



THE  
*Event School*  
LONDON

DIPLOMA

# DIPLOMA IN WEDDING PLANNING

**PROFESSIONAL  
DEVELOPMENT  
PROGRAMME**

Ready to turn your passion for weddings into a professional career? This intensive program is designed for career-changers with strong creative and organisational skills. Your studies will support you in launching a successful wedding planning business or finding employment in the inspirational wedding industry.

**BOOK  
ONLINE  
NOW!**

[www.eventschool.london](http://www.eventschool.london)

## COURSE SUMMARY

Become a Wedding Planning Professional with this comprehensive Diploma Course. Your Diploma programme equips you with the necessary skills and knowledge to plan and execute beautiful weddings from beginning to end. And you'll learn how to navigate a variety of challenging or unique wedding scenarios, such as VIP and celebrity weddings, destination weddings, micro-weddings and luxury weddings. Ideal for those seeking a career change into the rewarding and inspirational wedding industry.

**Turn your passion for beautiful weddings into a successful career.**

*Equipping you for a career in the wedding industry*

## STUDY OPTIONS

**LIVE ONLINE CLASSES**

**Wednesday Afternoon Classes  
Live Online from 2pm-5pm**

## QUALIFICATION

**Diploma in Wedding Planning  
Awarded by The Event School  
London  
CPD Certified**

## ANY QUESTIONS?

**Contact us with any queries  
Email: [info@eventschool.london](mailto:info@eventschool.london)  
Office: +44 (0) 203 239 0950  
WhatsApp: +44 (0) 7305 309 950**



## THE WEDDING INDUSTRY

- Industry working conditions and work ethics
- Aptitude for wedding planning
- Developing your knowledge and skills
- Services provided by a wedding planner

## THE WEDDING

- Order of the day
- Traditions and etiquette
- Inspiration advice
- Trends in the wedding industry

## COORDINATING WEDDING SERVICES

- Catering and wedding cakes
- Music and entertainment
- Florists
- Designers and decor
- Photographers and videographers
- Cars and transport
- Accommodation
- Bridal party wear
- Production
- Jewellery
- Hair and make-up



## COURSE CONTENT MODULES & TOPICS

**CPD  
CERTIFIED**  
The CPD Certification  
Service

*Shaping the leaders  
of tomorrow's  
wedding industry.*



## WEDDING PLANNING

- Developing and monitoring wedding budgets
- Wedding planning tools - technology, timelines and checklists
- Managing guest lists, seating plans, invitations and RSVPs
- Participating in, and conducting tastings
- Planning the ceremony
- Planning the reception
- Wedding day scheduling
- Contingency planning
- Wedding and event planner responsibilities:
  - Pre-wedding day activities
  - Wedding day activities
  - Post wedding activities

## COORDINATING WEDDING VENUES

- Venue selection criteria
- Conducting research
- Attending venue viewings
- Room lay-outs
- Outdoor locations

*Our courses encourage innovation from a strong foundation of industry knowledge and expertise.*



**COURSE CONTENT  
MODULES & TOPICS  
CONTINUED**



## **SELLING SKILLS**

- Building a client profile
- Selling techniques

## **RELATIONSHIP MANAGEMENT**

- Effective communication
- Establishing boundaries
- Working with clients

## **WORKING IN THE INDUSTRY**

- Opportunities and pathways in the wedding industry
- CVs & How to apply for work

## **STARTING YOUR BUSINESS**

- Working for yourself
- Start-up advice
- Managing your business

## **BRANDING AND PROMOTIONS**

- Your website / social media
- Branding
- Advertising
- How to promote yourself
- Networking





# COURSE CONTENT

## MODULES & TOPICS



### DESTINATION WEDDINGS

- Specialising in destination weddings
- The research
- Need to know about destination wedding planning - venues, suppliers and top tips
- The destination wedding planning process
- Researching and marketing your destination/s

### THE LUXURY MARKET

- VIP and celebrity clients
- Lavish/luxury wedding themes
- Meeting luxury market client expectations
- Attention to detail
- Sourcing and working with luxury market venues and vendors
- Working with larger budgets



### STYLED SHOOTS

- Preparation
- Bringing together a team
- Agreeing common goals
- Identifying and clarifying roles
- Creating a vision
- Team Briefings and communicating your vision to the team
- Creating a budget for your shoot
- Identifying and securing your location
- Sourcing and choosing models
- The day of the shoot - activities and responsibilities
- Getting your shoot published and promoted
- Maximising the content created by your shoot

