



# **Wedding Planner Certificate Course**

## **Course Overview and Outline**

This Course Overview and Outline, along with the e-book version of the Textbook and the Welcome Letter that you previously received, include all of your course materials and you are now ready to begin your self-directed course. Please ensure that you have read the Welcome Letter then review the information below and then you can start on the tasks set out below for Week 1. Next week you can complete the tasks for Week 2, and so on. To confirm, you have now received all the materials to start this course and work at your own pace.

## **Course Objectives**

In this course you will learn basic principles and practical techniques for planning weddings and getting started in a career as a professional wedding planner.

You will learn: what a wedding planner does and how to plan a wedding, how to develop your skills to succeed in a wedding planner career, how to get hired for a job as a wedding planner, and how to start your own wedding planning business.

## **Required Text**

The required text for this course is *FabJob Guide to Become a Wedding Planner* (2014 edition), by Catherine Goulet, Jan L. Riddell, and Tag Goulet, published by FabJob Inc.

When you ordered the course you received a link to download the current (2014) edition of this textbook in e-book format. If you own an older version of this textbook in print, you may use it, however, we do recommend using the 2014 e-book edition of this textbook because the course outline follows along with the page numbers in the 2014 e-book version of the textbook.

## Educational Approach

This course is an online learning program with suggested readings and course assignments as described in this course outline. This course is self-directed, which means that students may study and complete assignments at times that are most convenient for each student. This part-time course has a recommended completion date of 6 weeks from the start of the program, however, students may choose to complete the course in as little as 4 weeks or as long as 12 weeks, depending on the student's schedule.

## Learning Assistance

The course has been created to allow you to complete it without any learning assistance. If you require assistance or have questions about the course content, you may submit questions by email or talk with a faculty member by Skype (free online video or voice calls through [www.skype.com](http://www.skype.com)) for up to one-half hour per week for six weeks.

The faculty member for this course may be contacted by email at [faculty@fabjob.com](mailto:faculty@fabjob.com) or by phone at 403-873-1018 (messages). Faculty members aim to return messages within 24 hours on weekdays and weekend assistance may also be available depending on each faculty member's schedule. Skype calls may be scheduled at times that are mutually convenient for both the student and faculty member.

Please be aware, when booking an appointment with your Faculty Member, if you need to cancel or reschedule you must notify your Faculty Member by emailing [faculty@fabjob.com](mailto:faculty@fabjob.com) at least 24 hours in advance of the scheduled time. Except in case of serious illness or emergency, each later cancellation or missed session will count as 30 minutes of time with the Faculty Member. If you must miss an appointment due to serious illness or emergency, please contact [faculty@fabjob.com](mailto:faculty@fabjob.com) as soon as you are able.

## Assignment Grading Distribution

Assignment	% of Total Mark	Recommended Completion Date
Final Exam	100%	December 29 (6 weeks after course starts)

As mentioned above, students may choose to complete the course in as little as 4 weeks or as long as 12 weeks, depending on the student's schedule. Assignments may be completed whenever is convenient for you and submission is not required.

If you choose a different course completion date, you can change your Final Exam date to suit your schedule. It is not necessary to get permission from the college to do so; your exam will be marked when it is submitted.

When you are ready to write your Final Exam, contact IAP Career College at [iapcollege@fabjob.com](mailto:iapcollege@fabjob.com) for a link to the exam and an access code.

## Grades

Your final grade will be in percentage form. International Association of Professions Career College has established the following guidelines for grade distribution. A grade of 60% or higher is required to earn a certificate.

90 to 100%	A+ – Honors
80 to 89%	A – Excellent
70 to 79%	B – Good
60 to 69%	C – Satisfactory
50 to 59%	D – Needs Improvement
0 to 49%	F – Fail

## Final Exam

Worth 100% of Final Mark  
Suggested Date to Take By: December 29

When you are ready to take your Final Exam, contact the college by email at [iapcollege@fabjob.com](mailto:iapcollege@fabjob.com) for a link to your test and an access code.

To assist you in doing well on your Final Exam, it is recommended that you study the weekly Review Questions below.

Starting November 17, 2014

This week you will learn about the career of a wedding planner. You will also explore ways to learn about wedding planning and how to develop the skills you will need.

