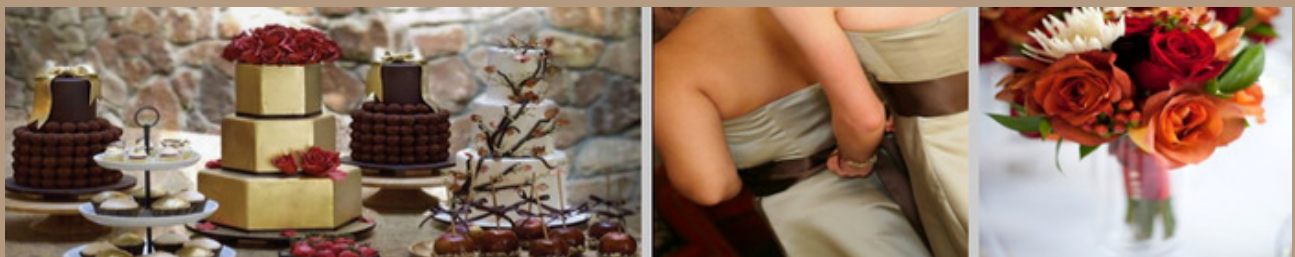




# COURSE BROCHURE 2013



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We are the only training institution in the UK to offer specialised courses in Wedding Styling and Design. Along with our flagship Certificates in Wedding Planning and Event Planning we also offer a Certificate in Event Design, Diploma in Wedding Planning, Styling and Design and Advanced Diploma in Special Event Planning and Design.

### History

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 the UK. 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.

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 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.

As part of an international group, which includes the UK, Australia, New Zealand and the US, the Academy students benefit from being able to network and learn from students across all our campuses by using our online Social Centre, Wedding and Event Pro.

The Director of the Academy, Kylie Carlson, began her career in London nearly 20 years ago and had a successful planning and production company. Working with key clients throughout the HM Armed Forces and blue chip companies including Smithkline Beecham, British Telecom, Royal Bank of Scotland, HSBC, Vodafone and BP her experience is extremely wide and varied. Add to this a portfolio of high-end wedding and private clients working in venues such as the Dorchester and you will begin to get an insight into her professional life prior to the Academy.

It was her decision to marry an Australian that saw her sell her company and relocate to a life down under. It was there that she developed her first course and launched the first Academy campus. This took off very quickly and Kylie saw an opportunity to create an English version of the course and she has never looked back. Now splitting her time between London and Melbourne to work with her team on both campuses. Kylie is also a sought after speaker and travels all over the world speaking about running a business in the special events industry.



Studying online with the Academy is an exciting experience. We offer everything you get at a face-to-face college but in a virtual environment. Course materials are offered through our virtual campus in a combination of podcasts, webinars and PDF texts. So rather than attending scheduled lectures at the same time every day, when it isn't always convenient, you can fit your study in around your lifestyle and schedule.

To help with your study our course material is available across multiple platforms that includes PC, MAC, iPad, iPhone, Tablets and Smart Phones.

With our Social Centre you don't miss out on the interaction with other students on your course either, as brainstorming and socialising happen in our Forums on a regular basis. You can message other students, chat to tutors in the forums and access a wealth of information within our Online Library.

Any type of 'study' involves discipline, commitment and time. Whether you are attending lectures or studying by 'E Learning' you need to invest in it, in order to get the most out of it and successfully complete the course.

When it comes to 'distance learning' though, you need to be even more disciplined than with traditional face-face learning; with no lectures to attend and perhaps no 'deadlines' either, it can be easy for the days between study to easily slip from days, to weeks, to months.

Set Goals – when it comes to 'Goal Setting' be realistic and make them as specific as possible. Your over-riding goal is to complete the course and then perhaps, start a business or secure a job, but you then need to break this vision down into bite-size goals that will help you to get there. Once you have your 'mini-goals', stick to them. Make your study a priority in the same way you do the other things in your life.

A good way to go about setting your goals for study is to look through the material you have to work through. UKAWEP courses are divided into units, so determine the timeframe you want to complete a unit in – based on your goal for how long you want to take to complete the course. If it is one week set a day or night in the week to work on it and stick to it. Each unit is accompanied by an assignment, so again, set a time to conduct your research for the assignment and then a time to complete the assignment itself.

## COURSE MATERIAL



All our courses are offered using E Learning technology to allow our students to study at a time and place that suits them. In today's world where there are not enough hours in a day Distance and E Learning are the preferred format for many people.

It allows them a greater degree of flexibility and they can fit it in with their lifestyle and weekly routine. The course material is offered in several different formats to provide a stimulating learning environment.

It is structured so that the student is introduced to a series of industry experts throughout the course allowing them to learn from many different viewpoints. Students are exposed to these experts using technology such as webinars, podcasts, visual journals and articles. Throughout each unit there are references to blogs, industry publications and other online resources that we have found invaluable over the years.

Add to this access to our online library of articles and podcasts and regular tutorials offered through our social centre and students have a full arsenal of tools at their disposal as part of their enrolment with UKAWEP.

## ASSIGNMENTS

One of the most important parts of learning is the ability to apply what you have learnt.



