



ASIAN AMERICAN WEDDING PROFESSIONALS ASSOCIATION

WEDDING CONSULTANT CERTIFICATE

The classes are 100% participatory, with all students partaking in the researching, planning, designing, and coordinating of recipe components. Aspiring instructors will break into teams to create real weddings for real brides and grooms. Please dress professionally for class. Class sizes are limited to 24 students. Every student will receive an e-textbook, a CD with sample worksheets and an emergency kit. Each class generally runs 3 hours. Registration required. See our website for class schedule.

Course Syllabus

Role and Scope of Wedding Consultancy

- Types of wedding consultants
- Packages
- Destination Weddings

Weddings, Culture & Religion

- Code of Ethics
- Mixed culture & faith weddings
- Introductions, special seating, receiving line, dance sequence

Determining the Vision

- Wedding themes
- Destination and sites

Wedding Timelines

- Wedding planning schedule
- Wedding day timeline
- Out-of-town guests arrangement

Wedding Budget

- Wedding budget categories
- Wedding budget management
- Financial responsibility
- Costs and statistics for wedding services

Food, Beverage and the Wedding Cake

- Menu selections
- Determine the consumption and budget
- Types of wedding cakes
- How to read B.E.O.

Wedding Attire & the Bridal Party

- Bridal attire, menswear and wedding party's attire
- Fix a wardrobe malfunctions
- Wedding attendants' duties

The Ceremony

- Types of ceremonies
- Locating ceremony sites
- Guidelines and policies
- Ceremony program
- Rehearsal and rehearsal dinner

The Reception

- Types of receptions
- Locating reception sites
- Guidelines and policies
- Rentals and reception site layout
- Reception activities

Floral Décor & Lighting

- Selecting flowers
- Centerpieces and other decorative elements
- Type of lightings and effects
- Installation and removal

Photography & Videography (Cinematography)

- Styles of photography
- Select and negotiate

Music & Entertainment

- Music categories
- Ceremony and reception music and entertainment
- Tips for hiring entertainment

Stationery Elements and Etiquette

- Types of stationeries
- Invitation etiquette

Transportation

- Types of transportation
- Selection and arrangement of transportation

Wedding Day Details

- Bridal preparations
- Consultant's preparations

Building Your Wedding Business

- Business plan and marketing strategy
- Obtaining a business license
- Start-up expenses
- Charging for your services
- Contracts and legal issues
- Competition, obligations and ethics
- Effective networking

Fees

Registration Fee - \$100

The registration fee is non-refundable and due upon enrollment. It is waived if student enrolls and submits the full tuition one week prior the first day of class.

Course Fee - \$895 includes

- 30-Hours of Comprehensive AAWPA Course
- 10-Hours of Field Training
- 6 months career consultation
- Discounted AAWPA Membership

Material Fee - \$100 includes

- e-Textbook
- CD with lecture notes, worksheets and templates
- Coordinator's Mini-Emergency Kit

Class Roster

Assignment is in red ink.

1	2	3
Orientation Role and Scope of Wedding Consultancy Weddings, Culture and Religion Destination Weddings Determining the Visions <ul style="list-style-type: none"> • <i>Read Chapter 1 -7</i> • <i>Do the review questions at the end of each chapter</i> 	Wedding Timeline Wedding Budgets Stationery Elements and Etiquette <ul style="list-style-type: none"> • <i>Read Chapter 8, 9, 10, 13</i> • <i>Read 2 wedding magazines (bring magazines to next class)</i> • <i>Do the review questions at the end of each chapter</i> 	The Ceremony Wedding Attire & the Bridal Party 2012 Wedding Trends Floral Décor <ul style="list-style-type: none"> • <i>Read Chapter 12 - 14</i> • <i>Create a chart of wedding flowers with pictures of the flowers and sorted by seasons</i>
4	5	6
The Reception Music, Entertainment & Lighting <ul style="list-style-type: none"> • <i>Read Chapter 16, 17, 25</i> • <i>Do the review questions at the end of each chapter</i> • <i>Visit a hotel and a unique wedding location</i> 	Photography and Videography Transportation The Client Interview, Communication & Contract <ul style="list-style-type: none"> • <i>Read Chapter 15, 19, 24</i> • <i>Read 2 more wedding magazines</i> • 	Food, Beverage and the Wedding Cake Initial Consultation with Prospective Clients <ul style="list-style-type: none"> • <i>Assignment: Read Chapter 11</i> • <i>Visit a florist and a rental company (linen, tent, furniture, etc.)</i> • <i>Design the "Inspiration Board"</i>
7	8	9
Wedding Day Details Wedding Day Emergency Kit <ul style="list-style-type: none"> • <i>Read Chapter 20</i> • <i>Design the "Inspiration Board" and bring to next class</i> 	Building Your Wedding Business Review "Inspiration Board" <ul style="list-style-type: none"> • <i>Read Chapter 22, 23, 26, 27</i> • <i>Complete "Inspiration Board"</i> 	Presentation to Prospective Clients <ul style="list-style-type: none"> • <i>Read Chapter 22, 23, 26, 27</i>
10		
Final Exam Final Project <i>You have 30 days to work on your final project.</i>		

Class Policy

Absence: Students must fulfill 30 hours of lectures and 10 hours of field training in order to complete the course and receive certificates. Instructor will make up one class for students if missed. Students who miss two or more days of class must reschedule within 12 months. If requested postpone, the student may be required to pay an additional amount if the course tuition has increased.