- Complete the week 1 readings from Chapters 1 and 3 as indicated below
- Answer the week 1 review questions
- OPTIONAL: Schedule your first half hour session with your faculty member

<b>Completion</b>	<b>Topics</b>	<b>Reading</b>
November 24 (week 1)	<b>Introduction to Wedding Planning</b>  Welcome to Wedding Planning <ul style="list-style-type: none"><li>• Wedding Planning as a Profession</li><li>• Benefits of This Career</li><li>• Job Titles</li></ul> <b>Developing Your Skills</b>  An Aptitude for Wedding Planning?  Developing Your Skills to Succeed <ul style="list-style-type: none"><li>• Interpersonal Skills</li><li>• Organizational Skills</li><li>• Creativity</li></ul> Ways to Learn Wedding Planning <ul style="list-style-type: none"><li>• Places to Go</li><li>• People to Speak With</li><li>• Things to Do</li><li>• What to Read and Watch</li></ul>	Chapter 1 pages 11 to 15           Chapter 3 pages 121 to 147

## Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week's readings. You do not need to submit your answers to the review questions. (*Answers to Review Questions appear after all the weekly questions.*)

### Week 1 Review Questions

**1. As a wedding planner, you will assume which of the following roles:**

- a. Organizer
- b. Coordinator
- c. Supervisor
- d. All of the above

**2. A wedding consultant refers to someone who:**

- a. Owns a wedding planning business
- b. Is involved only with the wedding ceremony
- c. Assists a wedding planner
- d. Is involved only with the reception

**3. For the most part, people prefer to do business with:**

- a. Whoever offers the lowest price
- b. People who offer a different point of view
- c. People who they like
- d. Both a. and c.

**4. You can improve your listening skills by:**

- a. Asking clarifying questions
- b. Paraphrasing
- c. Focusing fully on the speaker
- d. All of the above

**5. The magic trick of staying organized is to:**

- a. Use a physical checklist
- b. Trust your vendors with the details
- c. Let your clients share the workload
- d. Hire an assistant

**6. These people are the absolute experts at what should, and should never, happen during a wedding ceremony:**

- a. Vendors
- b. Clergy persons
- c. Members of the bridal party
- d. Caterers

## Answers to Review Questions:

### Week 1 Answers

1. (d) Wedding planners will wear many different hats, including those of organizer, coordinator, supervisor, director and creator. [p. 11]
2. (a) A wedding consultant refers to someone who owns a wedding planning business. A wedding consultant may plan the entire wedding, or simply give advice to couples who want to plan their own weddings. [p. 15]
3. (c) For the most part, people prefer to do business with people who they like. Chances are, if you don't like someone or how they treat you, you will take your business somewhere else if you have that option. [p. 125]
4. (d) You can improve your listening skills by focusing fully on someone when they are speaking, asking clarifying questions if you don't understand, paraphrasing (repeating back to them what you thought you heard), and taking notes. [p. 127]
5. (a) The magic trick is to use a physical checklist that is prioritized in the order the tasks must be done. Be sure that you're checking off tasks as they are completed. [p. 129]
6. (b) Clergy persons - Ministers, rabbis and priests - are the absolute experts at what should, and should never, happen during a wedding ceremony. If you can arrange short interviews with various members of the clergy you will learn more about ceremonies than you could from many books and classes put together. These individuals have seen it all, from the dull to the spectacular. [p. 139]

# Wedding Planner

Course # WEDB-1114

Starting November 17, 2014

## Week 2

This week you will begin to learn about what a wedding planner does. You will look at services provided by wedding planners and the first steps towards planning a wedding.

## Tasks

- Complete the week 2 readings from Chapter 2 as indicated below
- Answer the week 2 review questions
- OPTIONAL: Schedule your next half hour session with your faculty member

## Readings

Completion	Topics	Reading
December 1 (week 2)	<b>What a Wedding Planner Does</b>  Services Provided <ul style="list-style-type: none"><li>• Complete Wedding Planning</li><li>• Partial Wedding Planning</li><li>• Rehearsal and Wedding Day Services</li></ul> Preliminary Steps to Plan a Wedding <ul style="list-style-type: none"><li>• Consultation with Bride and Groom</li><li>• Preparing a Budget</li></ul> Getting Organized <ul style="list-style-type: none"><li>• Preparing a Time-Line Schedule</li><li>• Preparing Checklists</li><li>• Keeping a Wedding Organizer</li></ul>	Chapter 2 pages 17 to 62



## Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week's readings. (*Answers to Review Questions appear after all the weekly questions.*)

### Week 2 Review Questions

**1. The key to planning a dream wedding for your clients is to:**

- a. Listen to them
- b. Take charge
- c. Ask clarifying questions
- d. Both a. and c.