Consolidation of each unit is vital and we do this by using assignments. There are no tests or exams in what we do at the Academy instead we use a series of wedding and event briefs to allow you to demonstrate the knowledge you have gained in a practical way.

Most of the assignments will take you on the journey of one event all the way through your course. Depending on which course you are taking you will either be working with a fictitious wedding or corporate event client. The wedding or event brief will be based on examples of real events giving you a true to life view of what you can expect to face once you have graduated. You will put together your supplier and vendor database, create a portfolio and develop your planning or design templates.

Once you reach the business units you will be creating your own business plan, pricing structure and marketing plan as part of the assignments. So by the time you have completed your course you will have taken all the preliminary steps required to start your own business.

Assignments are submitted through our virtual campus to your tutor who will grade them and return them via the campus with full feedback and examples to show you areas for improvement. In most cases the tutors will also provide you with a case study of how they themselves would have approached that assignment.

One of the many benefits of the Academy, and what helps to set our courses apart from all the others out there, is the in depth feedback and monitoring you receive from your tutor. They are your mentor and guide whilst you are with the Academy.



The Academy is an approved NCFE Training Centre and ALL our courses are accredited through NCFE who are a recognised awarding body. We are also an Approved Member of the International Association for Distance Learning and our courses are endorsed by the Association For Wedding Professionals International.

We are the ONLY training institution in the UK specialising in wedding planning, styling and design offering courses that are accredited by a recognised awarding body. Other institutions are general distance learning colleges and do not focus purely and solely on weddings. All students studying with the Academy will get a national award equivalent to either a Level 3 or Level 4 of the National Learning Framework depending on the course they enrol in.

NCFE is recognised as an awarding body by the qualification regulators ('regulators') for England, Wales and Northern Ireland. The regulators are the Office of the Qualifications and Examinations Regulator (Ofqual) in England, the Department for Children, Education, Lifelong Learning and Skills (DCELLS) in Wales and the Council for Curriculum, Examinations and Assessment (CCEA) in Northern Ireland. Below you will find our Approved Centre details but if you would like to know more about how our courses fit into the Qualifications and Credit Framework click [here](#).

**Centre Number:** 8462698

**Centre Name:** Academy of Wedding and Event Planning

The Academy is nationally and internationally recognised as a professional Wedding and Event training organisation. All students who successfully complete a Certificate or Diploma course with the Academy will receive Certification through **IAWPSD** - The International Alliance of Wedding Planners, Stylists and Designers, an independent accrediting body for the industry.

## ACCREDITATION CONT...



We are currently the **ONLY UK** training provider to receive accreditation from **IAWPSD**. This accreditation gives our students the opportunity to earn certification as follows:

- **CWP** - Certified Wedding Professional

**IAWPSD** has an Advisory Board that includes some of the top names in the wedding & event industry including:

- Siobhan Craven-Robbins - [www.siobhancraven-robbins.co.uk](http://www.siobhancraven-robbins.co.uk)
- Evan & Jordan Carbotti - [www.perfectsurroundingsinc.com](http://www.perfectsurroundingsinc.com)
- Liene Stevens - [www.thinksplendid.com](http://www.thinksplendid.com)
- Lara McCulloch-Carter - [readytospark.com](http://readytospark.com)

## MEMBERSHIPS

**Industry memberships include:**

- IADL (International Association of Distance Learning) The International Association for Distance Learning promotes excellence in open, distance and online learning worldwide, and provides a benchmark through which global consumers can gauge the quality of courses offered by their members.
- ISES UK (International Special Event Society) - an association that sits at the heart of the worldwide event industry, and is truly International with a network of over 7000 members across the world.
- Eventia - recognised as the official trade body for the events and live marketing industry.
- UKRLP (UK Register of Learning Providers) - The Academy is registered with the UK Government's Register of Learning Providers

## MEDIA PARTNER

The Academy writes a monthly column for [www.weddingplannernews.co.uk](http://www.weddingplannernews.co.uk) and are their recommended training partner.





The Qualifications and Credit Framework (QCF) is a framework that is replacing the existing National Qualifications Framework (NQF). It is a new way of recognising skills and qualifications, by awarding credit for qualifications and units (small steps of learning). It enables people to gain qualifications at their own pace along flexible routes.



The QCF is designed to make sure future qualifications allow a flexible, 'mix and match' approach to meeting the different development needs of the workforce.

Every unit and qualification in the framework will have both a credit value and a level:

- One credit represents 10 hours of average learning time and so the credit value shows how much time it takes to complete.
- The level shows how difficult the unit or qualification is and this can be anywhere between entry level and level 8.

