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DOC  
WORKSHOPS  
SPRING 2022

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# THE QUEEN OF WEDDINGS



WEDDING COORDINATION  
WORKSHOP AGENDA

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Victoria Lewis is a national award winner & has been a leader in the wedding & event industry for over 30 years!

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### GRADUATION PARTY

We can't wait to celebrate your success with you! Join us for the graduation ceremony & party!





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# THE QUEEN OF WEDDINGS

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## ABOUT THE QUEEN

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When I started on my journey in this career, there was absolutely no training. I just had to learn as I went along. The crazy thing is, over the past 35 years, that has not changed. I have found, there are a few large organizations that are willing to take your money & offer you a "formal" education. However, those programs don't prepare a student for the real world of the event industry. These programs rarely, if ever, are taught by people with actual industry experience. It broke my heart to think so many people were excited to get into the business, pay a lot of money to do so, and still are not prepared to have a successful career in the event industry.

It has been my passion and joy to guide others through the learning process of becoming a Wedding & Event Planner. For the past 15 years, through my own company, I have offered internships & apprenticeships that provide hands-on training, & real-world experience.



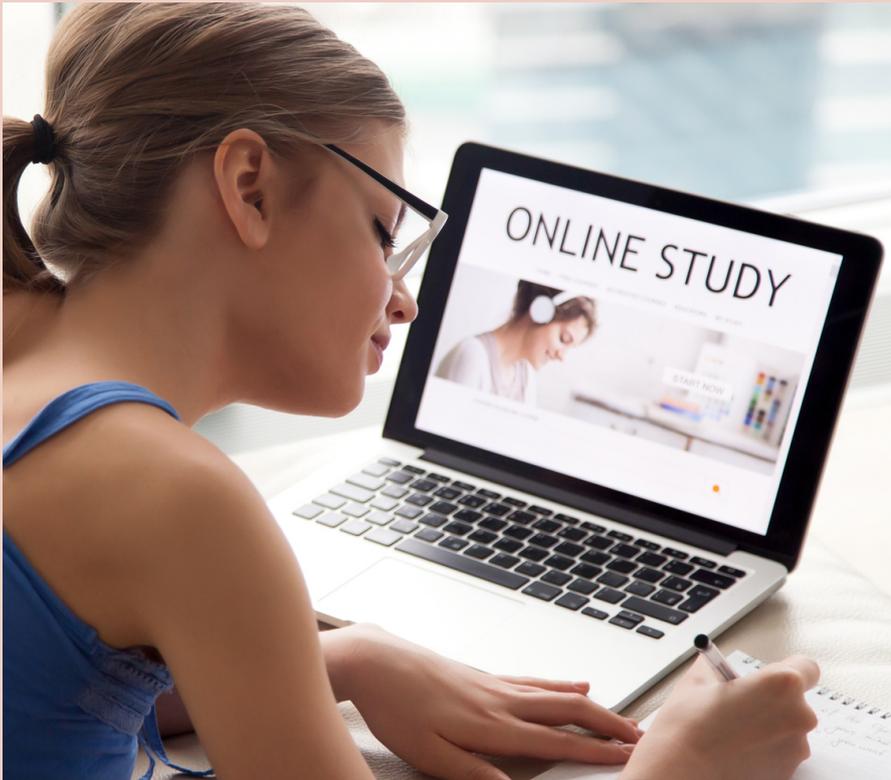
Right now, Wedding & Event Planning is one of the fastest-growing careers in the nation. On the flip side, it has one of the fastest dropout rates as well. Why? Because the appeal is evident, but when someone isn't prepared, their dreams are crushed & they fail under the weight of what they simply were not prepared for.

It is my goal to inspire people to take this great opportunity to utilize the assets of this career & improve their quality of life by providing training to create a solid foundation. Then offer additional support to encourage & empower them to create the life they dream of!

