

# Advanced Level

## Not sure which courses you can study and when?

Use this table to choose the best route for you.

|         | First...   | ...then...  | ...finally   |
|---------|--|---|--|
| Route 1 | Foundation <i>home study</i> course  | Intermediate <i>home study</i> course                   | Weekend course<br><b>OR</b> One-to-one appraisal<br><b>OR</b> Case study project                         |
| Route 2 | Foundation <i>home study</i> course  | Intermediate <i>weekend</i> course                      | Weekend course<br><b>OR</b> Home study<br><b>OR</b> One-to-one appraisal<br><b>OR</b> Case study project |
| Route 3 | Foundation <i>weekend</i> course   | Intermediate <i>weekend</i> course                      | Advanced Home study<br><b>OR</b> One-to-one appraisal<br><b>OR</b> Case study project                    |
| Route 4 | Foundation <i>weekend</i> course   | Intermediate <i>home study</i> course                   | Weekend course<br><b>OR</b> Home study<br><b>OR</b> One-to-one appraisal<br><b>OR</b> Case study project |
| Route 5 | Six months or more of professional experience as a wedding or event manager (no course required) | Intermediate <i>weekend</i> or <i>home study</i> course | Weekend course<br><b>OR</b> Home study<br><b>OR</b> One-to-one appraisal<br><b>OR</b> Case study project |

All of these routes will get you the advanced diploma in wedding planning & events management (or just wedding planning if you prefer). We recommend mixing as many formats as possible to get the most benefit from the courses. You can apply for work experience at any stage.

If you have any questions please call the school on 0131 2084177 or out-of-hours email us: [admin@theweddingplannerschool.org.uk](mailto:admin@theweddingplannerschool.org.uk). Normal opening hours 9.15am - 5.30pm weekdays. An answerphone is available outside these hours.

### Entry Requirements

Intermediate level certificate or a minimum of 12 months working full time as a wedding planner or event manager. If you are not sure, contact the school with information about your experience and background and a member of staff will tell you which level you are eligible to apply for.

### Enrolment

If you wish to start a course and feel that you satisfy the entry requirements please complete the attached form and return it by post to the WPS with your tuition fee. You will receive your materials exactly ten days or less from the date your application is received. **For your complete protection, you have a seven-day cooling-off period should you change your mind**, after which time, please note, the scheme is non-refundable under any circumstances.

For payments by installment, please refer to the application form or contact the school office for a standing order mandate. For 'frequently asked questions', please visit our website. Or, if you want to enrol NOW, ring us and we'll fill in your forms for you, over the phone.

# Case Study

## portfolio project

### Case Study Project (PP3)

This method involves you producing a portfolio detailing the step-by-step planning and execution of a wedding or event for a client. You will map out the process you went through to find your client, a breakdown of the objectives and outcomes of each meeting you held with them, each supplier visit that you attended, your practical activities (such as decorating, designing, making items or setting up technical equipment), instructions given to all members of the wedding party or staff and how you coordinated the day. You will also need to evaluate the event in order for the experience to influence your methods and for future events.

You do not need to be involved in every aspect of the planning and execution of your chosen event nor the primary event manager, however, you will need to have a significant number of duties and frequent contact with the primary event manager in order to produce a substantial enough portfolio to pass the level.

You will be allowed and encouraged to include photographs and samples in your portfolio.

Guidelines will be provided for how you can format each stage of your portfolio and any specific requirements which need to be met.

If you are running a large-scale event for yourself (e.g. where all profits go to you and there is no client) you can opt to submit a portfolio on this basis instead.

You will submit your project when it is complete, however if advice is needed along the way you can contact the school for further guidance. It is common for the portfolio to be returned with suggestions or further questions from the examiner. This project cannot be failed per se, as long as the minimum requirements are met. Work of an exceptionally high standard may be awarded a certificate of distinction and a further letter of recommendation from the Vice Chancellor.

# One to One

**tuition and appraisal**

## Personal Tuition over one or more days (OTO3)

This method involves spending a minimum of 8 hours with a tutor/examiner who will be able to offer you bespoke training appropriate to your needs. This can involve revising previously-covered topics, or completely new material, but whatever you decide to cover the content will be directed towards your own personal career objectives, business plan or general weaknesses.

