



The Wedding Planner School

Success Through Education

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Event & Client Management Training for Venue Staff

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Information for Training-Managers

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How can we help you?

Introduction

Our function is to help venues increase efficiency, customer service and product value when dealing with weddings and events. This is achieved through :

- Training
- Reviewing & redesigning
- Event & client management
- Marketing

Marketing

Who doesn't need help with marketing? A great venue will not necessarily sell itself. In order to get word of mouth working for your venue, our extensive studies of venues across the UK and Europe will show you where marketing budgets are best spent in order to attract your portion of the market. You have the option of utilising our consultants to design a marketing strategy that suits your business goals and budget. Our training staff includes PR consultants and marketing advisors who will work to enable you to manage your own marketing and measurement systems for the future, thus saving you money in the short and long term.

Proud to have worked with staff from:

Distant Weddings
Radisson Bay Point, Malta
The Inn on the Green
Cyprus Moments
The Wedding Planner,
Vienna
Fulham Football Club
Ritz Carlton



Wedding & Event Planning

Weddings require an exceptional level of customer care compared to any other type of event. Our tutors and consultants have many years of experience in working with brides and corporate clients, planning weddings and events. We can use this research and experience to teach you exactly what is required to please your customers so that they continue to reuse and recommend your venue to others.

Training

Staff are often trained in their daily duties, but rarely have an opportunity to develop a good understanding of the wider factors involved in running an event. Staff also require regular training in how to give the best customer service, however, only motivated staff will put this customer service knowledge into practise.

Our in-house or public courses guide and motivate staff to do their best when dealing with clients, instead of the 'bare minimum' as is often the norm. Follow-up sessions help to keep the momentum of training and encourage staff retention.

Reviewing & Redesigning

Management and consultant work together to define the direction for the future of the business, the areas needing improvement and the ways in which these can be achieved. This is accomplished through debate, discussion and observation, also consultation with staff who work at all stages of the process.

Training Programmes



Wedding Management Training:

The hospitality industry has a notoriously high turnover of staff which is unsettling for a bride and groom. Many venues do not even have a dedicated in-house event co-coordinator. Often this work is left to the general manager or a maitre' d, neither of whom are able to be totally focused on a wedding or event because they have other jobs to do.

We can create a dedicated team of in-house wedding coordinators that serve your needs as well as those of your clients. During the first few weddings and client meetings, we can work with each coordinator to make sure they have understood and put in place the training they have received. This includes advising on sales 'show around' techniques for occasions when clients come to view your facilities; during the planning of a client's wedding, and on the big day itself.

If required, we can also train your staff to extend the venue resources you offer to full wedding and event planning as an additional service.

“When you are in charge of the most important day in a person's life... there is only one chance to get it right”



Event Management Training:

Obtaining corporate and family event contracts are the lifeblood of any venue. Not only do they bring the potential of repeat business, they fill up the otherwise quiet midweek period for venues that are primarily wedding-focused. Our training schemes can include, or focus on, all aspects of event management, from sales administration to erecting shell schemes.

Investors in People:

You also have the option of working with 'Investors in People' award trainers: Because well trained staff feel valued, they are more likely to stay with your organisation and give better service to your clients. Low staff turnover saves you money and time.

Example Topic Training Format

Welcome and 'getting to know you' exercise

Identifying the remit of the delegates' job description

Marketing & Sales

- Definitions— whole group discussion to identify individual and organisational **responsibilities** within the **sales** operations of the company
- Media—if appropriate, we discuss the types of media that are being using for marketing at present. Explore the **benefits and outcomes** of each through...
- Measurement—How is the marketing success being recorded and how else can we effectively measure the results of our labours? **Small group discussion** and reporting back to the class, direct teaching by tutor.
- Responding to the first **contact with clients**—what happens (and should happen) when the phone rings? What literature goes out? Following up. Group brainstorm and formation/update of procedures.
- Conducting a show around - Quick **discussion & role play**, practical exercise and discussion to **draw conclusions** and record **new strategies**.



Please see page 5 for more topics that can be covered by the training



From the brief example above, you can see that we use a **variety of techniques** to make sure that the training is easily digested by the delegates and that they are kept awake and interested. The course content is entirely **flexible** and the topics that we cover are listed overleaf. This way, you can select the topics and **depth** of exploration as required.



Each venue has its own way of conducting business and we do not wish to storm in and make huge alterations where they are not required. To help us help you, it is important that we liaise with the training coordinator and any other management staff before the training event to **identify** the areas that require improvement and exactly what outcomes you expect at the end of the training. Then we will be able to go away and format the course in the best way to **fit your needs**.

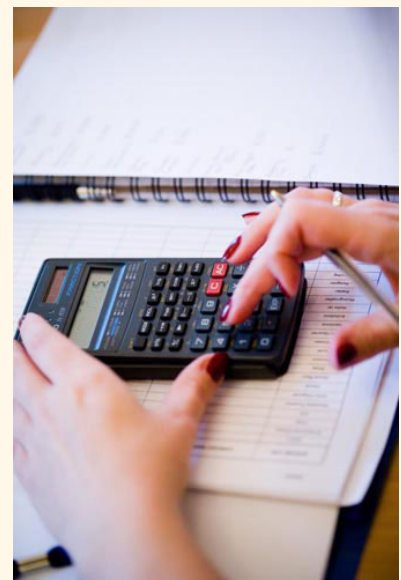
Build your own Training Programme

Use this list to create the training course that meets your individual needs:

- Understanding your Role
- Coordinating a wedding on the Day
- Coordinating a conference on the day
- Coordinating a wake
- Coordinating an exhibition on the day
- Celebrity Weddings
- Event Budgeting
- Dealing with Non-British/Non-Christian Cultures
- Events Abroad
- Basic Health & Safety Principles
- Marketing & Sales
- Customer Service
- Theme design
- Venue Design
- Planning an entire wedding for a client
- Counting down the days
- Planning and entire event for a client
- Planning and marketing in-house events
- Understanding Client Contracts
- Open Surgery\Work Exp
- Troubleshooting
- Preventing problems
- Wedding Etiquette
- Communication skills
- Presentation skills & Public Speaking
- Wedding Etiquette
- Crime Prevention & Scams
- Creative Session
- Laying tables & decorating the venue

...and any other topics you wish to include

To help you identify the areas that need work you can ask a sample of ground staff and management as well as calling on your own judgement and experience. If you would like to discuss any of these topics further with one of our training consultants before making your selection, please contact us at your convenience.



Contact Details & Summary

Typical Training Format

- 1-2 days of mixed classroom and hands-on training for management or administration staff
- 1-2 days of training of ground staff and customer contact staff
- Client meeting support sessions and assessment
- Wedding/Event day support session: Overseeing and appraising staff at live events, by trainer
- Annual or quarterly refresher training and ongoing staff development
- Additional new-staff training

International Clients

Our primary base is in the UK, but our tutors and consultants are able to travel anywhere in the world to conduct training and event management support on short or long-term contracts.

Please contact us for more information on:
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Contact Us

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