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# Start Your NEW CAREER IN WEDDING & EVENT PLANNING

Thank you for your interest in the Australian Academy of Wedding and Event Planning.

Would you like to be able to confidently and professionally plan & design weddings, parties & events? Would you like to launch your own wedding/event business or apply for the job of your dreams to launch your career?

We can help you to achieve your goals within the wedding and event industry with one of our comprehensive courses. You will study from the comfort of your own home via our interactive online campus. You will be fully supported all the way by your own dedicated Tutor who you can contact at any time for help and guidance. Upon completion of your course you will be Accredited and receive a beautifully presented certificate and logo.

I hope you enjoy reading our brochure and visiting our website. Our Course Specialists are also available to help you make the right decision for the next step in your career. Contact us today on 1300854200 or by email.

**Kylie Carlson**  
*Director*  
*Australia Academy of Wedding & Event Planning*



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# YOUR CAREER OPPORTUNITIES

The opportunities for success within the Wedding and Event industry are exciting, wide and varied. Let us help you take the first step towards the right one for you.



## START YOUR OWN BUSINESS

Our courses have been designed to help you take the seed of an idea you have right now and turn it into the business you have been dreaming of. Each module of the course can be used to kick-start your all important business planning and our business units which include business planning, marketing, pricing and social media will prepare you for taking the next step upon Graduation. A business that suits your lifestyle and fulfils your passion for working in the industry is achievable with AAWEP.

## WORK FOR WEDDING CONSULTANCY OR JOIN AN EVENT MANAGEMENT TEAM

Opportunities for gaining employment in this industry are extensive; think about all of the different events being held every day, just in your local area. All of these events need someone like you to make them happen. Yes the industry is competitive but employers

are always looking for creative thinkers with the skills, knowledge and passion. Our Accredited courses will prepare you for these roles and your internationally recognised AAWEP qualification will demonstrate your ability & commitment to being the best you can be, to potential employers.

## VENUE COORDINATOR

Working as a Coordinator within a venue will give you the opportunity to work closely with clients, including brides and grooms, on the planning and design of their events, from the venue's perspective. With so many spectacular and unique venues, this employment path offers a lot of opportunity to AAWEP Graduates and especially those looking for their first role in the Wedding industry.



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# LAUNCHING A BUSINESS WITH AAWEP

Do you dream of one day launching your own wedding/event business and enjoying the independence & rewards that being your own boss can deliver? Students completing any of our Diploma courses will receive extensive business training tailored specifically for starting and running a successful business in the wedding & event industry.

## Managing Suppliers & Client

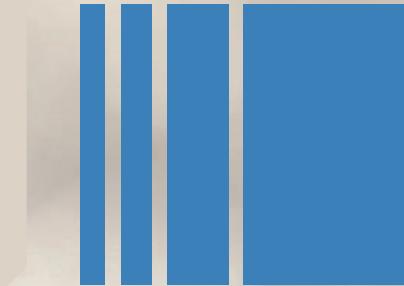
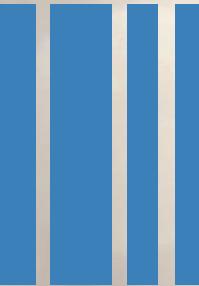
- Writing Proposals
- Conducting Consultations
- The Psychology of a Bride
- Sourcing your Event Team
- Working with Suppliers & Staff
- Preparing Budget

## Business Fundamentals

- Pricing Structures
- How to Make a Profit
- Business Structures
- Contracts & Insurance
- Writing a Business Plan
- Setting up a Home Office

## Sales & Marketing

- Social Media for Business
- Understanding Blogging
- Building a Website
- Branding
- Advertising
- Writing a Marketing Plan



