FITZWILLIAM INSTITUTE GROUP

PROVIDING ACCREDITED PRACTICAL SKILLS TRAINING

ESTABLISHED OVER 25 YEARS

DIPLOMA IN WEDDING PLANNING (Dip. Wedd. Plan.) with Event Management module by Distance Learning

Please find enclosed the details you requested in reference to the above course. We have also provided FAQs which can be found at the end of this document.

- The Fitzwilliam Institute Group is part of an established group of companies training over **3,000** people each year benefiting from over **25 years experience** in the training arena.
- The Diploma in Wedding Planning (Dip. Wedd. Plan.) with Event Management module by Distance Learning is an **interactive** and **Case Study Based** Programme written by **Industry Professionals**.
- The full course is delivered to participants within 24 hours of enrolment **Online** and in a **Hard Copy** and **CD Rom** format within 15 working days.
- The course is made up of 25 modules with a number of practical assignments at the end of selected modules. There is a wedding planning pitch to be submitted at the end of the course culminating all modules studied. This wedding planning pitch is based on a brief and a budget given at the beginning of the programme.
- Full support is available from our **Subject Experts** by email at the end of each module and an ongoing basis during the course.
- You will have full access to an online account and subject expert advice for one full calendar year.
- The Diploma is accredited by the **Institute of Commercial Management**. I.C.M is an independent organisation offering certification worldwide and the diploma is recognised in over 130 different countries. ICM's web address is: **www.icm.ac.uk**
- Please contact us by phone or email for further information regarding current enrolment dates.
- The fee for the course is ~~£795~~ and is currently on special offer at £495 for a limited time. Fees may be paid by cheque, bank draft, credit card, debit card, bank transfer or online at our **payments page** through PayPal which is a safe, fast and secure method of payment.

If you wish to be considered for this course please call us on **020 7812 0708, 020 7193 3962** or e-mail us at **info@FitzwilliamInstituteGroup.co.uk** to arrange a consultation. Alternatively you can book online and enrol immediately.

Yours sincerely,

Noel Murphy
Director

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ESTABLISHED OVER 25 YEARS

BROCHURE

DIPLOMA IN WEDDING PLANNING (Dip. Wedd. Plan.) with Event Management module by Distance Learning

Introduction

This Distance Learning course will enable participants to develop an innovative and multi-skilled approach to planning and co-ordinating weddings. The Wedding Planning industry is now a multi million pound industry which can provide a skilled wedding planner with an excellent career. This course will also be attractive to individuals who wish to plan their own perfect wedding.

Course Content

PRELIMINARY PLANNING

Wedding Brief, Planning and Budgeting

Creating an Outline Plan covering availability of Main Guests; Timing of the Wedding; Choosing the correct Day of the Week on which to be Married; Setting out an Outline Budget from Wedding Jewellery to Catering; Upgrading your Wedding; Wedding Contingency Planning.

Location, Time Management and Wedding Legalities

Choosing the Right Location for the Wedding, Unique Reception Venues, Themed Weddings, Wedding Styles; Wedding Coordination Planning Setting out a Critical Path; determining if the Outline Plan can be Achieved in the time and on Budget. Checking the Legalities, Wedding Risk Management Insurance, Legal Documentation; Prenuptial Agreements etc.

WEDDING GUEST MANAGEMENT

The Guest List and Cost Management

Drafting the Guest List; Inviting Children; Immediate Relatives; Relatives one step removed. Consulting Parents about the list; Endeavouring to Invite Equal Numbers between Bride and Groom. Inviting Parents to Contribute to Costs; Managing the Growing Guest List; Limiting Numbers; Agreeing Final Guest List with both sets of Parents. Managing Two Event Guest Lists: Full Day Guest List and Evening Guest List.

Managing Wedding Guest Special Requirements

Wedding Guest Etiquette- Guest bringing friends; Facilities for Special Needs Guests - High Chairs and Baby Facilities, Disabled Guests and Accessibility, Vegetarians and Vegan Guests. Seating Arrangements. Out-of-town Guests - Accommodation, Maps, Contact Details.

Wedding Guest Seating Plans

Types of Seating Arrangements; Ceremony Seating Layout; Reception Seating Layout; Top Table Plan; Parents Table; Seating Layout by Family; Buffets.