**2. Same-sex couples who live in a state that doesn't currently acknowledge same-sex marriages or unions:**

- a. Can still have a wedding or commitment ceremony, but you cannot be their wedding planner
- b. Can still have a wedding or commitment ceremony, and you can still be their wedding planner
- c. Cannot have a wedding or commitment ceremony
- d. Can have a commitment ceremony only

**3. When considering priorities for a couple's wedding, you should:**

- a. Find out how much money is budgeted for the wedding (excluding the honeymoon)
- b. Determine what is essential and what they can do without
- c. Find out how much money is budgeted for the wedding (including the honeymoon)
- d. Both a. and b.

**4. Approximately \_\_\_\_\_ % of the cost for an average traditional wedding is allocated for the reception.**

- a. 30%
- b. 40%
- c. 50%
- d. 60%

**5. You should start to prepare a budget:**

- a. Prior to meeting with the bride and groom at the consultation
- b. After the consultation with the bride and groom
- c. After meeting with the father of the bride
- d. Approximately 3-4 weeks before the wedding

**6. In order to pull off a successful wedding, you will have to find ways to:**

- a. Stay on-track and on-time
- b. Juggle everything yourself
- c. Assign or delegate responsibilities to others
- d. Both a. and c.

**7. Besides having a thorough checklist for yourself to follow, it is also helpful to provide the \_\_\_\_\_ with a checklist for any items that need to be arranged.**

- a. Maid of honor
- b. Best man
- c. Bride and groom
- d. Bride

**8. Which is most like a “manual of operations” for the wedding?**

- a. The wedding overview
- b. The event schedules
- c. The wedding organizer
- d. The vendor contracts

## Answers to Review Questions:

### Week 2 Answers

1. (d) The key to planning a dream wedding for your clients is to really listen to them to find out what will make their wedding day a perfect day for them, and be sure to ask them clarifying questions if you are not sure about something. [p. 22]
2. (b) Same-sex couples who live in a state that doesn't currently acknowledge same-sex marriages or unions can still have a wedding or commitment ceremony. What's more, you can still be their wedding planner. Same-sex marriage is not legal everywhere in North America, so it's important to know the details in order to properly inform your clients. [p. 23]
3. (d) Find out how much money the couple has budgeted for their total wedding costs (excluding the honeymoon). You will need to discuss with your clients the importance of setting priorities. For example, is a fancy expensive location more important than the number of guests they can invite? Likewise, find out what is absolutely essential and what they can do without. For instance, can they live with having a DJ instead of a live band at the reception? [p. 27]
4. (c) The cost of food and drinks at the reception for an average traditional wedding accounts for approximately half, or 50%, of total wedding costs. Most couples will have a limited amount of funds they can spend on their wedding, which will make it necessary to prepare a wedding budget to work from. [p. 33]
5. (b) After you have met with the bride and groom and know how many guests they wish to invite, what their priorities are, and how much money they have to work with, you can then start preparing a budget. [p. 33]
6. (d) In order to pull off a successful wedding you will have to find ways to stay on-time and on-track, and assign or delegate responsibility to others. Prepare a time-line schedule and checklists, to ensure that everything gets planned with sufficient time, and nothing is missed or forgotten. [p. 38]
7. (c) Besides having a thorough checklist for yourself to follow, it is also helpful to provide the bride and groom with a checklist for any items they will need to arrange. This will not only help to ensure that the bride and groom take care of everything that needs to be handled by them, but it will also clarify what items you are not handling for them so that nothing gets missed or forgotten. [p. 50]
8. (c) Also known as a *wedding binder* or *wedding planner*, a wedding organizer is a binder containing all the documents that you need for the wedding, to include the event schedules, vendor contracts, event schedules and contact list. [p. 59]

# Wedding Planner

Course # WEDB-1114

Starting November 17, 2014

## Week 3

This week you will continue to learn about what a wedding planner does. You will focus on planning the ceremony and the reception.