There are three sizes of qualification in the QCF:

1. Award (1-12 credits)
2. Certificate (13-36 credits)
3. Diploma (above 36 credits) - not linked to the 14-19 Diploma.

LEVEL	NVQ QUALIFICATIONS	QCF QUALIFICATIONS
2	<ul style="list-style-type: none"> <li>• GCSEs graded A*-C</li> <li>• NVQs at level 2</li> <li>• Level 2 VQs</li> <li>• Key Skills level 2</li> <li>• Skills for Life</li> <li>• Higher Diploma</li> </ul>	Level 2 VQs: <ul style="list-style-type: none"> <li>• BTEC awards, certificates and diplomas at level 2</li> <li>• Functional Skills level 2</li> </ul>
3	<ul style="list-style-type: none"> <li>• AS/A levels</li> <li>• Advanced Extension Awards</li> <li>• International Baccalaureate</li> <li>• Key Skills level 3</li> <li>• NVQs at level 3</li> <li>• Cambridge International Awards</li> <li>• Advanced and Progression Diploma</li> </ul>	Level 3 VQs: <ul style="list-style-type: none"> <li>• BTEC awards, certificates and diplomas at level 3</li> <li>• BTEC Nationals</li> <li>• OCR Nationals</li> </ul>
4	<ul style="list-style-type: none"> <li>• NVQs at level 4</li> <li>• Key Skills level 4</li> <li>• Certificates of higher education</li> </ul>	Level 4 VQs: <ul style="list-style-type: none"> <li>• BTEC Professional Diplomas, Certificates and Awards</li> </ul>



The role of tutor is a hugely important one and this is not something we take lightly here at UKAWEP. Our tutors are handpicked and have all studied the courses they tutor on themselves, so they have an insight into the courses both as students and tutors. This is invaluable.

We believe it is important that our tutors are also working planners, stylist or designers, as well as tutoring for the Academy. We have been asked if this affects their commitment to the students and our answer is a categorical NO.

It is imperative that tutors are still working in the field within which they are tutoring, that way they can really give their students advice that is current and will work in today's technology driven world.

All our tutors are given a code of ethics to sign and agree to abide by our 10 day turnaround rule on assignments. From the day a student submits an assignment our tutors have 10 working days to mark the assignment and provide the student with comprehensive feedback and their grade. Most of our tutors will actually turn the assignments around a lot quicker than this, but the guideline has been set in place to allow the student to move on with their next assignment without having to wait for feedback for too long.

### FEES AND PAYMENTS

The Academy offers several different payment options, as we do understand how hard it is to find extra money for training in the current economic climate. We also offer several different methods as follows:

- Paypal – it is a free service and is available to anyone with an email address. It is the safe and secure way to make your course payment.
- Credit or Debit Card – use your Visa or Mastercard to make your course payments either by phoning through to our Admissions Office or by filling out an Enrolment Form and emailing it through.
- Online – use our secure server to pay for your course online. Your payment will be processed automatically and verified through our payment gateway Eway.
- Request an Invoice – if you require an invoice for tax purposes please email [info@ukawep.co.uk](mailto:info@ukawep.co.uk) so we can organise this for you
- Direct Deposit or BACS payment – if you would like to make a payment directly into our bank account then please use the details below:

Account Name: Academy of Wedding and Event Planning

Sort Code: 08-71-99

Account No: 81283218



## CHOOSING A COURSE PROVIDER



There are many choices available to a student when deciding whom they will study with and the world is quite literally their oyster. You will find that many Distance Learning Colleges have added wedding and event planning courses to their scope, which then sit amongst hundreds of other courses that range from short courses in how to use Excel to level 3 and 4 courses in landscape gardening. You won't find the specialisation with these providers that you will find with the Academy, as they are not industry course providers. Instead they are general distance learning providers that have no exact area of expertise in the special events industry.

Other choices will include wedding planning or event planning companies that are also trying to teach others and offer courses as a sideline, or addition to their current business. Again this is not ideal, as their planning business will always take priority over their students. Our research shows that it can take up to 5 days to get a response from these providers, which doesn't bode well for students if this is just at enquiry stage. How long will they take to respond once you are a student? We understand that making a decision as to which training provider to go with is hard, but we have some tips for you to use when doing a course comparison:

- Has the course been written in the UK? Many courses offered are simply purchased from a US company and rebranded for the UK market. The information within them has not been tailored for the UK market
- What does the course cover? Remember to have a good look at the course content being offered by checking the units the course covers. These won't always be very detailed and usually this is a good indication of the quality of the course material within it.
- Speak to a representative of the training provider. This is really important. Any good training provider will be happy to speak with you at length about which courses are right for you. They will ask leading questions about what your goals are and what you wish to achieve from the course.
- Can you view a sample of the course material? This should be non-negotiable. You need to try before you buy. Have a good look and read through. If there are spelling mistakes this could be an indication of the quality of the course content.
- How often is the course material updated? This is very important. Our industry is always changing with new trends coming and going all the time. A great example of this is the Pantone Colour announcements that come out for each season. It is imperative that this reflected in course material otherwise you aren't being taught about what is current. Some course material still refers to using a Rolodex – no mention of even email let alone incorporating Pinterest into your marketing.