This can include assistance with marketing, formulating and updating your business plan, building relationships with your clients, sales advice and practice, design help, research of any kind, business advice, career guidance and planning,

Whilst teaching you, the tutor will also examine your current working practices, look at your files for ongoing and recent projects to make sure that what you have learned in the previous levels is being effectively utilised and help to give you some structure to work to in the future.

This will take place at your home or workplace.

# Home Study

correspondence courses

## Wedding Planning and/or Event Management

### Correspondence Course Format

The course involves you reading the information supplied by your tutors and completing a series of activities relating to each chapter. There are twelve chapters broken into four sections to be completed and marked before you receive your diploma. The certificate is subject to a 70% pass/fail assessment by WPS tutors. A random sample are also externally audited to ensure fairness and consistency.

All UK postage costs will be covered by the WPS.

Help is provided by telephone and email and if necessary candidates may book a day with a tutor for face-to-face assistance for a fee to cover travel/tutorial expenses.



### The Diploma

Candidates may use their personal course tutor as a CV academic referee and once certified, may show the diploma to future employers and customers. The certificate is indicative of candidates' core competence and the support facilities available while they build up their portfolio of experience.

### Duration of course

Candidates may take as long as necessary to complete each module however it is essential that all modules are completed within 12 months of registering for the course. We estimate that doing just 4 hours per week takes approximately 3-4 months to complete.

This course is only available to those who have not studied the same modules at intermediate level.

## Advanced Level (Level 3) Home Study Courses

### Wedding Planner Advanced Diploma

- Marketing & Sales for Wedding Planners
- Troubleshooting
- Budget Management for Wedding Planners
- Green Weddings
- Preventing Disaster for your Wedding business
- Health and Safety at Weddings
- Organising Weddings Abroad
- Religious, Cultural and Military Weddings
- Customs & Superstitions
- Wedding Etiquette & Planning Guidelines
- Coordinating a Wedding Day
- First Aid
- High Profile (Celebrity) Weddings

### Combined Subject Advanced Diploma

- Wedding & Events Business Promotion
- Troubleshooting
- Planning a variety of Corporate Events
- Green Weddings
- Business Continuity Plans
- Health & Safety for Wedding & Events
- Organising Overseas Events
- Religious, Cultural and Military Weddings
- Event Budgeting
- Wedding Customs & Superstitions
- Coordinating a Variety of Events
- Celebrity Weddings
- First Aid
- Evaluating Event Performance
- Organising Weddings Abroad

# Weekend

taught courses in...

*Advanced Level*

Wedding Planning

and/or

Event Management

The weekend courses are highly enjoyable as well as useful and have received entirely positive feedback from past students. They are an intensive course suited to those wanting to find employment or promotion in these competitive industries or those starting and running their own business. The essential completion to your training and qualifications and an excellent refresher for those who studied the lower levels a long time ago.

The taught course takes place over 2 consecutive days, usually a weekend from 10am – 6.00pm and usually in London only (see enrolment form for forthcoming dates and venues). We strive to keep class sizes very small, usually between 3 and 8 trainees so that students receive maximum benefit. We welcome staff and partners to attend and offer reduced prices for multiple bookings.

The course includes all teaching, resources, room hire, a frameable certificate, lunch and refreshments both days. Trainees may use their course tutor as a referee and may show the recognised certificate to future employers and customers. The certificate acts as an indication of your core competence and the support facilities you have available to you while you build up your portfolio of experience.



Candidates should be aware that this is a genuine qualification and as such we reserve the right to fail students who do not meet the standards of the course. Assessment is continuous and based on interactions with your tutor, common sense and quick thinking displayed in class. A short quiz will make up 10% of the mark.

Students may specify which topics they wish to focus on and extra time will be allocated to those areas where possible. At the end of Day 1, students will be asked to complete a brief evaluation which is a chance to influence the content or teaching style of day 2.

Course fee for weekend courses also includes meals & refreshments. See enrolment form for current prices.