## Tasks

- Complete the week 3 readings from Chapter 2 as indicated below
- Answer the week 3 review questions
- OPTIONAL: Schedule your next half hour session with your faculty member

## Readings

Completion	Topics	Reading
December 8 (week 3)	<b>What a Wedding Planner Does (cont.)</b>  Planning the Ceremony <ul style="list-style-type: none"><li>• Selecting the Wedding Date</li><li>• Selecting the Venue</li><li>• Selecting the Officiant</li><li>• Ceremony Vows, Exchanges, Readings</li><li>• Selecting Ceremony Music</li><li>• Obtaining the Marriage License</li><li>• Ceremony Rehearsal</li><li>• Processional, Recessional, Receiving Line</li><li>• Other Ceremony Arrangements</li></ul> Planning the Reception <ul style="list-style-type: none"><li>• Venue Selection</li><li>• Preparing for the Reception</li><li>• Reception Activities</li></ul>	Chapter 2 pages 63 to 106

## Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week's readings. (*Answers to Review Questions appear after all the weekly questions.*)

### Week 3 Review Questions

**1. A number of venues and officiants can be booked up to \_\_\_\_\_ (and sometimes even more) in advance of a Saturday in Spring or Summer.**

- a. 3 months
- b. 6 months
- c. 9 months
- d. One year

**2. Weddings taking place during the off-season (i.e., not in the spring or summer months) will be \_\_\_\_\_.**

- a. Less expensive
- b. More difficult to plan
- c. Easier to plan
- d. Both a. and c.

**3. It may take up to \_\_\_\_\_ business days for a marriage license to be issued.**

- a. Three
- b. Five
- c. 10
- d. 14

**4. One of the best ways for you to check out a venue in your area is to \_\_\_\_\_.**

- a. Simply show up and scout potential venues on your own
- b. Ask vendors for a recommendation
- c. Get brochures by mail from potential venues
- d. Conduct a site survey

**5. If your clients choose an 'out of the ordinary' venue for their reception with limited facilities, you should trust \_\_\_\_\_.**

- a. The client
- b. The experts
- c. The mother of the bride
- d. Yourself

**6. The cake table should:**

- a. Have arranged seating
- b. Have a gift table adjoining
- c. Be buffet style
- d. Be situated away from traffic paths

**7. What is a good way to obtain guest information about special diet considerations?**

- a. Ask each guest as they enter for the ceremony
- b. Ask each guest as they enter the reception venue
- c. Call each guest at least a week before the wedding
- d. Add a line to the RSVP card where guests can make their dietary concerns known

**8. When decorating the reception venue, what is often overlooked?**

- a. Centerpieces
- b. Chairs
- c. Lighting
- d. Archways

**9. Typically, the venue will be decorated \_\_\_\_\_ the wedding.**

- a. The day before
- b. The day of
- c. The week before
- d. Two days before

**10. For a standard size wedding (100-150 people), allow \_\_\_\_\_ minutes for everyone to make it through the receiving line at the reception.**

- a. 15-25
- b. 20-30
- c. 30-45
- d. 45-60

**11. Speeches are traditionally made \_\_\_\_\_.**

- a. Before dinner
- b. Before the ceremony
- c. After the ceremony
- d. After dinner

**12. Typically, speeches will take approximately \_\_\_\_\_ to complete.**

- a. 15 minutes to 30 minutes
- b. 45 minutes to one hour
- c. One to two hours
- d. Two to three hours

## Answers to Review Questions:

### Week 3 Answers

1. (d) A number of venues and officiants can be booked up to one year (and sometimes even more) in advance of a Saturday in Spring or Summer. Accordingly, it is helpful to have at least a full year to plan the wedding if a popular venue or officiant is desired. It is important to have your clients finalize the wedding date as soon as possible so that you can assist them with planning the rest of their wedding. [p. 64]
2. (d) Since demand for weddings is greatest during the spring and summer months—and with increased demand comes increased costs—weddings held during the off-season are typically both less expensive and easier to plan. Exceptions to this rule are Christmas time or on Valentine’s Day (which is an extremely popular time to get married). [p. 64]
3. (b) Although up to five business days is the norm, in some jurisdictions it could take longer so ensure that you check this out in advance in the jurisdiction where the wedding will be held. [p. 79]
4. (d) One of the best ways for you to check out a venue in your area is to conduct a site survey. A site survey (or inspection) is a planned visit to a venue to learn as much as possible about its facilities. Beware if a venue representative on the phone tries to convince you not to visit and would rather just mail you a brochure; the best opinion on what a facility is really like is yours. [p. 92]
5. (b) Trust the experts! The experts in this case will be independent caterers, the staff at the venue, and musicians who also have experience in handling and setting up weddings. [p. 96]
6. (d) The cake table should be situated away from traffic paths, and also in a nicely decorated area where photographs will be taken. [p. 99]
7. (d) Add a line to the RSVP card where guests can make their dietary concerns known. Keep a list of those individuals who request a special meal and make sure it is given to the caterer well in advance of the wedding. [pp. 99-100]
8. (c) Lighting is often overlooked when decorating the reception venue. Candles offer a soft hue, which adds ambiance to the duller space. If candles are not permitted, try using mini-string lights wound through artificial trees, plants or other greenery. [p. 101]
9. (b) Typically the venue will be decorated the day of the wedding. It doesn’t hurt to ask if you can get access to the venue earlier; however, be aware there may be an extra charge for gaining early access and make sure this is covered in the budget if that is the case. [p. 101]