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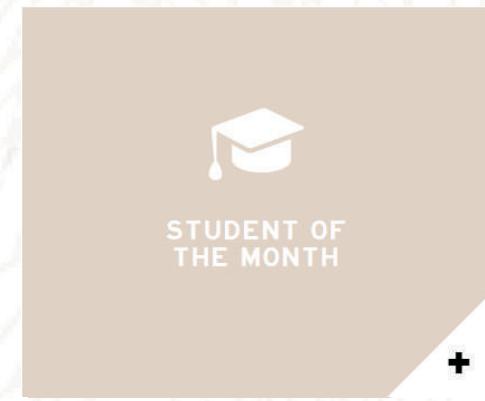
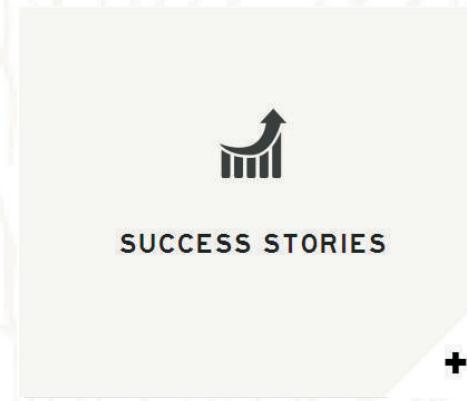
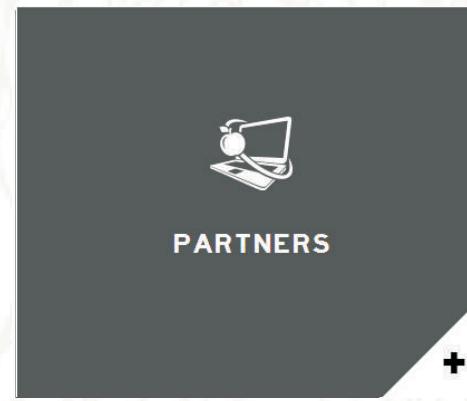
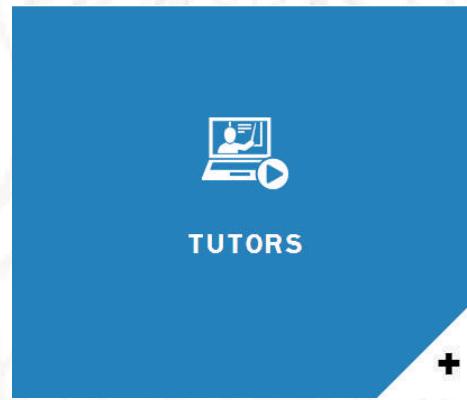
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# RESOURCES

As a student of the Academy you will have access to a range of resources from the moment you enrol. From your personal tutor, to additional support such as access to software, work experience opportunities & after Graduation care, to our unique, interactive virtual campus that you can access via any device, from the comfort of your own home, AAWEP is there to support your learning and guide you towards a successful career in the industry. Select any of the boxes below to read more about the resources available to you as a student and meet some of our success stories too.



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# COURSES



## CERTIFICATE IN WEDDING PLANNING

*Get started for as little as \$175*

Choose this course if you are looking to start a career as a wedding planner. This course covers all elements of planning a wedding and is often the course of choice for those who have planned their own wedding and are looking to take their love of weddings to a new level.

Upon completion of the course you will receive a certificate which is bench marked at a Level 3 NVQ and be a Certified Wedding Planner™.

[read more](#)[enquire](#)[enrol online](#)

## CERTIFICATE IN EVENT PLANNING

*Get started for as little as \$175*

Choose this course if you are looking to start a career as an event planner. Students on this course are usually looking to plan festivals, pop-up events, product launches, conferences, trade shows, award nights and more.

Upon completion of the course you will receive a certificate which is bench marked at a Level 3 NVQ and be a Certified Event Professional™.

[read more](#)[enquire](#)[enrol online](#)

## CERTIFICATE IN EVENT DESIGN

*Get started for as little as \$220*

Choose this course if you would like to add design to your existing skills. Students on this course typically have experience in either wedding or event planning and want to learn the design aspect so they can give their client a full experience.

Upon completion you will receive a certificate which is bench marked at a Level 4 NVQ and be able a Certified Event Designer.

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## DIPLOMA IN WEDDING PLANNING, STYLING AND DESIGN

*Get started for as little as \$280*

Choose this course if you are wanting to combine a love of design with the planning elements of a wedding. This course will also prepare you for starting and running a successful business.

Upon completion you will receive a certificate which is bench marked at a Level 4 NVQ and be a Certified Wedding Planner & Designer.

