

## PROGRAM SCHEDULE

COURSE	FALL 2019	INSTRUCTOR
Wedding Industry and Social Media	Sept. 9 & 11	Annette and Gerald Nielsen
Contracts and Career Development	Sept. 16 & 18	Mia Saling and Debbie Lousberg
Traditions and Project Management Essentials	Sept. 23 & 25	Annette Nielsen
Wedding Venues	Sept. 30 & Oct. 1	Annette Nielsen
Food & Beverage and Entertainment	Oct. 7 & 9	Rachel Rola and Mark Davies
Design and Décor	Oct. 14 & 16	Gloria Gomez and Jennifer Paulson
Photography and Videography	Oct. 21 & 23	Marc Lehman
Lights, Camera, Action!	Oct. 28 & 30	Annette Nielsen
Project Portfolio Presentations	Nov. 4 & 6	Team

### SCHEDULE DETAILS

**DAYS:** Mondays and Wednesdays **TIME:** 6 – 9 p.m.

**LOCATION:** CSUSM and local wedding venues

### COSTS

#### FEES:

- \$169 for individual classes
- \$1,690 for entire certificate
- Fees include course materials and parking

#### SAVINGS:

- CSUSM alumni and students receive 15% savings; call 760-750-4004 to register and receive your promotional code.
- MyCAA and WIOA funding eligible

FOR MORE INFORMATION AND TO REGISTER

[csusm.edu/el/weddingplanning](http://csusm.edu/el/weddingplanning)

760.750.4004 | [PROFESSIONALDEVELOPMENT@CSUSM.EDU](mailto:PROFESSIONALDEVELOPMENT@CSUSM.EDU)



PROFESSIONAL CERTIFICATE IN

# WEDDING PLANNING

AT CAL STATE SAN MARCOS

#### TWO-MONTH PROGRAM

Classes meet weekday evenings for two months

#### DESIGNED FOR NEW OR EXPERIENCED PLANNERS

Program is beneficial for those looking to start or advance their career as a wedding planner

#### LEARN FROM THE BEST

Benefit from industry-leading professionals including planners, DJs, lawyers, caterers, photographers and more

## PROGRAM OVERVIEW

This certificate program is uniquely designed to help you start or grow your career or business as a wedding planner in Southern California. As part of the final project, you will plan a mock wedding from start to finish using the tools, templates and skills developed throughout the program.

## AUDIENCE

- Those looking to become a wedding planner but have little experience
- Event planners
- Vendors such as photographers, caterers, entertainment specialists, and venue coordinators who are looking to expand their services to clients
- Graduates of CSUSM's Meeting and Event Planning Certificate program

## WHAT YOU'LL LEARN

Learn from experienced local wedding planners and expert vendors, who will show you how to:

- Start and run an independent wedding planning business
- Create on-budget beautiful weddings that exceed your clients' expectations
- Select the right venues and vendors and develop and review contracts
- Incorporate and blend wedding customs and traditions of various cultures
- Run a wedding rehearsal and create a proper table setting
- Establish an effective wedding day timeline
- Effectively work with key vendors including DJs, florists, caterers, rental companies, photographers, etc.

## PROGRAM TOPICS

### WEDDING INDUSTRY AND SOCIAL MEDIA

*Industry Overview:* This introductory class will look at this exciting industry's past, present and future growth. You will learn about the different types of wedding planners, the services they provide and explore how your own unique skills and interests can differentiate you from other planners.

*Branding your Professional Image:* Learn the key communication skills that you absolutely must have to successfully work with your clients and vendors. Explore how social media, branding and marketing are key to distinguishing you as a preferred planner of choice and begin designing your own "brand."

### TRADITIONS AND PROJECT MANAGEMENT ESSENTIALS

*Culture and Traditions:* Discuss how today's couples are diverse in almost every way imaginable and no two weddings will have the same expectations. Learn some of the obvious and not so obvious traditions and requests that your clients will ask for.

*Project Management Essentials:* Details, timelines and deliverables don't identify and manage themselves and one missed step or expense can be the difference between your client having the wedding of their dreams or a day filled with additional anxiety. This class will cover the schedules, budget expectations and insurances you need to discuss and determine, before you begin planning.

### CONTRACTS AND CAREER DEVELOPMENT

*Contracts and Liability:* Learn why every contract is different and the negotiation skills needed for each. Identify what can be negotiated and not only understand the legal jargon but how to write your own clauses if needed. Learn what insurance options are needed to protect both you and your clients.

*Career Development:* Whether this is a new career choice or you are an established planner, analyzing your skills and defining your career goals will be key to your success. You will learn why your professional image is not only related to your appearance but how your résumé, social media presence, interviewing skills and networking ability are all key to your success as a planner of choice.

## WEDDING VENUES

*Site Selection:* The wedding venue and location are two major considerations in which a planner's knowledge will be key to ensuring that all guests can be accommodated while staying within the clients' budget. Learn why a SWOT analysis is key to pre-qualifying and selecting the appropriate venue.

*Destination Weddings:* Learn how to transform unique venues into appropriate offsite locations.

## FOOD & BEVERAGE AND ENTERTAINMENT

*Food and Beverage:* Discuss the different methods of working with onsite catering staff and external caterers as well as how to help select the most appropriate menu and beverage selections to match your guests' dietary needs.

*Entertainment:* Learn how to source the best entertainment options including music, sound, lighting and much more based upon your client's budget, venue and expectations.

## DESIGN AND DÉCOR

*Working With Rental Companies:* This class will cover the nuances of selecting and working with onsite venue staff or rental companies to create a magical space for your event. Learn the hidden costs and details of decorating interior and exterior spaces, offsite venue logistics—including permitting and weather considerations—and how color and overall themes are incorporated and selected.

*Florals and Design:* Explore the importance of how the selection of florals has a significant impact on both your client's budget and overall event look and feel. Learn how to locate and source flowers as well as how to work with a florist to design the look your clients are seeking that fits within their budget.

## PHOTOGRAPHY AND VIDEOGRAPHY

Preserving your special day for years to come (or sharing instantly with those who cannot attend) is as important as creating the details of the day. Technology and social platforms used to capture and share these images are continuously changing. Learn how to select the best supplier and package to accommodate your clients' expectations and budget.

## LIGHTS, CAMERA, ACTION!

Learn how to bring the planning to action! Interactive class format will provide you with the realistic challenges that a wedding planner manages, from how to run a rehearsal dinner to handling wedding day glitches.

## PROJECT PORTFOLIO PRESENTATIONS

Showcase the skills you've learned throughout the program by presenting your mock wedding projects and portfolios.