10. (c) Allow 30-45 minutes for guests to make it through a reception receiving line at a standard size wedding. As alternatives, a couple may choose to have the receiving line after the ceremony (in which case the reception receiving line should be eliminated), or bridal party introductions, which are becoming more popular with the increase in blended families. [pp. 102-103]
11. (d) Speeches are traditionally made after dinner when coffee, tea and dessert have been served. They can be eloquent formal speeches, heartfelt casual wishes, or anything in between. [p. 103]
12. (b) The speeches will take approximately 45 minutes to one hour to complete. A speech may also be supplemented with a video montage or other type of visual or audio presentation, and some couples provide a short time during the speeches for their guests to tell little stories, share memories or pass on good wishes during an open microphone opportunity. [pp. 103-104]

# Wedding Planner

Course # WEDB-1114

Starting November 17, 2014

## Week 4

This week you will learn about working with people and contracts. You will cover working with vendors, your contract and how to do client consultations.

## Tasks

- Complete the week 4 readings from Chapters 2 and 5 as indicated below
- Answer the week 4 review questions
- OPTIONAL: Schedule your next half hour session with your faculty member

## Readings

Completion	Topics	Reading
December 15 (week 4)	<b>Working with People and Contracts</b>	Chapters 2 and 5 pages 106 to 120
	Working with Vendors <ul style="list-style-type: none"><li>• Recommending Vendors</li><li>• Contract Negotiation</li><li>• Co-ordination with the Vendor</li><li>• Follow Up</li></ul>	
	Working with Clients <ul style="list-style-type: none"><li>• Setting Your Fees</li><li>• How to Do a Client Consultation</li><li>• Your Contract</li></ul>	pages 229 to 247

## Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week's readings. (*Answers to Review Questions appear after all the weekly questions.*)

### Week 4 Review Questions

**1. One of the best ways for you to educate yourself about vendors in your area is to:**

- a. Conduct a phone interview
- b. Email them for information
- c. Meet with them in person
- d. Research their companies online

**2. A “kickback” is:**

- a. A price reduction offered by a vendor
- b. Illegal
- c. Often passed on to the client
- d. Both a. and c.

**3. Most vendors expect you to:**

- a. Negotiate
- b. Take charge
- c. Give in to their demands
- d. Compromise

**4. Make sure the vendor contract is between:**

- a. You and the vendor
- b. The vendor and your clients
- c. The vendor and the venue
- d. Both a. and b.

**5. Charging a percentage of the total wedding budget is a common way for wedding planners to charge for their services. A fee of \_\_\_\_\_ is the norm.**

- a. 5-10%
- b. 10-15%
- c. 15-20%
- d. 20-25%

**6. If you are going to be providing partial wedding planning services, a fee of \_\_\_\_ per hour is typical.**

- a. \$25
- b. \$50
- c. \$75
- d. \$100

**7. Whatever wedding package and service fees you decide is best for your company to offer, make sure you and your client agree to it \_\_\_\_\_.**

- a. In person
- b. In the presence of an attorney
- c. By telephone
- d. In writing

**8. In a perfect world, your initial client consultation will involve you and:**

- a. The mother and father of the bride, as well as the bride and groom
- b. The groom's parents, as well as the bride and groom
- c. The bride and groom
- d. The bridesmaids and groomsmen, as well as the bride and groom

**9. The average cost for wedding insurance is approximately:**

- a. \$50-\$100
- b. \$100-\$200
- c. \$200-\$300
- d. \$500-\$1,000

**10. Officiants typically charge from \_\_\_\_\_ to perform a marriage ceremony.**

- a. \$25 to more than \$100
- b. \$50 to more than \$300
- c. \$300 to more than \$500
- d. \$500 to more than \$1,000