### INTRODUCTION TO THEMING AND DECOR

- About Mood Boards and their purpose
- Choosing a format and tools to create mood boards
- Creating a theme, choosing colours and imagery
- Creativity exercise - creating mood board for three venues/clients
- Working with trends, working with tradition
- Creating themes to suit client preferences and personality

## BUSINESS DEVELOPMENT AND CONSULTATION

- The ideal client
- Practice consultations
- Real bride interview
- LinkedIn and finding the business client

## INTRODUCTION TO MARKETING FOR WEDDING PLANNERS

- Preparing a marketing plan for your wedding planning business
- Researching the wedding industry market (collect, organise and analyse data)
- Identifying and understanding your competition
- Developing and describing your wedding product or service
- Creating a mission statement
- Common marketing strategies
- Pricing, positioning and branding – how can you apply them to your wedding planning business, service or product?
- Establishing quantifiable marketing goals
- Monitoring the results of your marketing



## COURSE CONTENT

### MODULES & TOPICS CONTINUED

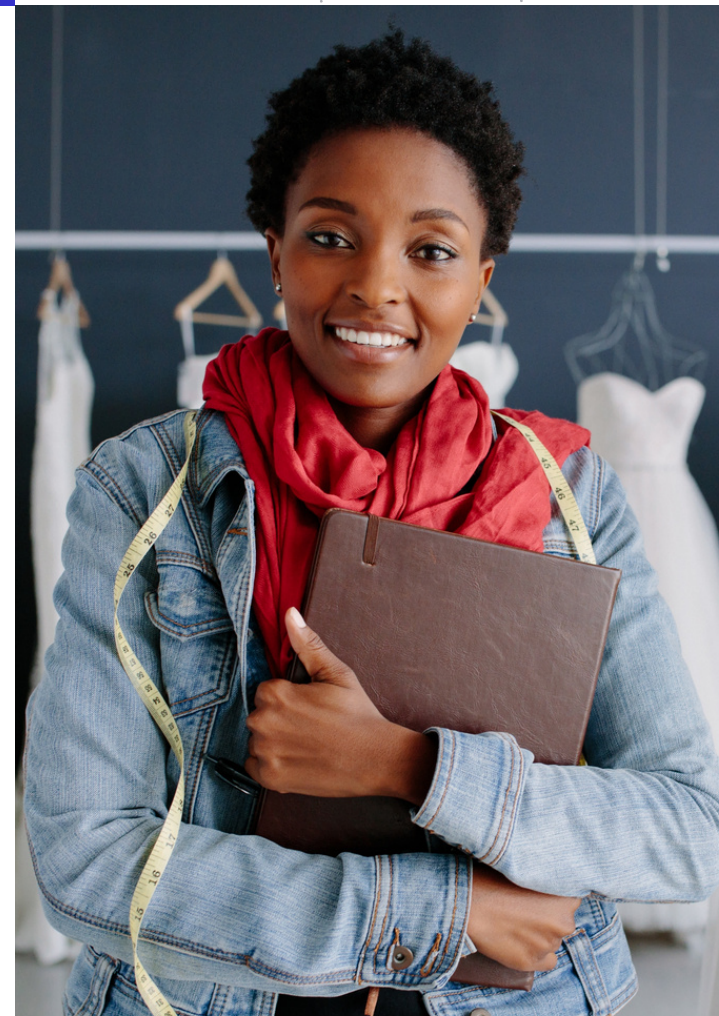


## MICRO OR INTIMATE WEDDINGS

- What is a micro wedding?
- Working with smaller budgets
- Creating impactful intimate wedding settings and experiences
- Identifying must haves
- Ensuring the venue/location compliments the wedding size and theme

## RISK ASSESSMENTS

- Why you need to know about assessing risk
- Identifying risks
- Preparing a risk assessment



## IDEAL FOR LEARNERS WHO

Require a part-time study option

Prefer live teaching in real-time

Want the opportunity for interaction and discussion

Will benefit from personalised guidance and mentoring from world leading industry educators and expert guest speakers

Appreciate the ability to ask questions and receive answers during live online classes



## THIS LEVEL COURSE IS IDEAL FOR

- Career Changers ready for a move into the inspirational & creative wedding industry
- Those wanting to learn how to start and promote their own wedding planning business, and to gain skills needed to professionally plan and coordinate their client's weddings
- Those wanting to find employment in the wedding industry i.e. working with wedding venues, wedding planners and event organisers or specialist wedding service companies
- International students wishing to add British certification to their resume or portfolio



*Who should do this course?*

# ONLINE COURSE

We understand people with busy schedules still value learning with a 'live' expert.

