



QC EVENT SCHOOL

# LUXURY WEDDING & EVENT PLANNING COURSE

COURSE PREVIEW BROCHURE



# LUXURY WEDDING & EVENT PLANNING CERTIFICATION COURSE

The Luxury Wedding & Event Planning Specialization course shows you how to plan all types of upscale weddings, parties, meetings and celebrations. Learn how to work with large budgets, build your own network of top vendors, manage client expectations and create “over-the-top” events with attention to the finest details. Learn to market your services as a professional luxury event and wedding planner.

**Prerequisites:** This course builds on planning concepts presented in the Event & Wedding Planning course.

## THIS COURSE IS BEST SUITED FOR THOSE WHO:

- Have completed QC's Event & Wedding Planning course or have equivalent on-the-job experience
- Want to expand their event & wedding planning services to luxury clients

Upon graduation, you'll receive your Luxury Wedding & Event Specialization certificate. Your certificate will assure future clients and employers that you can successfully meet the complex challenges of planning luxury events and weddings.



# COURSE CURRICULUM

The Luxury Wedding & Event Specialist course curriculum is divided into four units. Each unit includes full-color course lesson booklets, instructional videos, and assignments designed to test your knowledge and develop your planning and organizational skills.

## UNIT A

- Introduction to Luxury Wedding Planning
- Personalizing Events
- Working with Demanding Clients

## UNIT C

- The Luxury Planning Process
- Client Consultations
- The Wedding Budget and Timeline
- Pricing Your Services

## UNIT B

- Marketing Luxury Planning Services
- Luxury Branding

## UNIT D

- Working with Luxury Vendors
- Developing Relationships
- Setting Industry Trends



# SAMPLE ASSIGNMENT

QC's step-by-step program will take you through every aspect of the luxury event planning process. The course assignments are designed to put you into the planner role, in real-world scenarios that develop your creative and organizational skills as a luxury wedding and event planner.

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## Unit A Assignment 4 - *Additional Luxury Services & Events*

The purpose of this assignment is to familiarize you with the kinds of events that luxury wedding and event planners are often asked to organize above and beyond the ceremony and reception.

**Scenario:** You are asked to plan a luxury wedding for the daughter of a very wealthy business owner. He has advised you that, while the budget is not completely unlimited, he'd like you to pull out all the stops for his daughter. He wants her to have the full wedding experience, above and beyond just the ceremony itself.

Based on the above scenario, what types of additional events could you plan for the business owner's daughter that enhance client and guest experience leading up to or following the wedding itself? In the space below, compile a list of 5 wedding-related parties, dinners, and get-togethers that you would organize for the daughter and place them in the order that you would plan for them to take place.

**Your answers can be written in point form or in full sentences.**

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## WHAT YOU'LL RECEIVE

You will receive a course guide with easy-to-follow instructions on how to upload your assignments to the online student center and receive your tutor's evaluation and audio feedback. Additionally, QC's helpful Student Support Team is ready and willing to guide you through the assignments and answer any questions you may have along the way. Connect with the support team by phone, email or Live Chat – whichever you prefer.





# THE STUDENT-TUTOR CONNECTION

Once you enroll with QC Event School, you'll be matched with a personal tutor who will review your work and provide you with in-depth feedback and advice. These accomplished tutors have years of experience in the event planning industry and are eager to share their professional insight to help you achieve your career goals.

## THE STUDENT'S PERSPECTIVE:

*"Let me tell you, the amount of material QC Event School sends is worth every penny, not to mention you have your own tutor who takes their time to help you succeed in the courses you are taking. I will recommend this school to anyone and everyone in a heartbeat – it's truly amazing work they are all doing."*

NICHOLE SADECKY

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## THE TUTOR'S PERSPECTIVE:

*"Creativity, resourcefulness, organization and tactfulness are all extremely important in order to be successful in this business. I like to encourage and support my students to go above and beyond the questions being asked to prepare them to be the best."*

MARY ANNE FIGLIOMENI

MEET THE QC EVENT SCHOOL TUTORS [HERE](#).

# TUITION

## LUXURY WEDDING & EVENT PLANNING COURSE

SAVE UP TO \$300! USE THE TUITION CALCULATOR TO FIND A PAYMENT PLAN THAT BEST SUITS YOUR NEEDS.



### TUITION INCLUDES:

- All course guides, lesson texts and instructional videos
- Access to all digital course materials through the Online Student Center
- Your certificate upon graduation

ENROLL NOW



## CONTACT US!

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## JOIN THE QC COMMUNITY!



## STUDENT SHOWCASE