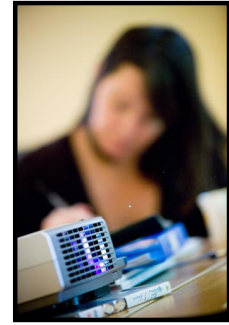
The guide above is an example and is subject to change.

Proud to be located through *Learn Direct, The Learning & Skills Council* and the *National Learning Register*.

# Enrol Now!

# Example

## weekend course structure:



### Day 1

### Syllabus Description (LA08A+)

| <b>Welcome Drinks &amp; Course Introduction</b> |   |
|---|---|
| Remind ourselves of the role                    | What are the main selling points of using a WEP? How do we achieve them?<br>What skills and activities do we need to master?  |
| <b>FILM</b>                                     |   |
| Planning Schedules                              | Importance of good timing<br>Features of long lead and short lead time planning<br>Getting clients to comply with your schedule<br>On the day of the event  |
| Researching Suppliers                           | Where to look – benefits and limitations of each<br>Building /starting a relationship<br>ACTIVITY – 10 questions to ask each supplier   |
| <b>BREAK</b>                                    |   |
| Venues  | Different types available<br>ACTIVITY 3A – design proforma for venue inspection<br>ACTIVITY 3Aa – Conduct inspection on venue<br>ACTIVITY 3B – Produce report of your own on adv and disadv of this venue according to the brief given. |
| Negotiating                                     | Quality, quantity, added value and price<br>Negotiating with clients and suppliers<br>ACTIVITY 4 – negotiation cards  |
| <b>LUNCH (1 HOUR)</b>                           |   |
| Creativity                                      | 3-step process<br>Motif vs theme<br>Moodboards<br>ACTIVITY – brainstorm as a class themes then in small groups or on own, go through 3 stages with one theme.   |
| First Aid                                       | What is most likely to occur at wedding and events?<br>What can we do to prepare ourselves first?<br>DRABC and recovery position<br>Calling for an ambulance<br>Handling ill and drunk guests<br>ACTIVITY – refer to green cards        |
| Health & Safety                                 | Responsibilities and obligations<br>Risk assessment<br>ACTIVITY – design a proforma and risk assess one area of the venue (car park, restaurant, foyer, bedroom)  |
| <b>FILM –</b>                                   |   |
| <b>EVALUATION– Dismissed at approx 6pm</b>      |   |

## Day 2

|  |   |
|--|---|
| Welcome back warm-up exercise                          |   |
| Disability & Events                                    | Define disability and the planners responsibilities   |
| <b>FILM</b>  |   |
| Sales & Marketing Plus                                 | What media is available to us? – share experiences<br>Increasing web traffic<br>Follow up call<br>ACTIVITY 9A – Telephone exercise in pairs<br>ACTIVITY 9B – Approaching people at a wedding fair<br>ACTIVITY 9C – 45 second presentation (BNI style) |
| BREAK  |   |
| Customer Service                                       | Good and bad<br>ACTIVITY – refer to yellow cards  |
| <b>FILM</b>  |   |
| Event Administration                                   | ACTIVITY 11A – design application form for a conference (or event of your choice)<br>ACTIVITY 11B – floor plan  |
| LUNCH  |   |
| Events and the Environment                             | Class discussion – can we make every part of an event or wedding environmentally and socially responsible?  |
| Marriage Law   | Refer to powerpoint, go over main points.   |
| <b>FILM</b>  |   |
| Portfolios   | What goes in?<br>What do we leave out?<br>How do we format them?  |
| REFRESHMENT BREAK                                      |   |
| Recap  | Anything flagged in yesterdays evaluation   |
| Quiz   | 30 minutes for Quiz<br>(Mark Quiz as a class)   |
| REFRESHMENT BREAK                                      |   |
| SUMMARY  |   |
| ASSESSMENT & EVALUATION Dismissed no later than 4.30pm |   |

As you can see, the courses have developed into a varied and exciting format where you will not just be lectured at for two days. Instead, you will observe PowerPoint presentations, hold discussions and role-plays with other people in the class, conduct group work and real-life inspections and watch amusing clips to break up the days.

