultation by Style Doctors.
- Venue tours.
- Food and refreshments at all training sessions.
- Entry to the end of year event and planning budget.
- Lunch allowance at the Business Start Up Show and other industry-relevant tradeshows.
- Teaching materials, workbooks, reading materials.
- Mentoring to keep you on track.
- Free accommodation at the event for non-London residents.
- Access to work experience opportunities (subject to passing course).
- Discounted rates for other WPS services and events.
- The Wedding Planner School's 12-month success guarantee.

### **Reductions and Concessions**

#### SAVE £960 BY BOOKING EARLY

If you book before 1st October 2014 you will be charged the previous academic year fee of £4740 or £395 per month **saving you £960**.

#### SAVE EVEN MORE BY REDUCING THE NUMBER OF INSTALMENTS

If you pay the course fee in full upon application **a fee reduction of £500** *also* applies.

#### $\pm$ 960 + $\pm$ 500 = $\pm$ 1460 saved.

If you are paying in three equal instalments, one instalment is due upon application then the same amount by 1st April and again by 1st June 2015. As it saves so many administration costs you will automatically qualify for **a fee reduction of £249** on top of other concessions.

\$960 + \$249 = \$1209 saved.

#### MAKING PAYMENTS

- You can also pay in twelve equal instalments.
  If so, you must pay the first instalment upon application by cash, cheque, card payment or transfer and set up a standing order for the remaining eleven instalments on the first working day of every month thereafter until the balance is complete.
- Other instalment plans can be arranged on or before application to help make the costs even more manageable. The sooner you start paying, the smaller we can make each instalment. Speak to our admissions team on 0131 208 4177 to work out a personalised plan for you.

All payments can be made by cheque payable to The Wedding Planner School.

OR by transfer to HSBC: Sortcode 403439, Account 21379232.

OR by credit/debit card – call the school to pay using our PCI compliant card system. Fees may apply for credit card. Debit cards free.

# GUIDELINES FOR COMPLETING THE APPLICATION FORM

If you require help from a member of staff please call admissions on **0131 208 4177** (UK) or +44 1312 084177 (overseas) or email admin@theweddingplannerschool.org.uk.

Nothing is too much trouble for our helpful admissions team so if there is anything more you want to know we are happy to help. However we are not permitted to help with visa applications.

If your details exceed the space allowed on this form you may provide up to one additional sheet which must be emailed or posted at the same time and must include your full name.

Our recommendation is that you email the form to us or post a hard copy. We recommend that you also supply a picture of yourself if you are able to.

Use legible well-spaced handwriting or type. Make sure the text is inside the boxes and is in a simple text font.

If you wish to apply via email, typing your name in the signature space or using a scanned signature emailed from your own email account will also be legally binding.

The address for returning the 2015 application form is: WPS, 29 Newfoundland Way, Portishead, BS20 7FP.

Please apply by 30th January 2015. Note that last year the course was full by December.

Please *do not* use registered post or special delivery unless you have asked permission from the admissions team. If nobody is available to sign for it, the application will be delayed.

The email subject line should be "Application part time course 2015 - <your name>"

Standing order forms for payment by monthly instalment can be found in the 'One Year Course' section of our website:

www.theweddingplannerschool.org.uk or can be emailed to you on request.

Terms and Conditions - Please note that on acceptance of your application to the course, you are committed by enforceable contract to pay the full course fee whether you complete the course or not. Refunds or credit notes can only be given if a replacement candidate can be found. Full terms and conditions appear on our website along with our student charter:

www.weddingplanningschooluk.com/acatalog/Useful\_Extra\_ Info.html.

Accurate testimony quotes taken from genuine emails and evaluation forms from WPS students. Originals available on request. ©2014 The Wedding Planner School<sup>®™</sup>.

IMAGE: Course venue © Beaumont House. Reproduced with permission.

I am feeling more confident... I learned most from measuring the financial potential of an event, the five-year projection of my business and the client proposal presentation.

RACY AMPOFO, ONE-YEAR COURSE STUDENT, JANUARY 2014.

