



## SETTING NEW STANDARDS FOR WEDDING PLANNING

### Calling all future Wedding Planners ~ DreamGroup Wedding Planning 101

**Become a Wedding Planner with the confidence to lead your clients through an efficient and informative planning journey. This course is unlike any Vancouver Course currently being offered!**

DreamGroup has created a truly unique wedding planning program giving students the opportunity to learn from one of Vancouver's busiest and most reputable wedding planning companies. This course is unlike any of the typical informational college programs being offered in Vancouver. Its purpose is not to educate Vancouver's hopefuls by the hundreds, but rather to enlighten and inspire the career minded individual who has already acquired enough life experience to know that wedding planning is the direction they are meant to take.

This course is made up of 12 in class 3 Hour Sessions and One Field Trip so you can meet some of Vancouver's most revered industry professionals one on one. Upon completion of the 12 sessions students will receive a formal Letter of Completion from DreamGroup Productions Inc.

If your desire is to become, not just a planner, but a GREAT wedding planner, then this is the course for you. Not only learn "the basics" as taught in most planning courses, but be privy to a wealth of detailed advice, insight, and feedback from Vancouver's leading wedding planning company, DreamGroup Productions. Learn from the inside out what it takes to succeed as a planner in Vancouver.

*Dear Sarah and Geneve,*

*Now that the class is officially finished, I would like to take this opportunity to thank you both for the last 12 weeks. I had first entered DreamGroup's Wedding 101 Class quite nervous as I didn't know what to expect. I guess I wondered why a successful wedding planning company would willingly and openly discuss and teach a class of eager to-be planners. I really wondered if I would get anything out of the class at all.*

*As the weeks progressed, I come to see why DreamGroup Productions has grown in leaps and bounds over the past years. You both truly have a passion for what you do. Geneve, besides the astounding way you can talk wedding for three hours straight, I especially enjoyed the way you just had to get up to animate your stories, you really paint the picture and make the class fun. Sarah, you really helped make the "home wedding" less of a daunting task and your memory of names and dates is something else. Most of all, I was impressed that you both didn't just say that building relationships with clients and vendors was important, you actually proved it. The close relationships you share with each one of the vendors we visited on the field trip was inspiring to see. They loved you guys!*

*After taking this class, I am now, more than ever, confident that this is the profession for me. Your class inspired and informed and really helped me understand what wedding planning is all about.*

*Thanks for everything! Best of luck with all your upcoming weddings!*

*~ Sincerely,  
Krystal Souza*

## **WEDDING PLANNING 101**

12 weeks: Monday evenings from 6:30pm-9:30pm (2 Wednesdays whereby Mondays land on a Holiday); plus Field Trip date (Often held on a Wednesday with date TBD pending current student schedules)

Start: March 8, 2010

End: May 26, 2010

**Instructors:** Geneve McNally & Sarah Shore, Principal Planners & Founding Partners of DreamGroup Productions

**Location:** Vancouver Club, 915 West Hastings Street, Vancouver

**Venue Dress Code:** Business Attire (no jeans or sneakers)

**FEE:** The course fee is \$1695.00 plus 5% GST and includes a Workbook created by DreamGroup including detailed notes on various subjects, useful tips, and sample spreadsheets. Payment Plan available. Please see registration form for details.

For additional experience and insight see [Experience a Wedding through the Eyes of a Planner](#) following the **Course Outline**.

### **Course Outline:**

#### **Week 1: Wedding Planning Introduction**

- a) What is a Wedding Planner?
- b) Types of Wedding Planning Services
- c) Steps to Planning a Wedding

#### **Week 2: Working with your Client**

- a) How to define a Client's Wedding Vision
- b) Creating a Planning Schedule
- c) Allocating your Client's Budget
- d) Planning the Ceremony

#### **Week 3: Working with the Professionals**

- a) Respecting the Vendors
- b) Finding Reputable Vendors
- c) Short listing Vendors
- d) Contracts & Negotiations

#### **Week 4: Industry Part 1**

- a) Identifying & Short listing Venues
- b) Photography
- c) Videography
- d) Working with a Caterer

#### **Week 5: Industry Part 2**

- a) Home Weddings
- b) Tenting 101
- c) Party Rentals 101
- d) City Bylaws, Licenses, & Permits

#### **Week 6: Industry Part 3**

- a) Invitations & Stationery
- b) Flowers & Decor
- c) Hair & Make-Up
- d) Wedding Attire
- e) Cakes

**Week 7: Industry Part 4**

- a) Music; Ceremony & Reception
- b) Transportation
- c) Favors
- d) Gift Registries
- e) Cultural Wedding Customs: Indian, Chinese & Jewish

**Week 8: Wedding Day Tools**

- a) Creating an efficient Wedding Day Timeline
- b) Creating a Timeline Practicum with Case Study
- c) Drawing up a Floor Plan

**Week 9: Preparing for the Job**

- a) Developing your Skills
- b) How to Get Experience When you Don't Have Any
- c) Consultation in Action

**Week 10: Selling Yourself**

- a) The importance of Conducting a Winning Consultation
- b) Consultation Practicum: Students will be given the class time to conduct a consultation with a fellow student giving them the opportunity to experience the consultation. Instructor will offer advice, tips, feedback and be available for questions as needed.

**Week 11: Implementation – Using the information gathered from your Consultation;**

- a) Define your Client's Vision
- b) Assemble a Budget
- c) Assign a Suitable Vendor Team
- d) Create a Wedding Day Timeline
- e) Draw up a Floor Plan

\*\*Please bring a laptop to class so you can access the internet for research purposes. This assignment will not be graded; however, the Instructor will work with you in class to assist in completing each task and will offer insight and suggestion as needed.

**Week 12: Starting your Own Business**

- a) Laying the Groundwork
- b) Marketing Yourself
- c) Defining Your Services
- d) Professional Associations & Certifications
- e) Not an Entrepreneur...

**Field Trip: Meeting the Pros**

Visit & Tour the facilities of a:

- a) Wedding Venue
- b) Party Rental Company
- c) Florist
- d) Décor Company
- e) Stationer

\*\*Students must make arrangements to car pool independently to each venue.

## Experience a Wedding Day through the eyes of a Wedding Planner

Have you been throwing yourself at Vancouver's Wedding Planners looking for ways to gain experience, even finding that the offer to volunteer your time won't get your foot in the door? Take this opportunity to shadow a DreamGroup Planner on one of their weddings from morning till night. Receive a timeline and floor plan and witness firsthand how a successful wedding planner executes and troubleshoots a typical DreamGroup wedding. **Rarely will you find an opportunity like this to see how a wedding day unfolds.**

## **SHADOW A WEDDING PLANNER**

**Pre-Requisites:** Students must have completed or be enrolled in the Wedding Planning 101 course.

**Date:** Determined once the Student has successfully completed the Wedding Planning 101 course and will be based on the Planner's schedule of events.

**Dress Code:** Professional attire

**FEE:** The fee is \$595.00 plus 5% GST. The Student will receive any of the tools that the Planner requires in order to successfully carry out the day's events, including a detailed timeline and layout.

**If you register for Shadow a Planner when you register for the Wedding Planning 101 course, you will save \$200.00!**

**To secure your spot in this program, please fill out and return the registration form at your earliest convenience. If you have any questions please contact us by e-mail or phone Monday through Friday 9:00am-5:00pm. Thank you. [Click here for the Registration form.](#)**