## CHOOSING A COURSE PROVIDER CONT...



- What format is the course provided in? In this day and age the paper-based course is considered to be a bit of a dinosaur. Most students need stimulation to help keep them motivated and this can be achieved using a combination of audio, video and printed format. It is also much easier to keep the material up to date, as the update is instant. Once you have received a printed packet you can't receive updates.
- Ask about assignments and grading and how this is managed? We have heard horror stories about students receiving their certificate along with their course material. This is very worrying as there is no monitoring of the student involved or any tuition of any sort. Assignments are a necessary part of any course. We don't believe in exams, but assignments help students to apply the information they have learnt in each unit and this is imperative to the success of a student.
- Will you have a tutor assigned to you? Your tutor should be an integral part of your course. We maintain that the course material is only 50% of the value of any course. The other 50% is the input you should receive from your tutor. They are able to evaluate what you are doing and provide detailed feedback on areas for improvement.
- How long does it take to complete a course? This is an interesting one as many students are looking to complete quickly. However beware of courses that state you can complete within 6 weeks or worse one weekend. It is impossible to learn everything required in that space of time. The minimum period for completion should be 6 months and it is quite acceptable to be up to two years for an Advanced Diploma course
- Does the course cover running a business? This is something we get asked about a lot at the Academy. Running a business is very different to planning a wedding or event. The two things are completely different and both need time dedicated to them. Some courses barely scratch the surface of starting, launching and running your own business. The Academy covers this in detail to a point where you will have written a comprehensive business plan and a full marketing plan on the completion of your course. This is done with the aid of your tutor so you are ready to launch your business upon graduating.
- Does the course provider offer Work Experience? Not many providers offer this and even at the Academy we do stipulate that you need to be working to a required standard to receive these opportunities. The student needs to demonstrate their commitment and knowledge as well as taking ownership of their course. Work experience will help cement what is learnt in the course.

## JOB BOARD

As part of our Student Package here at UKAWEP you will have access to our Job Board which is part of our Career Centre. This is an interactive portal that allows both the student and potential employer to meet virtually.

We are constantly building relationships with new businesses to bring our students more and more opportunities. UKAWEP also has a dedicated career consultant who works on behalf of our students searching out opportunities and posting these in the Career Centre. These are updated on a weekly basis bringing our students up to date information on openings they have found.

As a student you will be able to create a Student Profile through the Social Centre. This allows you to upload a resume and highlight your professional and educational achievements. You can use this profile when applying for a job through the Career Centre, making searching and applying for vacancies very easy.

This is a great tool for potential employers too, as they can apply to become an Employer Partner with the Academy. This allows them to create an Employer Profile within the Social Centre and they can use the Career Centre to post job vacancies, work experience opportunities etc. They are also able to conduct a search for students who might be appropriate by viewing your Student Profile. The environment is a safe one and only approved companies offering real opportunities are allowed to use the portal.

## ENTRY REQUIREMENTS



Here at UKAWEP we welcome all students whatever their qualification or experience. Our pre-requisites include motivation, dedication, passion and a determination to succeed. Most of our courses are aimed at those wishing to enter the industry with little or no experience required.

All students will need a good command of the English language and have a good standard of the written word in order to complete their assignments. The ability to work on your own is also important, as our courses are self-paced and studied independently. Although your tutors are there with you to help you with whatever you need you are essentially working on your own.

Our Certificate in Event Design is the only one of our courses that does need a basic understanding of planning events. This course is set at a slightly higher level and does assume a certain amount of knowledge and refers to industry terminology, room layouts etc.

## Certificate in Wedding Planning - £495

**Course Code:** WPLEV3 **Award:** Level 3 Certificate **Study Time:** 250 Hours

*The proper basis for a marriage is mutual misunderstanding ~ Oscar Wilde*



Our Certificate in Wedding Planning is a fully interactive course which uses podcasts, videos, PDF's and Elearning material covering all elements from understanding the history of the wedding industry to the latest trends and tricks of the trade. Your course will include 19 assignments, 15 of which are based on authentic wedding briefs. These assignments will lead you through every stage of planning a wedding. You will be expected to treat your tutor as your bridal client and the assignment you submit as your proposal.

Effectively you are building yourself a portfolio as you make your way through the course, allowing you to hit the ground running upon graduation. The last three assignments in the course focus on starting your own wedding planning business and marketing your services in this highly competitive marketplace. Included as part of your course material is a license to the Academy planning software. This license is unlimited and will be a great tool for you to use when you start your business. It can also be used throughout the course so you are familiar with it upon graduating.

**The Certificate in Wedding Planning is divided into 5 Comprehensive Modules as follows:**

1. **The Learner will understand the Wedding Planning Industry** - *at the end of this module the learner can discuss the function of a wedding planner, create a SWOT analysis and demonstrate their ability to interview a client, describe the types of brides they may work with.*
  - (i) Wedding Folklore, Traditions & Etiquette
  - (ii) The World of Wedding Planning
  - (iii) Think Like A Planner
  - (iv) The Psychology of a Bride
  - (v) Client Meetings
2. **The Learner will Apply and Update Wedding Industry Knowledge** - *at the end of this module the learner can compare and evaluate the wedding services offered below.*
  - (i) Developing a Wedding Theme
  - (ii) Location & Ceremony
  - (iii) Catering, Transport, Flowers and Decorations
  - (iv) Photographer and Videographer
  - (v) Invites and Gifts
  - (vi) Music and Entertainment
3. **The Learner will Coordinate a Wedding** *at the end of this module the learner can develop a budget, identify and appraise wedding suppliers and formulate a wedding day plan.*
  - (i) Working with Wedding Suppliers
  - (ii) Wedding Budgets
  - (iii) The Big Day
5. **The Learner will understand how to market a Wedding Planning Business** - *at the end of this module and create a marketing plan for your business*
  - (i) Wedding Marketing 101
6. **The Learner will Apply Business Principles** - *at the end of this module the learner can formulate a business plan, create a pricing structure and extrapolate relevant information from contracts.*
  - (i) Starting Your Own Business
  - (ii) Finance and Pricing Your Services
  - (iii) Contracts and Insurance