I thoroughly enjoyed all of the course this weekend and liked the fact that there was variety in the teaching: Group work, visual... tutor with a flip chart... You exceeded my expectations."

PATRICIA DOWNES, ONE-YEAR COURSE STUDENT, MARCH 2014.

## **APPLICATION FORM**

Y

### 2015 Entry One Year Diploma Part-time High End Wedding Planning and Event Management

WPS office use only	App No: PT15
Date recd:	
Date ackn:	
Decision:	

Read notes in prospectus before attempting to complete this form.

First name		Address line 1
I prefer to be called		Address line 2
Surname		Address line 3
Previous names (if applicable)		Town
Title (delete as appropriate)	Miss / Mrs / Mr / Dr / Fr / Ms Other, please state:	City
	Other, please state.	County
Age on 1st February 2015		Postcode
Date of birth	D D M M Y Y	Country
Home telephone		Mobile
Email		
Nationality		First language
How did you hear about this course?	(If you found us on an internet search engine, please state which search phrases you used)	

#### QUALIFICATION LEVEL ALREADY HELD

Please tick next to the highest level of qualification you have achieved so far:

✓	Level of qualification
	GCSE, age 16 compulsory education or similar
	AS level, (age 17 study) or similar
	A Level (age 18 study) or similar
	Bachelor's Degree (BA, BSc etc)
	Post Graduate Study (MA, MSc, PhD etc)
	No qualifications

Tell us why you want to do this course:

#### DISABILITY AND OTHER SPECIAL NEEDS (INCLUDING DIETARY REQUIREMENTS)

Please state here any special treatment you wish to request associated with dyslexia, physical impairments or other relevant conditions. This will not in any way affect the likelihood of you being selected, but it will help us to plan better so that you get the full benefit of the course and appropriate accommodation and access facilities. Continue on another sheet if required.

If you have any unspent convictions please state them here. Give date of offence(s), sentence(s), and expiry date(s) of sentence(s). Continue on a separate sheet if required.

#### PLEASE CIRCLE YOUR ANSWER TO THE FOLLOWING QUESTIONS OR DELETE UNWANTED OPTIONS

Are you willing to defer for one year if our application numbers are exceeded?	Yes			No
Are you a UK citizen an EU citizen or a non EU citizen?	UK	E	J	Rest of world
I wish to pay my course fees	In full	3 parts	12 par	ts Other
My chosen payment method is	Card*	Chec	lue**	Standing order***

## See prospectus or call the admissions office for more information regarding payment schedule options and payment methods.

- \* If you are paying by card please provide the card number, expiry date and security code with this application by post or by calling the school office. Credit card payments and cash deposits may incur a 2.5% handling fee. We no longer accept AmEx payments except by special arrangement. Debit cards, bank transfers and standing orders are free.
- \*\* Please enclose a cheque for your first payment and post-dated cheques for all subsequent payments.
- \*\*\* Return a completed standing order form. A copy is available from WPS main office via email address below or on website.

#### DECLARATION AND TERMS AND CONDITIONS

- I confirm that the information I have supplied on this form is complete and true. I have checked and re-checked my information and spelling and declare it to be correct to the very best of my knowledge. I understand that should it be deliberately incorrect or if I break this agreement and the accompanying terms and conditions I may be removed from the course without refund or notice.
- I am a highly competent or fluent user of the English language and I am a university-calibre applicant.
- I agree to pay the full course fee according to the payment schedule stated above and described in full in the prospectus even if I cancel or fail to attend the course through no fault of The Wedding Planner School.
- Any written or verbal feedback given to WPS during my course can be used by WPS in future literature along with my name.
- I agree to the further terms and conditions stated on the WPS website, the prospectus and Course Charter and I understand that my qualification and certificate are dependent on adequate attendance of course and participation in the end-of-year event planning.
- I enclose my first instalment or full course fee or have made a payment by other means.

Name	Signature	Date

#### Completed forms should be returned by email to:

admin@theweddingplannerschool.org.uk with the subject "Application high-end course 2015 - <your name>"

#### Or mail your application and payment information to:

The Wedding Planner School
29 Newfoundland Way
Portishead
BRISTOL
BS20 7FP