[read more](#)[enquire](#)[enrol online](#)

## DIPLOMA IN WEDDING AND EVENT PLANNING

*Get started for as little as \$250*

Choose this course if you want to plan, manage and produce both weddings and events. This course will also prepare you for starting and running a successful business.

Upon completion you will receive a diploma which is bench marked at a Level 4 NVQ and be a Certified Wedding and Event Planner.

[read more](#)[enquire](#)[enrol online](#)

## ADV DIP IN SPECIAL EVENT PLANNING AND DESIGN

*Get started for as little as \$380*

Choose this course if you would like to plan, manage, design, style & produce all types of events and weddings. This course will also prepare you for starting and running a successful business.

Upon completion you will receive a diploma which is bench marked at a Level 4 NVQ and be a Certified Special Event Planner & Designer.

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## FORMAL ACCREDITATION

We are the only training company in Australia specialising in courses for wedding planners, event planners, wedding stylists and event designers who are accredited through Australia's top two Bridal Associations ABIA (Australian Bridal Industry Academy) and ABS (Australian Bridal Service). This is an exclusive accreditation and our courses are the only courses to receive this award.



The Academy are active members of ACPET (Australian Council for Private Education and Training) ensuring that the highest standards are achieved in course quality.

We are active members of Adult Learning Australia (ALA) the national peak body for the Adult and Community Education field/s and we also offer nationally accredited units through partnering arrangements with the registered training organisation,

*Quality Training Solutions RTO ID: 40474*

Industry memberships include:

- ABIA (Australian Bridal Industry Academy)
- ABS (Australian Bridal Service)
- ISES (International Special Events Society)

The Academy is also active within the industry and you will find us at important events such as Wedding MBA, The Special Event Show and Event Solutions Idea Factory. The Academy Director, Kylie Carlson, is an internationally renowned speaker and is on the Advisory Board as the only Australian Representative for Event Solutions Magazine, one of the industry leaders.



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## ACADEMY TV



The Academy produces regular video reports for both those in the wedding industry and those starting a career in the wedding industry. You will find information on design, decor, trends, colour, lighting, draping, centrepieces, catering, pricing, marketing and much more.

To watch our video reports visit us on



# ABOUT AAWEP

The Australian Academy of Wedding and Event Planning specialises in courses for wedding planners, event planners, wedding stylists and event designers . The Academy is the only Australian based wedding and events training company who offer course material in an interactive E Learning format that is viewable across any device.

Founded in 2003 the Academy has developed a highly sort after range of courses and training tools to accredit wedding planners, event planners, wedding stylists and event designers in Australia. Starting off with a basic paper based wedding planning course we have undergone many course upgrades to bring the course into the 21st century. In the last decade the way training is offered has changed. It has become extremely innovative and interactive and requires so much more than what a simple paper based course can offer. Once you have received a printed packet you can't receive updates on a monthly basis.

With this in mind in 2009 we rewrote all our courses and put them into E learning format and developed a bespoke, user-friendly online study environment. The Academy has always been leaders in the field of training for the wedding and events industry. We believe in being innovators and not allowing ourselves to follow the pack and our students benefit from this. We actively seek out partnerships and affiliations with renowned industry professionals to offer the most up to date information available in the form of videos, webinars, podcast and library articles. We were the first training institution to offer a course in event design, which also allows students to specialise in the area of wedding styling.



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# THE ADVISORY BOARD

The Australian Academy of Wedding and Event Planning is pleased to announce the 2014-2015 Advisory Board. These wedding and event industry professionals are all successful business people who will be giving the Academy invaluable input on our curriculum with an eye toward how they will help you, our students, become successful within the industry. Meet our 2014-2015 Advisory Board here.



Dinise Fouracre



Sophie Lord



Kathy Apostolidis



Marie Cruz-De Vera



Wendy El-Khoury



Cathrin D'Entremont



# CONTACT US

To speak to a Course Specialist phone 1300 854 200

Our Course Consultant Christine is a business owner and member of our tutoring team. She knows our courses inside out and has helped many people like you choose the right course and take that first step towards success in the industry. Simply send us your details and include some information below about your enquiry and Christine will contact you.

NAME\*

EMAIL\*

MESSAGE\*



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