**11. Some states require that the bride and groom obtain the marriage license within \_\_\_\_\_ of the wedding.**

- a. 30 days
- b. Three weeks
- c. One week
- d. 60 days

**12. Schedule approximately \_\_\_\_\_ for the wedding ceremony rehearsal.**

- a. 30 minutes
- b. One hour
- c. Two hours
- d. Three hours

## Answers to Review Questions:

### Week 4 Answers

1. (c) One of the best ways for you to educate yourself about vendors in your area is to meet with them in person. If they say they are busy and want to send you information, you can certainly look at what they send. However, it is wise to meet with anyone you might be working with before recommending them to a client. [pp. 108-109]
2. (d) Some vendors may offer you a “kickback” for any business you refer to them. Although most wedding planners pass on any price reduction to the client, some wedding planners keep the kickback. It’s not illegal to do so, but recommending a vendor just because they give you a kickback can cost you a lot more in the long run if they don’t do a good job for your clients. [p. 111]
3. (a) Most vendors expect you to negotiate, and many will give you a “corporate rate” or subtract 10% from the price simply because you ask for a discount. [p. 112]
4. (b) Make sure the vendor contract is between the vendor and your clients, NOT between the vendor and you. If you enter into a contract with a vendor, you will be held personally liable for payment if the wedding is cancelled or postponed. [p. 115]
5. (b) Charging a percentage of the total wedding budget is a common way for wedding planners to charge for their services. A fee of 10-15% is the norm, although some wedding planners charge up to 20% of the budget. [p. 230]
6. (b) If you are going to be providing partial wedding planning services, you might charge an hourly fee. Most wedding planners charge fees ranging from \$25 to \$150 per hour, although \$50 per hour is typical. [p. 231]
7. (d) Whatever type or combination of packages and service fees you decide is best for your company to offer, make sure you and your client agree to it in writing. Be as specific as possible about exactly what you will and, more importantly, will *not* provide for that stated fee. For example, if they contract you for wedding day co-ordination services only, you could run into unnecessary conflict if you do not tell your client that you will not be overseeing the rehearsal. [p. 234]
8. (c) In a perfect world, your initial client consultation will involve three people: the bride and groom-to-be and you. However, you may be asked to also meet with the mother and father of the bride, the groom’s parents or a combination of any of these people as well as the wedding couple. This can be a little more challenging to come to the decision stage as everyone will have their own ideas. [p. 239]
9. (b) At some venues (such as museums, art galleries or venues where you may also be holding the reception), you may need to obtain insurance. The average cost for wedding insurance ranges from about \$100 – \$200. If obtained by the bride and groom, wedding

insurance can be taken out as a rider on their existing insurance policy. [p. 69]

10. (b) Officiants typically charge from \$50 to more than \$300 to perform a marriage ceremony. The fees may be higher if the officiant is requested to travel to your clients' preferred location to perform the marriage (instead of having the ceremony performed at the officiant's location). [p. 72]
11. (a) Some states require that the bride and groom obtain the license within 30 days of the wedding date. Others will allow the license to be obtained up to 90 days prior to the wedding date (although this is rare). [p. 79]
12. (c) Schedule approximately two hours for the rehearsal, which should be held at the location of the ceremony. Rehearsals are normally held the afternoon or evening prior to the wedding (although they can be held even earlier than this if need be). [p. 80]

# Wedding Planner

Course # WEDB-1114

Starting November 17, 2014

## Week 5

This week you will learn about jobs in the wedding industry, how to find them and how to land the wedding planning job of your dreams.

## Tasks

- Complete the week 5 readings from Chapter 4 as indicated below
- Answer the week 5 review questions
- OPTIONAL: Schedule your next half hour session with your faculty member

## Readings

Completion	Topics	Reading
December 22 (week 5)	<b>Wedding Industry Jobs</b>  Types of Employers <ul style="list-style-type: none"><li>• Resorts and Hotels</li><li>• Other Locations</li><li>• Retailers</li><li>• Wedding Planners</li><li>• Churches and Synagogues</li><li>• Wedding Vendors</li></ul> Finding Job Openings <ul style="list-style-type: none"><li>• Advertised Positions</li><li>• Unadvertised Positions</li><li>• How to Create a Job</li></ul> Job-Hunting Materials <ul style="list-style-type: none"><li>• Your Resume</li><li>• Cover Letter</li></ul>	Chapter 4 pages 152 to 183