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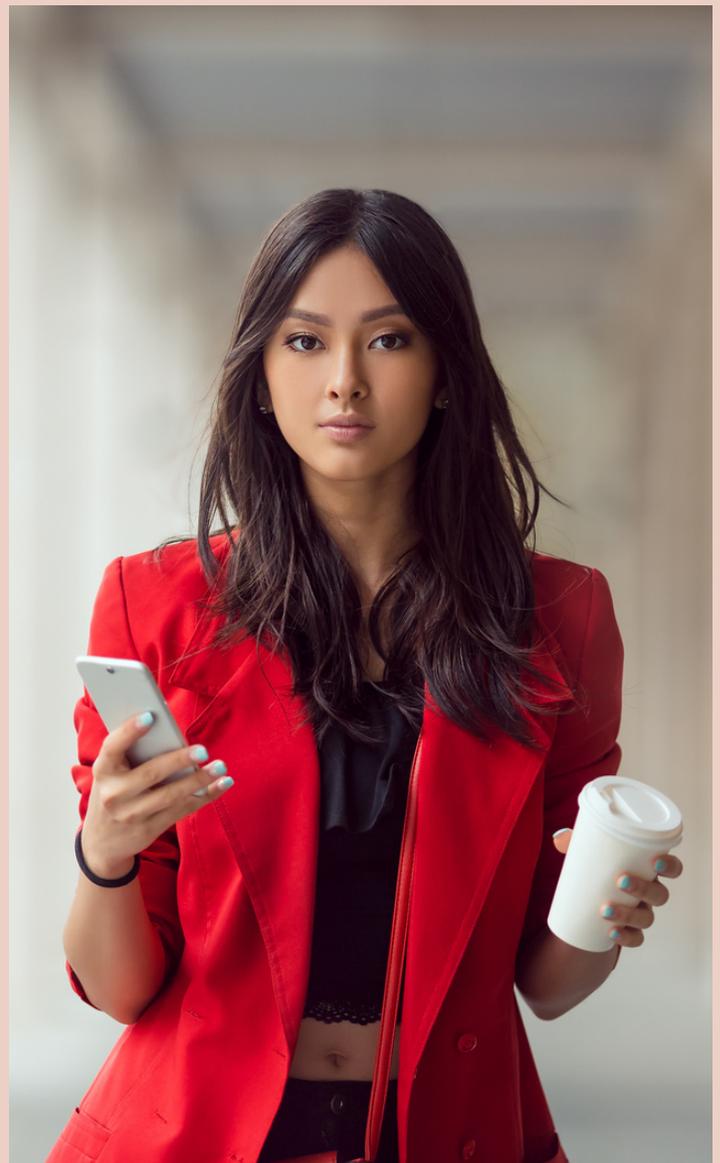
# IMMEDIATE ONLINE COURSE ACCESS

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**You don't have to wait until the workshop to get started on your new career!**

**Once you registered, you will receive online access to start your course!**



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# DAY ONE

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## **REGISTRATION**

Our morning session starts off with some sweet breakfast treats, coffee, juice, & registration. When you check-in at the registration table you will be given a tote bag full of goodies, your course materials along with some super fun swag!

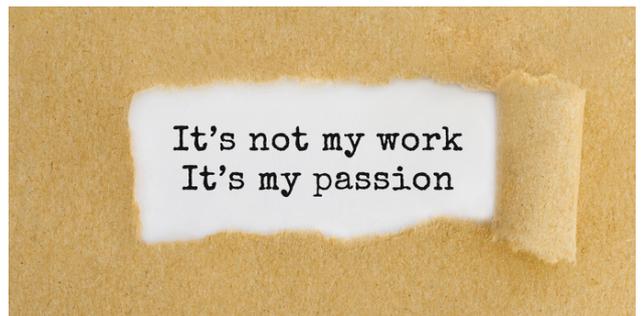


## **WELCOME & INTRODUCTIONS**

Find your perfect spot to sit & get settled in! We will begin with an overview of the course, an introduction to our team & an understanding of the flow of the workshop schedule. We will walk through your course materials, where you will find each of the topics in your binder & how to use them effectively.