Wedding Guest Invitations

Pre-Wedding Parties; Invitation Sent, Gift Received, Thank You Notes etc. Wedding Printing Invitations - Engraved, Hand Printed. Reply Paid Cards. Gift Lists. Order of Service Sheets. Menus. Wording, Press Announcements Style. Maps. Cake Boxes. Place Cards. Envelopes. Seating Plans. Costs.

WEDDING OUTFITTING

What to Wear, Hiring versus Purchasing Clothing

Bride, Groom, Best Man, Ushers, Bridesmaids, Fathers, and Mothers. Hiring a Designer; Difference between a Designer and a Dressmaker. Buying off the Shelf. Hiring Clothing Fittings; Hired Clothes Contracts; Retrieving and Returning Hired Items; Dealing with Clothing Disasters.

The Bride & Groom, The Groomsman, Bridesmaids and Ushers

Borrowed Wedding Dresses; Family Heirlooms; Types of Fabric to Choose; Beading and Detail; Veil Styles; When to Buy; Wedding Shoe Essentials; Going Away Outfit Purchase; Emergency Repair Kit; Suit versus Tuxedo; Hire versus Buying; Hire Checklist; Accessories; Colour Coordinating the Groomsman, Bridesmaid and Ushers Outfits, Hiring versus Buying; Bridesmaids Jewellery, Accessories and Headpieces; Coordinating Ushers Outfits; Collection and Return of Hired Outfits; Contingency Planning.

WEDDING CATERING

The Wedding Cake

Specially made versus Store Bought; Choosing the right Baker; Selecting the appropriate Cake for your Guests; Themed Cake Decoration; Number of Tiers;

Menus and Catering

Menu Options and Reception Styles; Liasing with Caterers; Menu Budgeting; Taste testing; Food Preparation and Handling Check; Ethnic Recipes; Guaranteed Numbers; Ratio of Servers to Guests; Dress Code; Tableware, Linens, cutlery and Glassware; Catering themes and Decorations; Licences; Special Occasions Licences; Health and Safety; Purchasing Alcohol; Catering Staff Costs.

WEDDING COUNTDOWN LOGISTICS

Hair, Makeup and Jewellery

Choosing Wedding Rings; Bridal Jewellery; Choosing the Right Make-Up Artist; Make-Up for Photographic Shoots; Coordinating Make-Up and Outfit; Skin Preparation; Trial Make-Up Tests; Essential Emergency Make-Up Kit; Choosing the Best Hairstyle ; Finding A Stylist; Presenting your Ideas; Stylist Portfolios; The Stylist Client Communication Process; Home Versus Salon Styling; Styling the Bridal Party;

The Gift List

Compiling the Gift List; Choosing Gift list Vendors; Returning unwanted Gifts; Displaying Gifts; Security of Gifts; Gifts for the Bride and Groom.

Entertainment

Hiring Musicians; Hiring DJs; Hiring Audio Visual Equipment; Selecting Ceremony Music; Choosing Play lists for Reception

Photographer and Videographer

Photographs and Video Recording - prints, copies of films etc Videoing the Wedding Ceremony; After Ceremony Photography; Reception Video; Group Shot Planning; Selecting Photographic Style; Choosing the Wedding Photo Album; Hiring a Good Photographer.

Flowers, Favours and Table Decorations

Choosing a Florist; Brides Bouquet; Bridesmaids Bouquets; Ceremony Flowers; Centrepieces; Buttonholes; Headpieces; Throw away Bouquet; Aisle Runners; Corsages; Archways. Floral Themes; Seasonal Flowers.

Transport and Insurance

Transport to the ceremony; Limousine and Bus Hire; Designated Drivers List; Managing Parking at the Various Locations; Breakdown Contingency Planning.

WEDDING CEREMONY

Church Wedding

Person giving bride away. Marriage preparation requirements. Order of service. Vows. Music. Signing the register. Choir and seating. Bell ringers. Confetti

Civil Weddings and Ethnic Weddings

Differences which may exist between Civil and Christian weddings and weddings involving people from different religious groups etc.

Celebrity Weddings

Dealing with the special needs and requirements involved in planning and managing celebrity weddings.