### Interviews

- What Employers Are Looking For
- Questions to Expect
- Discussing Salary

## Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week's readings. (*Answers to Review Questions appear after all the weekly questions.*)

### Week 5 Review Questions

**1. With a destination wedding, you may be required to do various extra tasks, except:**

- a. Picking the couple up at the airport
- b. Helping them get a local marriage license
- c. Arranging recreational activities for the couple and their guests
- d. Perform the wedding ceremony

**2. A list created by couples of wedding gifts they would like to receive is called:**

- a. A gift registry
- b. A gift list
- c. A wish list
- d. A gift catalog

**3. By far, the best place to search for local wedding planners is:**

- a. In the Yellow Pages under "consultants"
- b. In the Yellow Pages under "weddings"
- c. Through word-of-mouth
- d. By going to wedding venues and finding the person in charge

**4. The job of a wedding co-ordinator with a position at a church or synagogue includes all of the following tasks except:**

- a. Assisting with the wedding reception
- b. Providing a list of resources such as musicians
- c. Meeting with each couple to plan their ceremony
- d. Conducting the wedding rehearsal

**5. The best way to break into a wedding co-ordinator position is:**

- a. To send a letter of introduction to a well-known wedding planner to see if you can assist
- b. With a church or synagogue you currently attend

- c. To call several large churches or synagogues in your area
- d. Both a. and c.

**6. When bringing up the issue of salary with a potential employer:**

- a. Be proactive and propose the minimum amount you expect to be paid
- b. Start with a figure that is too high; that way you will end up with a fair rate
- c. You should not be the first one to bring up salary with an employer
- d. Accept whatever the employer offers – you are not expected to negotiate

## Answers to Review Questions:

### Week 5 Answers

1. (d) With the tremendous growth in the number of “destination weddings” over the past few years (they now make up more than 15% of weddings), you may be required to perform a number of additional tasks, such as picking the couple up at the airport, helping them get a local marriage license, finding someone to perform the ceremony, and/or arranging recreational activities for the couple and their guests. [pp. 153-154]
2. (a) In case you are not familiar with bridal gift registries, they are a free service offered by many large retailers. Couples can register a list of gifts they would like to receive; then the guests invited to the wedding can refer to the list for assistance in choosing suitable wedding gifts. [p. 160]
3. (b) By far the best place to search for local wedding planners is in the Yellow Pages under “weddings.” If you check your local Yellow Pages listings, you will likely find a number of wedding planners (or wedding consultants, wedding co-ordinators, and bridal consultants) listed for your city. [p. 164]
4. (a) A church or synagogue may hire someone to assist couples with preparing for the wedding ceremony. (The job does not include assisting with the wedding reception.) The job title for this position is “wedding co-ordinator” and may involve: co-ordinating bookings for the church or synagogue facilities, holding group orientation sessions for couples (e.g. once per month), meeting with each couple to plan their ceremony, explaining church or synagogue policies affecting weddings (such as decorations that are acceptable, whether throwing rice is allowed, etc.), providing a list of resources such as musicians, answering questions by e-mail or phone, conducting the wedding rehearsal, supervising on the day of the ceremony. [p. 165]
5. (b) Wedding co-ordinators interviewed by FabJob agreed that the best way to break into a wedding co-ordinator position is with a church or synagogue that you currently attend. If this is a position that interests you, and you happen to attend a growing church that doesn’t yet have a wedding co-ordinator, you may be able to create a job for yourself helping couples prepare for their special day. [p. 166]
6. (c) You should not be the first one to bring up salary if you want to make a good impression on the interviewer. If you are the first one to mention a specific salary figure, and it’s lower than the one the employer had in mind, you risk getting hired for less than they might have been willing to pay you. [p. 182]

# Wedding Planner

Course # WEDB-1114

Starting November 17, 2014

## Week 6

This week you will learn how to start your own wedding planning business. You will also have your last session with your faculty member and schedule your final exam.