## **WSU PASSION STORY**

We will share the passion story of how Wedding State University got started, understand our goals, & our mission to make a better planning experience for everyone! This encompasses our vision of helping others to have the power & control to change their lives through this amazing opportunity of wedding coordination.



## **CAREER OPTIONS**

In this session, you will understand the variety of options you have as a Certified Wedding Coordinator. We will share how we plan to assist you to reach your goals, develop your skill base, & become successful in any direction you choose? Whether it is a full-service planner, decorator, or destination planner, we are here every step of the way.

## ***HEALTHY CONNECTIONS***

As a Wedding Coordinator, it is important to understand what clients are looking for in your services. We cover their expectations, the importance of clear communication, & setting expectations. We will explain how much you should charge & what type of services you should offer.

It is essential to the success of your business to become familiar with the way the industry works, we will talk about the right way to build healthy connections in the wedding industry that foster the right type of business you are looking for.

In this session, we will also cover how to handle vendor relations, how to conduct meetings with them, & send your confirmations.



## ***INTERVIEW FROM INDUSTRY PROFESSIONALS***

Learning from the mistakes as well as the positive real-life experiences of others gives us the insight to apply in our own lives and in the wedding industry, listening to people with a lot of experience is the best way to gain understanding. We bring you seasoned professionals to tell you what they like about working with coordinators, what they don't like, & the secrets for them to refer you.



## ***ACTIVITY***

This is not your typical uncomfortable breakout session. Using the skills we just learned, we have a fun, lively, & energetic activity to practice what we just learned that mixes learning, games, & prizes together. Who doesn't loves that?



## ***REHEARSALS***

In this session, we cover everything you need to know to run a smooth rehearsal. From traditional rehearsals to the new-age rehearsals, you will be guided through how to conduct a rehearsal meeting, lineup, & seating. We also give you the Queen's insider secrets of getting them in & out in under 30 minutes

## ***ACTIVITY***

This is a fun interactive game that is geared around running a perfect rehearsal. We will have fun while being challenged with seeing what it is really like when you have a bunch of people not doing what they are supposed to do! You know, a normal rehearsal. You will see firsthand how the Queen conducts her rehearsals along with all her tips & tricks. Like all of our activities, we have prizes for several winners.



# ***LUNCH***

## ***WHAT TO EXPECT ON THE WORKDAY***

What actually happens on a Wedding Day? You will learn what to expect, how to plan & how to prepare for a smooth-running day. We will cover what you need to do in preparation of arriving at your venue(s), the specifics that go into preparing for the ceremony, & all the details you need to know for the reception.



## ***INTERVIEW FROM INDUSTRY PROFESSIONALS***

Hearing from professionals in the wedding industry provides us with different perspectives! Having the opportunity to listen to industry professionals that have a lot of experience is the best way to learn. It is our goal to bring a variety of opinions from the experts who are willing to share openly what they know.

## ***REVIEW***

Although this is a pretty easy-to-follow workshop, we know it is very fast-paced so we want to make sure we provide the proper time to ask questions & review what you have learned so far. We will also go in-depth on how to balance the Client/Vendor relationship & give you tips on keeping the right perspective.



## ***SOCIAL MEDIA CHALLENGE PRIZE***

Earlier in the day, we issued a Social Media Challenge. We will give you a couple of reminders throughout the morning & now, we are about to announce the winner. Will it be you?



## ***ADDING TO YOUR SERVICES***

Most of us are looking for ways to increase our sales & we have a plethora of ideas for you to implement. We walk you through how you can use your passions, talents, & interests to increase your income. In some examples, you can earn up to 10 times what you will make as just a Day of Coordinator.



