

IMPORTANT: Imam (pronounced: ee-mom)

EW_L1_S5 For any Eastern Wedding inquiry, the most critical factor will be size. Most Eastern weddings require enough space for at least 300 guests, plus often require more than just one room to accommodate the various ceremonies. As we go through the specific religious sects in greater detail, you will better understand these intensive space needs. It is important to understand that all Indian weddings are typically quite large, and will require a large amount of space before you proceed with the inquiry.

EW_L1_S6 If your hotel is large enough to accommodate an Eastern Wedding, the first thing you will need to uncover when you are presented with an Eastern Wedding inquiry or lead, will be to learn the specific religious sect to which the couple or family belongs. Although there are many Eastern religious sects, the three most common are Sikh, Hindu and Muslim.

EW_L1_S20 Once the Holy Book is in the room, all guests (male and female) including the staff must have their heads covered. The family will usually provide scarves, bandanas or shawls for this purpose. At the end of the ceremony, special sweets (provided by the client) will be passed to all guests. These sweets come from the religious officiant, so the hotel is only expected to provide cocktail napkins. If the event is less traditional, servers may be needed to butler pass the items. You may wish to discuss the service charge for this element of the day.

EW_L2_S15 Let's review the key traditions which take place prior to the actual ceremony first. While these events used to only happen at private homes in the days prior to the ceremony, it is now very common to host all of them at the hotel. These

include the Sangeet, the Tilak, the Mehendi, and the Baraat. We will now review more details on these traditions.

EW_L2_S16 The **Sangeet** is an evening with musical entertainment, usually held the night before the ceremony. These rituals vary from family to family, but part of the event is the introduction of all the family members for the bride. A large dance floor will be needed, along with chairs around the perimeter of the room. Light fare is usually served buffet style, but only few banquet round tables may be required.

EW_L3_S3 In this lesson we will focus on the Muslim sect of Eastern weddings. We will review the traditions associated with the weddings and the special market segment needs that exist. We will recap the 3 main religious sects and then focus on the Muslim culture and traditions. We will review the Muslim wedding ceremonies and then the Muslim wedding itself. We will talk about the customs and needs of a Muslim wedding and special considerations to keep in mind for this event.

EW_L3_S4 Personal faith and family tradition play a large role in Eastern Weddings. As mentioned in the previous lessons, you will find that no two weddings will ever be the same. However, each faith has unique and special elements which will be incorporated into their weddings. This lesson will provide an overview of what you can expect when planning your next Muslim wedding.

EW_L3_S6 As a reminder, the first thing you will need to uncover when you are presented with an Eastern Wedding inquiry or lead, will be to learn the specific religious sect to which the couple or family belongs. Although there are many Indian religious sects, the three most common are Sikh, Hindu and Muslim. In this lesson we will be focusing on the Muslim sect.

EW_L3_S9 Men should never extend their hand to a woman, and women should never extend their hand to a man. When greeting a member of the opposite gender, you should place your hand across your chest (like when singing the National Anthem) and tilt your head down just a bit. This is the respectful way to greet people in the Muslim Culture.

EW_L3_S10 Women should never extend their hand to the Imam. However, it is acceptable for a male to do so.