## Certificate in Event Planning - £495

**Course Code:** EPLEV3 **Award:** Level 3 Certificate **Study Time:** 250 Hours

*The creation of a thousand forests is in one acorn ~ Ralph Waldo Emerson*



The Certificate in Event Planning is a fully interactive course which uses podcasts, videos, PDF's and Elearning material covering all elements from understanding the history of events and where they started to the latest trends and tricks of the trade. Your course will include 19 assignments, 15 of which are based on authentic an authentic event brief that will see you working your way through the Product Launch of a new perfume. These assignments will lead you through every stage of planning an event. You will be expected to treat your tutor as your client and the assignment you submit as your proposal.

Effectively you are building yourself a portfolio as you make your way through the course, allowing you to hit the ground running upon graduation. The last three assignments in the course focus on starting your own event planning business and marketing your services in this highly competitive marketplace. Included as part of your course material is a license to the Academy planning software. This license is unlimited and will be a great tool for you to use when you start your business. It can also be used throughout the course so you are familiar with it upon graduating.



**The Certificate in Event Planning is divided into 5 Comprehensive Modules as follows:**

1. **The Learner Will Understand Event Planning Techniques** *at the end of this module the learner can discuss the function of an event planner, create a SWOT analysis, design and develop an event concept and describe the steps taken to plan an event.*
  - (i) The World of Event Events
  - (ii) Think Like A Planner
  - (iii) Creating a Concept
  - (iv) Developing a Theme
  - (v) The Planning Process
2. **The Learner Will Apply and Update Event Industry Knowledge** *at the end of this module the learner can compare and evaluate the event services offered below.*
  - (i) The Venue
  - (ii) Catering
  - (iii) Speakers and Entertainment
  - (iv) Audio Visual, Staging & Lighting
  - (v) Travel, Accommodation & Registration
  - (vi) Corporate Gifts & Merchandise
  - (vii) Suppliers & Staff
3. **The Learner Will Coordinate an Event** *at the end of this module the learner can develop a budget, identify and appraise event suppliers and formulate and run an event schedule.*
  - (i) Preparing a Budget
  - (ii) Preparing for the Event
  - (iii) Running the Event
4. **The Learner Will Conduct Client Consultations & Event Branding -** *at the end of this module the learner can present to a prospective client, create a proposal, identify methods to brand an event and formulate a marketing plan for an event.*
  - (i) The Proposal & First Consultation
  - (ii) Event Branding, Marketing & PR
5. **The Learner will Apply Business Principles -** *at the end of this module the learner can formulate a business plan, create a pricing structure and extrapolate relevant information from contracts.*
  - (i) Starting Your Own Business
  - (ii) Advertising and Marketing
  - (iii) Contracts and Insurance

## Certificate in Event Design - £595

**Course Code:** EDLEV4 **Award:** Level 4 Certificate **Study Time:** 300 Hours

*Everything is designed. Few things are designed well ~ Brian Reed*



The Certificate in Event Design is a fully interactive course which uses podcasts, videos, PDF's and Elearning material covering all elements from understanding the principles of design to applying colour, special effects, lighting and decor to an event. Your course will include assignments, 18 which are based on an Awards Evening with the theme of Diamonds Are A Girls Best Friend. These assignments will lead you through every stage of designing an event. You will be expected to treat your tutor as your client and the assignment you submit as your proposal.

Designing an event is part of the Event Planning process, but it is a separate activity and requires different skills and knowledge if it is to be done well. Event design refers to the overall look and feel of an event and how it appeals to the five senses, so we have included as part of your course material a license to the Academy design software. This license is unlimited and will be a great tool for you to use when you commence designing for a living. It can also be used throughout the course so you are familiar with it upon graduating.

**The Certificate in Event Design is divided into 6 Comprehensive Modules as follows:**

1. **The Learner Will Apply Event Design Knowledge** - *at the end of this module the learner can discuss the function of an event designer, create a SWOT analysis, design and develop an event concept and describe the steps taken to design an event.*
  - (i) The World of Event Design
  - (ii) Conceptualisation & Planning
  - (iii) The Principles of Event Design
2. **The Learner Will Generate Event Design Solutions** - *at the end of this module the learner can recognise design techniques, compare fabrics and analyse colour schemes.*
  - (i) Designing the Experience
  - (ii) Colour Schemes and Effects
  - (iii) Decor Techniques
  - (iv) Design and your Venue
  - (v) Decorative Elements
  - (vi) Fabric Decor
  - (vii) Creating a Table Centrepiece
3. **The Learner Will Apply Knowledge of Audio Visual, Lighting and Sound** - *at the end of this module the learner can compare and evaluate the design elements offered below.*
  - (i) Entertainment and Music
  - (ii) Lighting and Aesthetics
  - (iii) Sound and Productions
  - (iv) Staging, Rigging and Draping
  - (v) Special Effects
4. **The Learner Will Organise and Communicate Information** - *at the end of this module the learner can demonstrate how to create an event using software.*
  - (i) Designing with Software
  - (ii) Presenting Your Design
5. **The Learner Will Work with Industry Professionals** - *at the end of this module the learner can develop a budget, identify and appraise event suppliers and formulate and run an event schedule.*
  - (i) Sourcing Materials & Budgeting
  - (ii) Event Execution
6. **The Learner Will Use Technology for Event Design** - *at the end of this module the learner can discuss trends in event design and evaluate design orientated technology*
  - (i) Event Design Trends
  - (ii) Event Technology
  - (ii) Design Vocabulary & Tool Kits