## ***FAVORITE WEDDING MEMORIES WITH KEVIN & VICTORIA***

After thousands of events, Kevin & Victoria share an impromptu conversation about favorite wedding memories. You never know what they will talk about. It could be a story from one of their sweet loving & romantic weddings or it could be the Bride & Groom Zilla they wish they could forget.



## ***PREPARING FOR EMERGENCIES***

Everyone knows that the event coordinator has an emergency kit full of magic tricks right? In this session, we will share with you all the essentials for every situation & how you need to prepare for any type of problem. From medical issues to mother nature we make sure you are covered!

## ***SWEET TREAT & MINGEL BREAK***

Okay, it is time to stand up get moving a bit, & prepare for sugar overload. Prepare yourself because we have some delectable sweet treats for you to enjoy and maybe even some new things to try. This just may be the best part of the workshop!

## ***END OF DAY ONE***

We have reserved some time at the end of each day to relax, mingle, & for those who are not comfortable asking in front of a larger group, students will have the opportunity to ask questions in a one-on-one setting.

# DAY TWO

## **CHECK IN**

Back for another exciting morning! Grab your breakfast, settle into your seat, & get ready to join us for another exciting day!



## **MORNING MOTIVATION**

We kick off day two with some morning motivation! We provide you with some stress-releasing exercises that will help you refocus, should you ever run into a stressful situation during your new career as a Wedding Coordinator. 😊 These exercises will be sure to get you reenergized and empowered to take on the world.



## **HOW TO USE YOUR WSU MEMBERSHIP FOR SUCCESS**

Your WSU membership has over 30 years of secrets, tips, tricks, & hacks to make your business as long-lasting and successful as possible! You will learn how to use all of the features of the program in order to maximize its benefits for your business!



## **MEET THE ZILLAS**

You have heard of Bridezilla, but did you know there are more Zillas out there? Momzilla, Sisterzilla, Auntzilla, etc! We will introduce you to all the Zillas & teach you how to keep them under control!

## **PERSPECTIVE CHALLENGE ACTIVITY**

Inspired by the Zilla topic, we use this interactive game as a challenge. You will need to solve some issues dealing with varying perspectives. Do you think you will come out as the winner & grab the prize?



## **ZILLA STORY**

Not all wedding memories are cherished. Kevin & Victoria share another memorable wedding story. This time, you can definitely expect to hear about the bad and the ugly sides of people that came out during the wedding. These are the memories they wish they could forget.

## ***SAYING GOODNIGHT***

Most Wedding Coordinators leave when open dancing starts. No matter your plan, you will need to know how to end the night! We will teach you the ins & outs of saying goodbye during the reception. You will also learn how & when to follow up with your client, vendors, & venues, in order to get great reviews & future referrals.



## ***BREAK OUT SESSION***

In this exercise, you will develop your perfect timeline & checklist for your clients. Then, to make things realistic, you will be given a challenge or three to overcome. Do you think you can do it?



## ***EXTENDED Q&A***

At the end of every course topic, we leave time for a mini Q&A session. Here we have an extended Q&A after our daily review, for any questions we couldn't get to. Throughout the workshop, be sure to write your questions down!



## ***THE PERFECT TIMELINE***

The timeline is one of the most important aspects of the wedding & knowing how to master it will be one of the best tools in your arsenal! We will cover the importance of a proper checklist, budgeting mistakes, & how to help your clients stay on track.



## ***REVIEW***

Now that we are close to graduation, we want to ensure there is nothing missed and because this is a fast-paced workshop we will review all of what we learned during the past two days!.



# ***LUNCH***

# *GRADUATION CEREMONY & PARTY!*

We will end day two with our graduation ceremony! At the ceremony, you will be presented with your framed certificate & a special gift from us! Immediately following the ceremony will be a party to recognize your hard work & newfound success! We will have sparkling cider, more yummy desserts, & time to network, mingle & of course celebrate! All graduates will also get a photo with The Queen & a professional headshot to use in their business!