Please note you may be in the class with people who are still studying other levels but have chosen to overlap their courses for maximum benefit. However, we can assure you this will not affect your enjoyment or pace of learning, and each person will be graded based on their chosen level of study. You will *not* be in a class with foundation level students.

We hope you will be joining us on our next advanced weekend course. Enrol now using the form on the last page.

# The Wedding Planner School

## Enrolment Form 2011 *Advanced*

See [www.theweddingplannerschool.org.uk/coursedates](http://www.theweddingplannerschool.org.uk/coursedates) for latest info

Tick to indicate your course choice

| Code  | Fee  | <input checked="" type="checkbox"/> | Course Description   |
|-------|------|-------------------------------------|--|
| BIM11 | £595 |                                     | May 21 <sup>st</sup> & 22 <sup>nd</sup> 2011 – Bristol   |
| LIO11 | £645 |                                     | October 22 <sup>nd</sup> & 23 <sup>rd</sup> 2011 – London  |
|       | £595 |                                     | Other weekend course as advertised (Please state):   |
| OTO3  | £695 |                                     | One to one day-session (per day)<br>Advanced Level (please contact school office)                                  |
| PP3   | £595 |                                     | Case Study Portfolio Project   |
| W&EP3 | £595 |                                     | Advanced Home Study Course<br>(only available to those who have not completed the<br>intermediate level from home) |

### Abridged Terms and Conditions.

For full T&Cs, please visit our website.

#### Weekend Course Terms & Conditions Only

- I sign below to show that I understand that my deposit is non-refundable and non-transferable unless *The Wedding Planner School* or *Learn Direct* should cancel or postpone the course.
- **I enclose my non-refundable deposit of £95 per person** made payable to The Wedding Planner School.
- I understand that the balance must be received 14 days before the course date otherwise *The Wedding Planner School* reserves the right to cancel the booking. Any changes I make to this booking will be in writing.

#### One to One Terms & Conditions Only

- I sign below to show that I understand that my full *one-to-one* course fee is non-refundable and non-transferable. I have adequate funds in my account and understand that I am liable for any administrative charges relating to 'bounced' cheques or rejected card payments.
- I declare that I will not plagiarise, copy, share, misuse or alter the course content in any way.
- I will provide the tutor with a safe environment in which to work and observe my work.

### Please complete your details below

|   |  |                |  |  |  |  |  |
|---|--|----------------|--|--|--|--|--|
| Name  |  | Postal Address |  |  |  |  |  |
| Tel   |  |                |  |  |  |  |  |
| Mobile  |  |                |  |  |  |  |  |
| Date of Birth   |  |                |  |  |  |  |  |
| Email   |  | Postcode       |  |  |  |  |  |
| Additional persons: Please provide full names, and full contact details on the reverse of this form |  |                |  |  |  |  |  |

### Please read below and tick next to your chosen payment method

- I enclose the correct full cheque payment or deposit (weekend courses) for each person, made **payable to:** The Wedding Planner School
- I have already made the correct full payment by bank transfer to HSBC Account no: 21379232; Sort code: 40-34-39
- I wish to pay the full amount by card and have put on the back of this form: **my name** as shown on the card; the **card number** that runs across the middle of the card; the **address** to which the card is registered; the **start date**, **expiry date** and **issue number** where given; the **security code** which is printed on the signature strip on the back of the card.

| No of candidates | Fee per candidate                          | Total    |
|------------------|--|----------|
|                  | One-to-one Advanced Course (1-day)         | £695     |
|                  | One-to-one Advanced Course (2-day)         | £995     |
|                  | All other formats                          | £595     |
|                  | Concessions                                | £495     |
|                  | £ 40 supplement for payment by installment |          |
|                  | <b>Grand Total</b>                         | <b>£</b> |

**Signed** .....

Sign only when you have read the terms & conditions at the top of this form and on the website

**Date** .....

Please return this form with your deposit/payment to:  
WPS, Nimrod, 4 Greenhill Close, Nailsea, BS48 2EL.