## Diploma in Wedding Planning, Styling & Design - £795

**Course Code:** WPSDLEV4 **Award:** Level 4 Diploma **Study Time:** 350 Hours

*"Style" is an expression of individualism mixed with charisma ~ John Fairchild*



The Diploma in Wedding Planning, Styling and Design is a fully interactive course which uses podcasts, videos, PDF's and E Learning material covering all elements of design including applying colour, special effects, lighting and decor as well as learning those crucial planning skills required to fully understand your client's wedding. Your course will include assignments, 24 which are based on a wedding with the theme of Diamonds Are A Girls Best Friend. These assignments will lead you through every stage of designing, styling and planning a wedding. You will be expected to treat your tutor as your client and the assignment you submit as your proposal.

Designing a wedding is part of the Wedding Planning process, but it is a separate activity and requires different skills and knowledge if it is to be done well. Design refers to the overall look and feel of a wedding and how it appeals to the five senses so we have included as part of your course material a license to the Academy design software. Planning refers to the coordination and management of the wedding and how it comes together as one seamless event so we have included as part of your course material a license to the Academy planning software. These licenses are unlimited and will be great tools for you to use when you launch your new business. Finally you have 5 units based around starting and running a successful business in the wedding industry.



1. **The Learner Will Apply Event Design Knowledge** - *at the end of this module the learner can discuss the function of an event designer, create a SWOT analysis, design and develop an event concept and describe the steps taken to design an event.*
  - (i) The World of Event Design
  - (ii) Conceptualisation & Planning
  - (iii) The Principles of Event Design
2. **The Learner Will Generate Event Design Solutions** - *at the end of this module the learner can recognise design techniques, compare fabrics and analyse colour schemes.*
  - (i) Designing the Experience
  - (ii) Colour Schemes and Effects
  - (iii) Decor Techniques
  - (iv) Design and your Venue
  - (v) Decorative Elements & Fabric Decor
  - (vi) Creating a Table Centrepiece
3. **The Learner Will Apply Knowledge of Audio Visual, Lighting and Sound** - *at the end of this module the learner can compare and evaluate the design elements offered below.*
  - (i) Entertainment and Music
  - (ii) Lighting and Aesthetics
  - (iii) Special Effects & Draping
4. **The Learner Will Apply and Update Wedding Industry Knowledge** - *at the end of this module the learner can compare and evaluate the wedding services offered below.*
  - (i) Wedding Folklore, Traditions & Etiquette
  - (ii) Location & Ceremony
  - (iii) Working with Wedding Suppliers
  - (iv) Catering, Transport, Flowers and Decorations
  - (v) Photographer and Videographer
  - (vi) Invites and Gifts
  - (vii) The Big Day
5. **The Learner Will Conduct Client Consultations & Prepare Proposals** - *at the end of this module the learner can demonstrate your ability to interview a client, describe the types of brides you may work with and create a marketing plan for your business*
  - (i) Client Consultations
  - (ii) The Psychology of a Bride
  - (iii) Wedding Marketing 101
6. **The Learner Will Apply Business Principles** - *at the end of this module the learner can formulate a business plan, create a pricing structure and extrapolate relevant information from contracts.*
  - (i) Starting Your Own Business
  - (ii) Finance and Pricing Your Services and (iii) Contracts and Insurance

## Advanced Diploma in Event Planning & Design - £995

**Course Code:** ADVSPEPLEV4 **Award:** Level 4 Diploma **Study Time:** 450 Hours

*There are no mistakes, no coincidences. All events are blessings given to us to learn from ~  
Elisabeth Kubler-Ross*



The Advanced Diploma in Special Event Planning and Design is a fully interactive course which uses podcasts, videos, PDF's and Elearning material covering all elements in planning, managing, designing and running weddings, parties, conferences, awards ceremonies, fashion shows, product launches, sales meetings and trade shows. Your course will include 40 assignments, 17 of which are based on an authentic event brief that will see you working your way through the Product Launch of a new perfume, 8 are based on a wedding brief with a theme of 'Diamonds Are a Girls Best Friend' and another 10 are based on the design of an event with the same theme. These assignments will lead you through every stage of planning, designing and styling an event and wedding. You will be expected to treat your tutor as your client and the assignment you submit as your proposal.

