



crews

Where you belong

TRAINING

Wedding Planner

LEARNING OBJECTIVES

- Discover the fundamentals of the wedding planner profession
- Master the complete organisation and planning of a wedding from A to Z
- Develop a coherent and professional commercial offer
- Adopt a professional attitude in client relationships and event management

TRAINING DURATION

2 days (14 hours)

TARGET AUDIENCE

Tourism and event professionals

PREREQUISITES

None

ACCESS TIME

Eligibility based on application and interview with the Experience team: response within 48 hours.

PRICE

- Inter-company training: €1,590 excl. VAT per person
- Intra-company / tailor-made training: on request

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com



DETAILED PROGRAM

- Understanding the wedding planner profession
 - Role, responsibilities and key skills
 - Overview of the sector and its stakeholders
 - Wedding trends in France and internationally
- Designing a complete service offer
 - Client brief, budget, planning and scenario building
 - Managing vendors (venues, caterers, decorators...)
 - Creating mood boards, contingency plans and D-day logistics
- Building a professional and distinctive offer
 - Commercial positioning and target market
 - Package creation and pricing
 - Contractual elements and management tools
- Managing client relations and project follow-up
 - Discovery meeting and active listening
 - Managing emotions and unexpected events
 - Follow-up before, during and after the event
- Practical workshop
 - Development of a fictional wedding project
 - Building of the timeline, budget and vendor list
 - Client pitch and roleplay presentation

Crews Education



CAREER OPPORTUNITIES, PATHWAYS AND FOLLOW-UP COURSES

At the end of the training, learners will be able to launch their own wedding planner business or join an event agency, with a professional methodology and a complete vision of the client journey.

TEACHING METHODS, RESOURCES AND SUPPORT

- Training delivered by professionals actively working in the digital field
- Varied and dynamic teaching methods (case studies, workshops, assignments)
- Individual support by the Experience team

TRAINING TOOLS

- High-performance digital tools: Google Workspace for Education, Edusign...
- Practical case studies based on real-life business situations

EVALUATION METHODS

- End-of-training assessment via quiz or project submission

RESULTS AND PERFORMANCE INDICATORS

- Satisfaction rate at the end of training: NA
- Individual progress rate: NA

ACCESSIBILITY

Accessibility for people with disabilities or specific difficulties, contact us to organize an interview and offer you a program adapted to your needs: handicap@crews-education.com

Accessibility to international attendants, contact us: international@crews-education.com

CONTACTS

- By telephone: +33(0)4 80 81 94 50
- By WhatsApp: +33(0)7 56 10 93 20
- By email: contact@crews-education.com

Crews Education

3 rue Lac du Mont-Cenis, BP 70408, 73370 Le Bourget du Lac, FRANCE

Tél : +33 (0)4 80 81 94 50 - Email : contact@crews-education.com

www.crews-education.com