Location of Ceremony

Approved Premises; Types of location; Special Settings; Obtaining permission; Listed Buildings; Stately Homes; Outdoor Ceremonies.

Wedding Ceremony Logistics

Wedding Rehearsal; Best mans role. Roles of family members. Booking a time; punctuality. Documents; witnesses. Fees. Flowers. Music. Confetti. Timetable of ceremony. Seating. Legal requirements. Payments and collections. Rehearsals.

Reception

Types of Reception - Hotel, Home, Barns, Marquee, etc. Food, Wine, Champagne. Sit-down or buffet. Confetti. Insurance. Car Parking. Changing Rooms. Security Plans. Cloakroom and Toilet Facilities. Heating. Drinks Licence. Disabled Guests. Accommodation for Guests Overnight. Master of Ceremonies Duties. Drinks on Arrival. Top-table-relationships. Toasts. Teetotallers and drivers. Duties of Bride and Groom. Role of Best Man and Groomsman.

Speeches

Best Man. Groomsman. Bride. Brides Father. Brides Mother. Special Requirements for each Speaker - Toasts, Responses to Toasts. Planning a Speech. Delivering a Speech. Messages. Encouraging Practice. Practice Guidelines.

Final Plan

Creating a Comprehensive Plan for all activities, for the Bride, Bridegroom, Bridesmaids, Flower Girl, Page Boy, Mothers and Fathers, Best Man. Duties of all participants to be listed at each location. Final Budget Decisions. Using a Software Planning Package. Databases and lists.

Running a Wedding Planning Consultancy

Forward Planning. Attention to Detail. Financing your Business. Telephone, e-mail, the Internet. Records. Counselling. Client Contact. Preparing Wedding Plans. Budgets. Time Management. Databases and Lists.

Marketing a Wedding Planning Consultancy

The Internet - Websites and Search Engines. Exhibitions. Magazines. Networking. Brochures. Engagement Announcements. Media Advertising.

Event Management

Event Management Planning, Co-ordinating Events, Marketing Events, Event Risk Management, Corporate Event Management, Organising Conferences, Exhibition Management and Sporting Event Management.

PRESENTATION SKILLS

Preparation and Research; Speech Content; Subject Matter and Objectives; Speech Delivery and Variety; Body Language, Eye Contact, etc.; Presentation Aids e.g. Visuals, etc.; Management of Locations and Audiences; Presentation Structure.

WEDDING PLANNING PITCH PROJECT

The project is an important part of the course. Each course participant is given the project brief. Participants are asked at the end of the course to produce a Wedding Planning Pitch Proposal with their recommendations to the examiners. This gives participants the opportunity to use the knowledge they have obtained during the course in a focused way and develops Wedding Planning Pitching skills.

METHODS OF TRAINING
Online Lecture Modules, Subject Expert Feedback Sessions after each Module, practical case studies, end of module assignments.

SUBJECT EXPERT
The Fitzwilliam Institute Group has a panel of Subject Experts with Industry Experience.

WHO SHOULD APPLY
Anyone working in Wedding Planning in a senior or support role, or those who wish to develop a career in this area. The course would also benefit anyone who plans to organise their own wedding.

QUALIFICATIONS
Successful students qualify for the Diploma in Wedding Planning (Dip. Wedd. Plan.). The Diploma is awarded at Distinction, Credit or Pass Level. The diploma is accredited by the Institute of Commercial Management and is both industry and internationally recognised.

DISCLAIMER
Every effort is made to ensure accuracy; however responsibility is disclaimed for any error or omission in this brochure.

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Frequently Asked Questions

Course Specifics

For how long does the course run?
Course participants will have full access to the online course and subject expert advice for one full calendar year.

What is the course fee?
~~£795~~ currently reduced to £495 for a limited time.

When does the course start?
Please contact us by phone or email for further information regarding current enrolment dates.
The full course content is delivered to participants immediately upon enrolment in a hard copy format and online.

Is this a fully comprehensive and fully inclusive course?
Yes. This practical course is designed to enable participants to develop an innovative and multi-skilled approach to planning and co-ordinating weddings. It offers practical and specific case study based modules that can be applied in real world situations.

Will I learn how to promote and market my events?
Yes. To compliment the promotional and presentation requirements of the event management sector this course includes a substantial Public Relations module.