Effectively you are building yourself a portfolio as you make your way through the course, allowing you to hit the ground running upon graduation. The last five assignments in the course focus on starting your own wedding and event consultancy and marketing your services in this highly competitive marketplace. Included as part of your course material is a license to the Academy planning software and also the design software. Both licenses are unlimited and will be a great tool for you to use when you start your business. It can also be used throughout the course so you are familiar with it upon graduating.



**The Advanced Diploma in Special Event Planning & Design is divided into 12 Comprehensive Modules as follows:**

1. **The Learner Will Understand Event Planning Techniques** - *at the end of this module the learner can discuss the function of an event planner, create a SWOT analysis, design and develop an event concept and describe the steps taken to plan an event.*
  - (i) The World of Event Events
  - (ii) Think Like A Planner
  - (iii) Creating a Concept
  - (iv) Developing a Theme
  - (v) The Planning Process
2. **The Learner Will Apply and Update Event Industry Knowledge** - *at the end of this module the learner can compare and evaluate the event services offered below.*
  - (i) The Venue
  - (ii) Catering
  - (iii) Speakers and Entertainment
  - (iv) Audio Visual, Staging & Lighting
  - (v) Travel, Accommodation & Registration
  - (vi) Corporate Gifts & Merchandise
  - (vii) Suppliers & Staff
3. **The Learner Will Coordinate an Event** - *at the end of this module the learner can develop a budget, identify and appraise event suppliers and formulate and run an event schedule.*
  - (i) Preparing a Budget
  - (ii) Preparing for the Event
  - (iii) Running the Event
5. **The Learner Will Conduct Client Consultations & Event Branding** - *at the end of this module the learner can present to a prospective client, create a proposal, identify methods to brand an event and formulate a marketing plan for an event.*
  - (i) The Proposal & First Consultation
  - (ii) Event Branding, Marketing & PR
6. **The Learner Will Apply Event Design Knowledge** - *at the end of this module the learner can discuss the function of an event designer, design and develop an event concept and describe the steps taken to design an event.*
  - (i) The World of Event Design
  - (ii) The Principles of Event Design

7. **The Learner Will Generate Event Design Solutions** - *at the end of this module the learner can design techniques, compare fabrics and analyse colour schemes.*
  - (i) Colour Schemes and Effects
  - (ii) Decor Techniques
  - (iii) Fabric Decor
  - (iv) Creating a Table Centrepiece
  - (v) Staging, Rigging & Draping
8. **The Learner Will Organise and Communicate Information** - *at the end of this module the learner can demonstrate creating an event using software.*
  - (i) Designing with Software
  - (ii) Presenting Your Design
9. **The Learner Will Understanding the Wedding Planning Industry** - *at the end of this module the learner can discuss the function of a wedding planner and apply your knowledge to a potential wedding client*
  - (i) Wedding Folklore, Traditions & Etiquette
  - (ii) Introducing the Wedding Planning Industry
  - (iii) Location & Ceremony
  - (iv) Cast and Crew
10. **The Learner Will Apply and Update Wedding Industry Knowledge** - *at the end of this module the learner can compare and evaluate the wedding services offered below.*
  - (i) Transport, Flowers and Decorations
  - (ii) Photographer and Videographer
  - (iii) Invites and Gifts
11. **The Learner Will Conduct Client Consultations & Prepare Proposals** - *at the end of this module the learner can demonstrate the ability to interview a client, describe the types of brides they may work with and create a marketing plan for their business*
  - (i) Client Consultations
  - (ii) The Psychology of a Bride
  - (iii) Wedding Marketing 101
12. **The Learner Will Apply Business Principles** - *at the end of this module the learner can formulate a business plan, create a pricing structure and extrapolate relevant information from contracts.*
  - (i) Starting Your Own Business
  - (ii) Finance and Pricing Your Services
  - (iii) Contracts and Insurance

## POLICY FOR CANCELLATION, REFUND OR CHANGE OF ENROLMENT

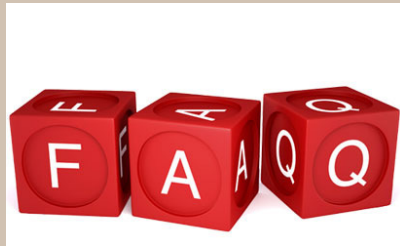


Upon enrolling in a course with any school, a student is entering a legal agreement under common law, in which they agree to abide by the conditions of enrolment (including meeting stated payments), in exchange for the service offered by the institution in the delivery of the course.

*Please note, The Academy can not be held liable for changes in your circumstances.*

In a situation where a student wishes to cancel or change their enrolment, and as a measure of goodwill, The Academy will allow the following options. A student may only take up one of these options once.

