

INTRODUCTION



SYLLABUS

The Queen of Weddings

A Wedding State University Course

**CERTIFIED
DAY OF WEDDING
COORDINATOR**

COURSE SYLLABUS



Class 1 Introduction

Objective: To explain the different career path options as a Wedding or Event Planner.

Outcome: Help guide the student to a better understanding of the direction they would like to focus on in the Wedding and Event Industry.

Session 1: How To Use The Course.

Session 2: Types Of Planners/Coordinators?

Session 3: What Is Your Vision Of A Coordinator?

Class 2 Preparation For Meeting A Client

Objection: What to expect when meeting with a client. The importance of understanding their perspective and how to communicate.

Outcome: Feel confident in arranging and conducting a meeting with clients.

Session 1: What Clients Look For In A Coordinator?

Session 2: How Much Should You Charge?

Session 3: What Services Should You Offer?

Class 3 Vendor Relations

Objection: How to approach working with a new Vendor, holding them accountable, and creating a perfect team.

Outcome: Being able to manage expectations, supervise, and give direction to ensure a smooth-running event.

Session 1: Vendor Contact

Session 2: Vendor Meetings

Session 3: Vendor Confirmations

Class 4 Wedding Day

Objective: Learn the expected flow of the day from vendor load-in, set up and how to run the timeline

Outcome: Become knowledgeable about what to prepare for, what to be watching for and how to connect all the pieces together to create a smooth flowing day.

Session 1: Venue Details

Session 2: Ceremony Specifics

Session 3: Reception Details

Class 5 Review & Tie-in

Objection: Often as we gain additional insight our perspective changes. Before continuing to the next sessions, we will review the past sessions.

Outcome: Gain additional clarity into what you have learned and have the opportunity to revisit the information.

Session 1: Balance Client & Vendor

Session 2: Keeping The Right Perspective

Session 3: Keeping Your Integrity

Class 6 Packing It In

Objection: To understand the basics of preparing for the unexpected and what a "typical" emergency looks like.

Outcome: This session helps a coordinator to plan for and be fully prepared for whatever may come their way.

Session 1: Personal Care Products

Session 2: Emergency Kit Fix-It Items

Session 3: Mother Nature

COURSE SYLLABUS



Class 7 Expanding Your Services

Objective: Discover the options when considering adding on services to increase your income.

Outcome: Choose which add-on services are right for each individual based on time, skillset, and interests.

Session 1: Add-Ons- Retail

Session 2: Expanded Consult Services

Session 3: Full-Service Planning

Class 8 Wedding State University For Couples

Objection: Learn how the features of WSU can help your clients and your teammates.

Outcome: Explore the sample of WSU for couples and understand its benefits to you and your clients.

Session 1: Who Is It For?

Session 2: What Are The Features?

Session 3: How Can It Benefit You As A Coordinator?

Class 9 Meet The Zillas

Objection: Even the best coordinator will run across a variety of Zillas in their career.

Outcome: Being confident in your response to the Zillas will make all the difference in the outcome of the situation.

Session 1: Vendor Contact

Session 2: Vendor Meetings

Session 3: Vendor Confirmations

Class 10 That's A Wrap!

Objective: Learn the checklist of things that will need to be done prior to leaving for the event for the night.

Outcome: Leaving the event with confidence that your clients and teammates know you did a great job.

Session 1: Know When To Quit

Session 2: Saying Goodbye

Session 3: Post Wedding Preparation

Class 11 Total Recall

Objection: To review the past several chapters and tie in all the information learned with a better understanding.

Outcome: Be fully prepared to pass the exam and begin your career as a Certified Day of Wedding Coordinator.

Session 1: Pre Wedding Prep

Session 2: Wedding Day

Session 3: Post Wedding Planning

Class 12 Now What

Objection: Explain what the next steps are to becoming a successful Day of Wedding Coordinator.

Outcome: Students take their exam then they decide what direction they want to take in their new career.

Step 1: Pass the exam

Step 2: Choose career support options

Session 3: Start your dream career!