



WEEKEND POWER WORKHOP

Continuing Education Workshops for Wedding Planners



A 2-day weekend workshop designed to give new and current wedding consultants an intense, "inside view" of the professional wedding planning industry.

Expand your new career in weddings and events!

THE ACADEMY WEEKEND POWER WORKSHOPS



WORKSHOP DETAILS

Date: Saturday 7th of November & Sunday 8th of November

Venue: Level 4, 150 Albert Road,
South Melbourne, Victoria
3205

Timing: 10.00am - 4.00pm both days

Course overview: The Program is intensive and highly participative. Your attendance at this workshop will help you to prepare for the launch of your business and is an investment in its future success. Learn directly from a wedding planner who has a decade of experience. Equip yourself with the tools and knowledge in order to succeed in the wedding industry. This seminar focuses on topics particular to the wedding business while integrating each area into an overall understanding of what it takes to operate a successful wedding planning business.

Cost: One day only - Early Bird \$295 + GST or after 2/10/09 \$395 + GST
Two day only - Early Bird \$495 + GST or after 2/10/09 \$595 +GST

The aim : The Workshops are designed for any wedding professional or aspiring wedding planner who wants to effectively establish and grow their business. Planning a wedding and running a wedding planning business are two different things. They take two very different skills. We won't tell you how to plan a wedding or talk to you about wedding etiquette in this workshop, that information can be gained from our courses. This workshop is all about launching and running your business.

THE ACADEMY WEEKEND POWER WORKSHOPS



Intensive Training for the Wedding & Events Industry

Registration includes:

- Morning Tea & Afternoon Tea each day
- Buffet Lunch each day
- 2 days of face to face tuition
- Presentations by industry experts
- All workshop materials
- 1 month free trial of Wedding Planning Software
- Opportunity to network with peers
- Question and answer sessions
- Certificate of participation
- Special Workshop Goody Bags

Registration and Cancellations

Closing date for applications is 5pm 2 November 2009. Cancellations received prior to 5pm 2 November 2009 will receive a 90% refund. No refunds can be made after 5pm 2 November 2009, however a substitute participant is most welcome.

Enquires and Bookings

Christine Kerr

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Clayton

VIC 3168

AUSTRALIA

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THE PROGRAM OUTLINE

DAY 1 – 6 P's of launching a Wedding Planning Business

Preparation

- Pre-Launch Research
- Setting your goals
- Think Like a Bride
- The Killer Business Plan

Purpose

- Branding your business
- The competitive edge
- Your target market

Price

- What services to offer
- Pricing your services
- Contracts & Policies

Promotion

- Importance of marketing design
- Promoting your business
- Turning leads into clients

Performance

- Selling to a bride
- The consultation
- Overcoming objections & closing the sale

Proposal

- What to put in your proposal
- Creating your proposal
- How much is too much

THE PROGRAM OUTLINE

DAY 2 – Tools of the trade

These sessions are all hands-on and require each participant to bring their laptop with them so they can get the most out of using the software.

Inspiration / Mood Boards

- Getting Creative
- 5 Steps in creating an Inspiration Board
- Using software to create an Inspiration Board

Wedding Planning Software

- Using a Client Management System
- Using a full suite of planning tools
- Creating a client & planning an event

Virtual Event Design Software

- Designing a concept for your client
- Producing a floor plan
- Creating the WOW factor

Evaluating the Workshop

- Q & A
- Lessons for the future
- Action planning for your next event



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 www.aawep.com.au



Attendee Personal Details	Address
Attendee Name: _____	Address 1: _____
Gender: <input type="checkbox"/> Male <input type="checkbox"/> Female	Address 2: _____
Date of Birth: _____	State: _____ Post Code: _____
Email: _____	Occupation: _____
Home Phone: _____	How did you hear about the workshop:
Mobile: _____	<input type="checkbox"/> Study Now <input type="checkbox"/> Career One <input type="checkbox"/> Newsletter <input type="checkbox"/> Google <input type="checkbox"/> Which Training <input type="checkbox"/> Other
Credit Card Details	Payment Options - tick the appropriate box
Credit Card Details: Card type: _____ Name on Card: _____ Card No: _____ / _____ / _____ / _____ Expiry Date: _____ / _____ Total Amount: \$ _____ Signature of Card Holder: _____	Direct Deposit: <input type="checkbox"/> Account Name: Wedding and Events Training Pty Ltd BSB: 033091 Account No: 111515 Personal or Bank Cheque: <input type="checkbox"/> Made payable to Wedding and Events Training Pty Ltd BPay: <input type="checkbox"/> Invoice will be sent with Biller Code Credit Card: <input type="checkbox"/> Mastercard or Visa accepted Online via our Website or Paypal: <input type="checkbox"/> Logon to our website www.aawep.com.au
Select your Workshop:	
<input type="checkbox"/> Day One Workshop only <input type="checkbox"/> Early Bird \$295 +GST OR <input type="checkbox"/> After 2/10/09 \$395 +GST	
<input type="checkbox"/> Day Two Workshop only <input type="checkbox"/> Early Bird \$295 +GST OR <input type="checkbox"/> After 2/10/09 \$395 +GST	
<input type="checkbox"/> Full Power Workshop 2 days <input type="checkbox"/> Early Bird \$495 +GST OR <input type="checkbox"/> After 2/10/09 \$595 +GST	
Student Declaration: I wish to register for the Weekend Power Workshop provided by the Academy of Wedding and Event Planning.	
Student's Signature: _____ Date: _____	