



Wedding Designer Certification Course Syllabus

Introduction

- "What is the difference between a designer, planner and coordinator?"
- "Why do I need to be certified?"

Getting Started

- Determining your services
- Naming your business
- Realizing your competition
- Setting your fees
- Starting investment costs

Making It Legal

- Business licenses
- Tax options
- Contracts
- Insurance

Spreading the Word

- Press releases
- Websites
- Social media
- Networking
- Bridal shows
- Print advertising
- Direct mail campaigns
- Online marketing

Booking the Client

- Bridal personality types
- Initial communication-phone call versus email
- New Client Questionnaire



- Initial consultation
- Quotes
- Negotiations
- Contracts, deposits and payments

The Plan

- Client Profile
- Checklists
- Timelines
- Vendor priorities
- Budgets
- Communication between you and the bride

Venues

- Determining true capacity
- Availability
- Rental timeframe
- Rental fees
- Rental restrictions
- Catering
- Onsite offerings
- Coordinating rental with other vendors

Vendors

- Determining which vendors are needed
- Vendors by category
- Researching vendors
- Vendor meetings
- Vendor pricing
- Services
- Expectations
- Negotiations
- Contracts
- Communication between vendors and the bride
- Final review
- Coordinating and directing setup
- Building vendor relationships
- Vendor mixers

Preparing for the Big Day

- Final vendor meetings
- Review roundup
- Last minute details
- Prepping the various bride personality types
- Prepping the mother of the bride



- Itineraries
- Coordinating onsite vendors
- Emergency Kits

The Rehearsal

- Setting a time
- Introductions
- Wedding party placement
- Family placement
- Walkthrough
- Adjustments
- Post rehearsal checklist

The Rehearsal Dinner

- Location
- Catering
- Decor
- Seating arrangements
- Presentations
- Toasts
- Gifts

The Big Day Setup

- Checking in
- Overseeing setup
- Duties and responsibilities
- Problem solving and damage control

The Ceremony Prep

- Ceremony setup
- Distributing flowers
- How to successfully pin boutonnieres and corsages
- Pre-ceremony photography sessions
- Processional lineup

The Ceremony

- Cueing the musicians
- Directing the processional
- The big entrance
- Late guests
- Emergencies

The Cocktail Hour

- Advantages and disadvantages
- Activities



- Food and beverage
- Entertainment

The Reception

- Transitioning a room
- Assigned seating
- Keeping the timeline
- To serve or not to serve
- Cueing the entrance
- Special dances
- Cutting the cake
- Bouquet/garter toss
- Entertainment
- Rogue RSVPs
- The final sendoff
- Gifts, personal items, etc.
- Vendor breakdown and cleanup
- Followup

Cultures and Traditions

- Religious traditions
- Cultural traditions
- Traditional versus non-traditional wedding ceremonies
- Common etiquette questions
- Destination weddings

Design and Decor

- Determining a bride's style
- Selecting a color scheme
- Choosing a theme
- Using the 3L Formula
- Space planning
- Floorplans
- Table sizes
- Utilizing various table sizes
- Linen size versus table size
- Linen textures
- Design options with linens
- Seating options
- Making chairs work for your design
- Covering chairs
- Embellishing existing chairs
- Centerpiece styles
- Appropriate centerpiece heights
- Containers for centerpieces



- Candelabras
- Candles
- Napkins
- Menu Cards
- Place settings
- Favors
- Accessories
- Cake Tables
- Beverage stations
- Food stations
- Specialty stations
- Buffet versus sitdown dinner
- Accent Lighting
- Gobos
- Pinspots
- Using fabric in your design
- Aisle/pew markers
- Aisle runners
- Ceremony/altar decor
- Programs
- Church ceremonies
- Beach ceremonies
- Outdoor ceremonies
- Hotel ceremonies
- Home ceremonies

Good things to Know

- Wedding dress styles
- Wedding veil and accessories
- How to research and stay ahead of trends
- Ways to add additional services and sources of income
- Industry tradeshow, conferences and continuing education opportunities