## Tasks

- Complete the week 6 readings from Chapter 5 as indicated below
- Answer the week 6 review questions
- OPTIONAL: Schedule your final half hour session with your faculty member
- Review questions from weeks 1 to 6
- Schedule and take your final exam

## Readings

Completion	Topics	Reading
December 29 (week 6)	<b>Starting Your Own Business</b>  Getting Started <ul style="list-style-type: none"><li>• Creating a Business Plan</li><li>• Choosing a Business Name</li><li>• Legal Matters</li><li>• Taxes</li></ul> Setting Up Your Business <ul style="list-style-type: none"><li>• Location</li><li>• Telephones</li><li>• Equipment and Supplies</li><li>• Insurance</li><li>• Employees and Contractors</li><li>• Finances</li></ul>	Chapter 5 pages 184 to 228

### Marketing Your Business

- Your Portfolio and Promotional Tools
- Networking
- Advertising
- Free Media Publicity
- Bridal Shows
- Creative Marketing Ideas

## Review Questions

For the Final Exam, make sure you have studied and know the correct answers to the following Review Questions which test your understanding and recall of each week's readings. (*Answers to Review Questions appear after all the weekly questions.*)

### Week 6 Review Questions

**1. When starting your own business, \_\_\_\_\_ can help you avoid costly surprises.**

- a. A marketing plan
- b. A business plan
- c. An insurance policy
- d. An assistant

**2. For wedding planners, a key component of your business plan will be to:**

- a. Offer as many services as possible, to whoever can pay you a reasonable rate
- b. Offer as many services as possible, but to a select clientele
- c. Decide what services your business will offer, and who you will offer them to
- d. Provide kickbacks to clients in order to acquire more business

**3. The least expensive and easiest way to start your wedding planning business is to form a:**

- a. Corporation
- b. Limited Liability Company
- c. Partnership
- d. Sole Proprietorship

**4. You do not need to obtain a \_\_\_\_\_ if your clients simply reimburse you the actual purchase price for any materials you buy for them.**

- a. Schedule C tax form
- b. Sales tax license
- c. Seller's license
- d. Vendor's permit

**5. This type of insurance protects you in case you make a mistake or have a misunderstanding with a client:**

- a. Insurance for You
- b. Errors and Omissions
- c. Property Insurance
- d. Both a. and b.

**6. All of the following are characteristic of Contractors, except they:**

- a. Are trained by you
- b. May have their own customers
- c. Are paid per project
- d. Set their own hours

**7. A financial institution may provide you with \_\_\_\_\_ if you are planning to sell retail products such as wedding cakes or decorations.**

- a. A corporate credit card
- b. A line of credit
- c. A merchant credit card account
- d. Both b. and c.

**8. A portfolio shows examples of your work and may include the following:**

- a. Photographs of weddings
- b. Testimonial letters from couples for whom you have planned weddings
- c. Anything else that shows your skill as a wedding planner
- d. All of the above

## Answers to Review Questions:

### Week 6 Answers

1. (b) A business plan can help you avoid costly surprises. If you are considering whether to leave a secure job to start your own business, a business plan can help you determine the resources you will need to start your business and decide when the timing is best for you to get started. [p. 186]
2. (c) When you are just starting out you may be tempted to say “I will do anything related to weddings that anyone will pay me to do!” A can-do attitude is wonderful to have however you may find you are able to attract more clients by offering specific services. [p. 187]
3. (d) A sole proprietorship is the least expensive way to start a business. It is also the easiest because it requires less paperwork and you can report your business income on your personal tax return. One drawback to this type of business is that you are personally liable for any debts of the business. [p. 191]
4. (b) You do not need to obtain a sales tax license if your clients simply reimburse you the actual purchase price for any materials you buy for them. However, if you buy wedding supplies at wholesale prices then resell them to your clients for a higher price, you will need to collect sales tax from your clients and turn it over to the appropriate city, county, state, and/or country. [p. 193]
5. (b) Errors and Omissions insurance protects you in case you make a mistake or have a misunderstanding with a client (for example, if something important wasn’t done because you thought the bride was going to take care of it). [p. 203]
6. (a) Contractors are trained elsewhere; may have their own customers and work for other event planning firms; are paid per project; and set their own hours, as long as they get the job done. Further, you may decide to have them stop working on a project, but you will be obliged to pay them according to your contractual agreement. [p. 204]
7. (c) A merchant credit card account may be provided if you are planning to sell retail products such as wedding cakes or decorations (this enables you to accept credit card payments from your customers). In contrast, a corporate credit card allows you to make purchases for your business, and a line of credit lets you pay up front for some supplies before you are paid by a customer. [p. 206]
8. (d) In addition to your business card, your promotional tools might include a portfolio, website, and brochures. A portfolio offers a prospective customer proof that you have the skills to do the job. [p. 208]