That's why we offer a virtual, '**LIVE ONLINE**' study option.

Work your study into a busy life with weekly Wednesday afternoon classes. Taught live online so you can study with us from home, work or anywhere in the world.

\*Dates, fees, content and inclusions are subject to change. Please check our website for the most up to date information

## LIVE ONLINE CLASSES



16 weeks



2pm-5pm  
Wednesday Afternoons



Taught live by our  
industry specialists



Assessment - Wedding  
Planning Research Project  
(due 1 month after course completion)



Maximum 8 participants

**£1,750**

\*COURSE FEES

# Book Now!



Regular Start Dates



Amongst the Highest  
Completion Rates for  
Online Training



Study from anywhere  
in the world



Join our Alumni  
Group for industry  
updates, volunteering  
options, business tips,  
work experience and  
job alerts



Interactive and  
engaging delivery



ENROL NOW, START CHANGING YOUR LIFE TODAY!

## ONLINE COURSE HIGHLIGHTS

With our live-classes, delivered through video-conferencing, connect and interact with your course trainer and classmates from all around the globe, creating a vibrant and dynamic learning community.

### ONLINE LEARNING WITH LIVE EXPERTS

Our virtual online courses provide the opportunity to work with our experienced trainers who can guide and advise you on achieving your professional goals.

### BENEFITS OF ONLINE VIRTUAL 'LIVE' CLASSES

- Live Online Classes
- Taught by Industry Specialists
- Taught in real-time so you can participate in live Q&As and discussions
- Small class sizes mean you won't become lost in a sea of onscreen faces!
- The same content and certification as our London courses
- Taught on a reliable and secure online meeting and training platforms



Contact us with any questions or queries about learning online

## TESTIMONIALS

Our student feedback is consistently "excellent"!

And that's down to the calibre of our Course Lecturers, Tutors and Facilitators, who work hard to make their London classroom environments engaging and interactive.

Many participants on our Virtual courses tell us that due to the activities and dynamism of their live classes, and being able to interact with classmates and teachers, they felt just like they were in "real" classrooms and loved their virtual experience.



TESTIMONIALS



"The Diploma course was inspiring. Siobhan is so present and clearly passionate about preparing her students for the industry. She really went above and beyond to provide an incredible insight into the world of wedding planning, and was so generous with her expertise."

**Camilla, UK**

I've already attended 2 courses for wedding planners with Siobhan and can't wait to go back to London. I highly recommend her courses because she's very professional, but also very nice and sweet at the same time and she's always very good at creating the best atmosphere to learn. Her tours in real wedding venues in London are a must! The Event School is the best choice for event planners.

**Sara, Italy**



*What our students say*

# THE EVENT SCHOOL LONDON ON YOUTUBE

Why not check out our YouTube Channel where you can find information on courses, the latest news, and interviews with Industry Experts, our Team and our Graduates.



[NEWS](#)



## NEWS

We love creating relevant, contemporary, interactive learning and life experiences...both in London and in our Virtual Classrooms. And we love sharing them with you in our galleries.

This is life with students from as close as London, to as far away as Europe, Australia, Africa, Brazil, Egypt, Saudi Arabia, Bahrain, India, Norway, Turkey, Canada, Qatar, Puerto Rico, Mexico, the UAE and The Philippines!



Site Tours bring Theory to Life on The Event School London's ...



Share

Our London Students  
Love Site Tours!

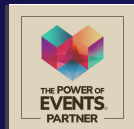
\* Dates, Fees, Content and Inclusions are subject to change.  
Please check our website for the most up-to-date information.

Book now at [www.eventschool.london](http://www.eventschool.london) or  
contact us via email, phone or whatsapp  
to find out more and secure your place.

*Get started today*

# DIPLOMA IN WEDDING PLANNING

*THE  
Event School  
LONDON*



+44 (0) 7305 309 559



+44 (0) 203 239 0950



[info@eventschool.london](mailto:info@eventschool.london)