



Our academy will open doors & help you get a job or launch a business in the wedding industry. There may be many programs available, but only WPA offers you a mentor experience, continuing education, and fellowship with other professional planners.

### **COURSE NAME**

The *Event Planning Certification Program* is a 25-hour training course that offers an in-depth curriculum and gives you the fundamentals to start a business.

The *Event Planner & Design Certification Program* is a 35-hour training course that offers the curriculum as the Event Planner Certificate program stated above plus an in depth section of design.

### **COURSE TYPE**

You can receive two (2) types of certifications: Event Planner and Event Designer.

### **COURSE DESCRIPTION**

Upon successfully completing this course, students will learn the fundamentals of planning wedding events such as logistics, time management, timelines, and vendor relationships. This course offers business tools such as contracts, business and marketing plans, fee structures, service offerings and more.

### **SHADOWING**

This course gives an opportunity for hands-on experience by shadowing some of the top vendors in the Rio Grande Valley wedding industry.

### **DURATION**

IN PERSON: 14 in-person classes between April 11, 2023 – May 26, 2023.

### **HOURS EARNED**

Event Planner: 25 instructional hours + 15 shadowing hours + Min 30 project hours

Event Planner & Design Certificate: 35 instructional hours + 20+ shadowing hours + Min 40 project hours

### **TUITION**

Event Planner Certificate \$2,500

Event Planner & Design Certificate \$3,500

### **UPON GRADUATION, THE LEARNER WILL:**

- Receive a Course Completion Certificate in Event Planning and/or Event Design
- Receive a Letter of Recommendation
- Develop service packages
- Establish a portfolio of business contracts, presentation tools, pricing, and packages
- Understand wedding etiquette.
- Market, publish, and utilize public relations to promote and increase their business
- Establish proper networking etiquette & build relationships with local vendors
- Leave with hands-on experience



## COURSE OUTLINE

1. Introduction
2. Self-Assessment
3. Wedding Industry Overview
4. Your Role as a Wedding Planner
5. Meeting Top Vendors in the RGV
6. Starting a Business
7. Running Your Business
8. Planning an Event
9. Build Experience

***Projects include: Styled Shoot, Planning an Event, and Bridal Show Logistics***

## A FEW OF THE PERKS



**FACEBOOK  
COMMUNITY**



**TEMPLATES AND  
WORKSHEETS**



**ENDORSEMENT  
OPPORTUNITY**



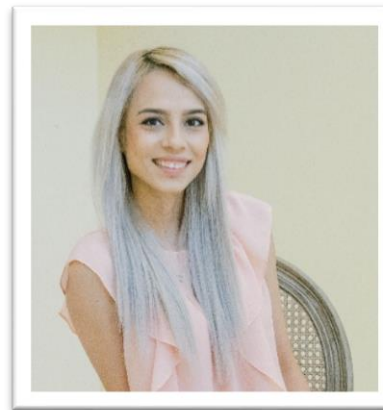
**MENTOR  
SUPPORT**



### **Kelian Fowler**

*Kelian Fowler Wedding Planning & Design*

In the Summer of 2020, I joined the Wedding Planning Academy without any knowledge about the event or wedding industry. Daisy gave us all the tools we needed to succeed in the course. She also brought on guest speakers so we could connect with other vendors. Now that I am officially certified, I opened up my own business shortly after the course and have planned and executed more than 15 weddings during my first year. My qualifications give me the confidence and professionalism in working in this industry, which is priceless. If I could retake the course again and learn more about the industry, I wouldn't hesitate to sign up!



### **Vanessa Bautista**

*Timeless Treasures*

After attending the Wedding Planning academy, it really opened my eyes to what was to come in my near future. It was a great opportunity to meet many event vendors. Daisy also taught us about the behind the scenes of running a business; which helped me become savvy and organized when it came to my business. Timeless Treasures has grown since taking the WPA class and I am grateful for the academy.



### **Princee Mares**

*Weddings by Princee*

After planning my wedding in January 2020, and what began as a distraction during COVID, I embarked on a wedding planning certificate course. It was here that I truly found a passion for planning that perfect wedding or event. Daisy and the WPA opened my eyes to an ever evolving industry. New trends, design, and aesthetics play a vital role. Planning an event or wedding requires so much, such as logistics and timelines just to name a few. Indeed it is an entire production. WPA gave me the confidence to embark on the next chapter of my own wedding and event planning business. In the last year, it has helped me acquire clients and we even had the opportunity to attend the 2021 Wedding MBA in Las Vegas! Thank you for this great opportunity.





The question we hear the most is, "I don't know where to start". At the Wedding Planning Academy, we specialize in taking you from zero knowledge to confident wedding pro. All without leaving your full-time job.

# 4 Payment Plan

Event Planner Certificate

\$625

Event Planner & Design Certificate

\$875

PROMOTIONS!!

# Early Bird Discount

Event Planner Certificate

~~\$2,500.00~~

\$1,975.00

Save \$525.00!

Event Planner & Design Certificate

~~\$3,500.00~~

\$2,975.00

Save \$525.00!

Can pay in 2 payments

## FAQ

### Q: Do you offer payment options?

A: Yes, a 4-payment plan is available.

### Q: Do you offer discounts?

A: Yes, we offer an Early Bird Discount that ends July 12, 2022, and Pay in Full Discounts.

### Q: Is there any tuition assistance?

A: Yes, you can apply for a loan with one of our partners. You can find out more details in regard to interest and fees by contacting Irma Vargas at 956-787-7342.

### Q: Do you have a class limit?

A: As of now, we are only taking up to 8 students, but class capacity can change at any time without notification.

### Q: Do you offer online or evening classes?

A: Weekday class is from 6pm-8pm and weekends start at 9am.

### Q: Are there any refunds?

A: There are no refunds. If Wedding Planning Academy is canceled due to low turnout, a credit will be provided for the next session.

## CONTACT

11am – 4pm

956-627-5076

1101 Vine Ave, Suite D

McAllen, TX 78501

info@valleyweddingpages.com

www.valleyweddingpages.com