## WEDDING / EVENT PLANNING

### Wedding / Event Planning Certificate Program

The Division of Continuing Education, Corporate and Public Sector Training is pleased to announce this exciting program! These classes will introduce you to wedding planning as a *career*, or how to plan your own wedding and events. You will receive a certificate after you complete this course.

### CD 497 Wedding / Event Planning

*Wedding and event planning can be an exciting and lucrative career!*

- Gain a basic understanding of the wedding industry.
- Create business contracts, pricing, packages and learn about the presentation process.
- Become proficient in skills such as budget planning, vendor selection and wedding design. Familiarize yourself with industry specific terminology, communication, telephone techniques, organization and management.
- Gain knowledge of vendor contracts and what to look for. Learn how to handle the "Bridezilla's" in this world.
- Market yourself as an expert in the industry to gain social media attention. Use online marketing and how it applies to a wedding planning business.
- Know the different wedding traditions and non-traditional cultures and how to implement a couple's ethnic background into the celebration.
- Understand the Event Planning process necessary to design and deliver a successful wedding/social event.

There will be several off campus events that may not be on the scheduled evenings. Some of these events will require a small additional fee. Complete details and a syllabus will be distributed on the first night of class. In addition there will be a panel of industry experts who will discuss and answer all questions posed by the students.
**Instructor:** Toni DeLisi, Master Bridal Consultant