Will this course provide me with the skills to take on and create my wedding?
Yes. The course project is aimed at providing you with the confidence and ability to take on any style of wedding. The course guides you through the initial stages of receiving a clients' brief and budget and through the knowledge obtained during the course, finally producing a Wedding Pitch.

Will this course help me get into the industry and build a network of contacts?
Yes. As the course is accredited by the industry and all our subject experts are themselves industry professionals, this provides you with direct access and resources within the industry.

Will I have contact with industry professionals from specialised areas?
Yes. Full support is available from our subject experts by email at the end of each module and an ongoing basis during the course. All subject experts are themselves Industry Professionals with many years experience.

Am I required to purchase any materials or books for this course?
No. The course includes comprehensive notes as well as on-line assistance from our subject experts. A folder of the entire course content is also sent to you in hard copy to your postal address.

Assessment Process

How are we assessed?
Through Assignments and Final course project.

Are there exams?
No. The course is centred around the practical Event Presentation which is explained below.

Course Structure and Outline:
On commencing the course, you are provided with a username and password with which you sign in. There is a user guide at the very beginning explaining how to use and work your way through the course.

The course has been divided into a number of modules and will be evaluated by means of a Course Project. You are given a project brief and budget at the beginning of the course. There are 5 assignments to complete (each worth 10%) and the final project, which will consist of a compilation of all 5 project assignments plus the feedback provided by the subject experts; this is worth 50%. This should then be re-submitted, in full, once you have completed the course.

Each assignment is based on the content covered within that module. The requirements for each project assignment may be found at the conclusion of relevant modules. On completion of each assignment, you must submit it electronically the subject expert. There is a link provided in the site to all subject experts who will respond within 48 hours to any general query. Once they have corrected the assignment they provide you with relevant feedback as to how to improve, let you know you're on the right track etc. Feedback on assignments takes 10 working days.

You are then provided with Final Project Submission Guidelines at the end of the final module.

Application Process

How do I apply for a course / what is the application process?
There is no application form. The course can be booked and paid for online through our website at **payments page**.

If you have any additional queries after reading this brochure we simply ask you to contact us on **020 7812 0708, 020 7193 3962** or e-mail us at **info@FitzwilliamInstituteGroup.co.uk** and ask to be booked in for a consultation; we will then arrange a time convenient for you.

Do I need any previous experience or qualifications to join this course?
We do not request any previous experience or qualifications.

Course Accreditation

Is this course accredited?
Yes. This course is accredited by the Institute of Commercial Management (ICM).

Is it internationally recognised?
Yes. It is both industry accredited and recognised internationally in over 130 countries.

How are the diplomas awarded in terms of grades?
Successful candidates qualify for the Diploma in Wedding Planning (Dip. Wedd. Plan.) with Event Management module. The Diploma is awarded at Distinction, Credit or Pass level.

Method of Training

Method of Training/ How do we differ from others?
The type of training we specialise in is one of Practical Skills. We use methods such as Subject expert discussions, Practical Exercises/ Assignments, Projects, Case Studies, etc.

Who delivers the training/ classes?
The Fitzwilliam Institute Group maintains a panel of qualified and motivated industry professionals, who work as a team of subject experts monitoring each student's progress.

Who is the course aimed at/ will it suit my needs?
Anyone looking to develop an innovative and multi-skilled approach to planning and co-ordinating weddings. The course will also benefit individuals who wish to plan their own perfect wedding or start up their own Wedding Planning business. This course is designed to be flexible and is therefore suitable for those who cannot attend live classes or prefer to study at their own pace.

How quickly can I obtain my Diploma?
On successful completion of this course, a Diploma will be issued by the Institute of Commercial Management and sent out to you within a number of weeks.

Why would you recommend me to do this course above any other?
The Fitzwilliam Institute Group is an established group of companies training over **3,000** people each year benefiting from over 25 years experience in the training arena.

The approach we use is one of practical skills based training, delivered by people from the industry for the industry. Our courses are recognised internationally and accredited by the industry.

The comprehensive course you are embarking upon was written by industry professionals; the subject experts also have a wealth of industry experience. The Institutional recognition of the course is a major factor also.

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