1. **For a period of 7 days** from enrolment, a refund (less £75 administration fee) will be given if the student notifies the school's administration department in writing. For this to apply, a letter must be received within the 7 day period, either by fax, email or mail. The onus is on the student to ensure and confirm that written notification of withdrawal is lodged. The school will not be responsible for messages going astray.
2. **For a period of 30 days** following receipt of their login to the Virtual Campus; a student may apply for special consideration; to swap their course for another course The application for special consideration must be made in writing (not by telephone), and be accompanied by a letter explaining why the student wants to change the enrolment. An administration fee of £50 will apply in these circumstances. The Academy will provide credit for monies paid for the original enrolment, against the new enrolment (ie. new course or person), but will not give any monetary refund or credit against other purchases.
3. **For a period up to 2 months** following receipt of login to the Virtual Campus, a student may apply to transfer their enrolment to a friend, relative or colleague who they have found, and who agrees to take over the enrolment An application for special consideration must be made in writing (not by telephone), and be accompanied by a letter of explanation. An administration fee of £75 applies. The Academy will provide credit for monies paid for the original enrolment, against the new enrolment (ie. new course or person), but will not give any monetary refund or credit against other purchases.
4. **At any time** during enrolment the student may apply to defer their studies for a 6 or 12 month period. Such an application must be supported in writing by documentation that explains why they cannot continue their studies for a period of time (eg. a letter of explanation). Recommencement fees may apply, please contact the Academy for more details.



### **How are your courses offered?**

All our courses are offered through our interactive E Learning Virtual Campus. This allows us to use tools such as online chat, podcasts, video tutorials to give the illusion of being in a classroom, but all from the comfort of your armchair. In a world where everyone is time poor this flexible method of delivery allows you to study in your own time at your own pace. For more details see Study Options.

### **Do we have tutors and how do we contact them?**

Yes each student has a tutor which is allocated to them upon enrolment. This tutor will work with you throughout your course and be there to help you every step of the way by keeping you motivated, answering your queries and giving you an insight into the world of weddings from a professional point of view. They can be contacted through our office number, through the virtual campus or via email.

### **Are the tutors from within the industry?**

Yes. All our tutors have had a minimum of 3 years experience within the wedding and event industry and although the college itself is dedicated to training and delivering educational courses many of the tutors still run their own wedding planning business so can give you a very real picture of how things work in this industry.

### **Is the course accredited?**

Yes. Please see our Accreditation Page for more details

### **How long does one of your courses take?**

Our courses are self-paced. This means that you can study them with the time you have available. We find that this approach enables people with busy schedules to still commit to study. Generally we find that someone who is working full-time and studying our Certificate course part-time will complete it within 6-9 months. If you choose to study the Diploma course part-time it should take between 9-12 months and the Advanced Diploma 12-18 months. However these are just guidelines. We encourage students to complete our courses within two years and we are here to support you to do that.

### **Are there any exams with this course?**

No. We don't believe exams are the best way for you to demonstrate understanding of what you have learnt within the course. Instead you have an assignment to complete at the end of each unit that is an ongoing project for either a wedding or event, dependant upon which course you taken. This shows your tutor that you can apply the knowledge you have learnt in each unit to a real situation within a planning, styling or design scenario.

## REFUND POLICY



The Academy of Wedding and Event Planning has a refund policy in place, which is fair and equitable. The policy will contain guidelines for guaranteeing the refund of fees to students should the Academy close down for any reason.

Students notifying the school of their withdrawal from their course within 5 working days of receiving course notes, qualify for a full refund of course fees only (not including handling & administration fees of £75).

The school cannot accept responsibility for changes in your personal circumstances.

Due to being correspondence in nature courses can be deferred or postponed. If courses are postponed for a period of 3 months or more a recommencement fee of £75 will be charged and must be paid before students can access their course materials again.

## RECOGNITION OF PRIOR LEARNING

If you have already learnt things which are taught in a course, either through previous study or work experience, you may be able to obtain credit towards your chosen course, eliminating the need to repeat material and thereby reducing the time taken to complete your course.

Credit can be obtained by completing a Recognition of Prior Learning (RPL) Application form either before or after commencing your course.

- To apply for RPL, contact the Academy for an RPL Application form. Complete the form and submit it together with photocopied documentation.
- A nominal fee of £50 is charged for Certificate courses or £75 for Diploma courses to make a standard RPL assessment. A higher fee may apply for more complex submissions involving large exemptions.
- In order for credits to be granted for past studies, proof will need to be supplied that verifies the qualifications and experience of the people who taught you, and the number of hours you undertook.

In order for credits to be granted for past studies; proof needs to be supplied that will verify the qualifications & experience of the people who taught you; and the number of hours you undertook.

- a web site address that verifies these details (as well as your qualification), or
- a scan or hard copy of an official document that verifies such detail.

## CONTACT DETAILS

### Administration Office

Hannover House

Hannover Street

Liverpool

L1 3DZ

**Tel:** 0845 313 6023

**Email:** [info@ukawep.co.uk](mailto:info@ukawep.co.uk)

**Website:** [www.ukawep.co.uk](http://www.ukawep.co.uk)

**Blog:** [www.weddingindustrypros.com](http://www.weddingindustrypros.com)

**Facebook:** [www.facebook.com/WeddingSchoolUK](http://www.facebook.com/WeddingSchoolUK)

**Twitter:** [www.twitter.com/ukawep](http://www.twitter.com/ukawep)

**General Training Email:** [training@ukawep.co.uk](mailto:training@ukawep.co.uk)

**Course Consultant:** Zoe McKeown

**Email:** [zoe@ukawep.co.uk](mailto:zoe@ukawep.co.uk)

**Mob:** 07885 543 618

Details for tutors are allocated upon enrolment and are sent to you in your welcome letter.