Sherrien Shui – Lead Instructor

Sherrien Shui is Owner of Twogether Events, a full service wedding company in Los Angeles, California. As one of the most sought-after event coordinators in Southern California, Sherrien Shui and her team of wedding coordinators have been responsible for detailed event planning and creative party consultation to many corporations and families throughout the country since 1991. Sherrien's passion for the industry has led her down many paths, including becoming an on-air talent for many regionally syndicated radio television shows.

As a former corporate event planner, Italian restaurant manager, florist and radio disc jockey, Sherrien became experienced in negotiations, event management, entertainment and event décor. Her background helped form relationships with industry professionals, including some of the finest designers, photographers, hotels and entertainment specialists in the country. Sherrien takes pride in the continuing growth of her company. What began with a few weddings and a staff of two has now become a high-profile business specializing in weddings with sometimes over ten events per month and several professional Event Producers.

To her, wedding is a serious business. Sherrien believes being a wedding professional is an earned privilege. She could quickly arrange a corsage if it dries out due to the weather, fix the cake decoration if someone accidentally messed it up, create all kinds of fun games for reception, and touch up the makeup in case the makeup artist wasn't available. She even got herself ordained because she had a horrible experience of "no show officiant." Her countless hours on online shopping made her an expert on finding the best bargain for her clients. Sherrien believes that it is her job to make her client's dreams come true, so more than just finding the perfect location for a wedding, she makes it a priority to get to know who she is working with so she can instantly relieve the stress and confusion of the process. Truly, Sherrien is an absolute pro at what she does!

Her exceptional weddings have been featured on the Knot, World Journal, Channel 18, etc. Sherrien also contributed wedding advice to major Chinese newspaper, radio shows and televisions located in Los Angeles. Sherrien has planned weddings for designers, writers, attorneys, catering directors, and for corporations like Nike, Cathay Bank, China Netcom, Foxconn, Lolicup, Chinese Daily News. In addition she has worked on nuptials for Asian celebrity clients.

Vendor relation is a key essential to Sherrien. She always receives calls from various wedding vendors or people who want to start their career in the wedding industry asking for advice or marketing strategies. She witnesses many quality wedding professionals fail to market themselves and struggle to survive in the wedding industry. Therefore, Sherrien decided to form the Asian American Wedding Professionals Association. Her goal is to help wedding professionals enhancing their marketing and networking skills and effectively present themselves and do business with brides.

Sherrien is fluent in English and Mandarin. She currently resides in Chino, California. You can email her at sshui@aawpa.com.

Here is a brief list of my credentials:

- B.A. of Business Administration, California State University San Bernardino
- Certified Wedding & Special Event Specialist at California Polytechnic University, Pomona
- Certified Florist
- President of Asian American Wedding Professionals Association
- Member of Association for Wedding Professionals International
- Member of International Special Events Society
- Heritage Registry of Who's Who of Special Events and Social Functions Services
- Instructor of Special Event Management Certificate Program at California Polytechnic University, Pomona
- Radio DJ of KMNY AM 1600, KAZN AM1300 and Shanghai Eastern Radio
- Received two first prize of karaoke singing contests in 1989 and 2000
- Child actress at CTV & Sony in Taiwan



最夯的幸福產業－婚禮顧問！

結婚是每個人一生的大事，一場令人回味無窮的甜蜜浪漫婚禮並在眾人的祝福下，是每一位準新人所渴望擁有的，就讓我們隨著優雅的音符，使所有人都沉浸在您的幸福甜蜜當中。

有過來人說：「結婚是浪漫的，但過程卻頗折磨人的。」從男方提親，到拍婚紗照、訂喜餅、結婚，整個過程，需要很多不同產業串連，像是婚戒、珠寶、婚紗、攝影，喜餅、禮物，婚禮會場佈置，喜宴料理、水酒，錄影記錄，請帖，花束，禮服，音樂美容、美髮等等…甚至蜜月旅行、新人購車、購房，都算得上是結婚市場。或許有人認為，結婚是兩個人的事，只要到 County Registrar-Recorder 登記，現場公證結婚不到一百美元就可打發掉。但畢竟結婚是一輩子的大事，大多數人，尤其是女孩子還希望能擁有一場浪漫、永生難忘的婚禮，也因此衍生出龐大的結婚產業，也有人稱之為「愛情產業」或「幸福產業」。

在美國，婚禮的產業是各自獨立的，新人必須逐項處理結婚的各種繁雜瑣事，真的會忙到「昏」頭轉向。婚企可以整合所有相關服務，包含婚禮規劃、會場佈置、婚禮樂團、婚禮記錄、婚紗攝影、婚禮主持、喜慶宴會、新娘秘書造型、婚戒飾品、喜餅及美容保養…等服務項目，讓每位準新人能在意義重大的日子，專心享受溫馨、優雅且驚奇的感受。

美國亞裔婚慶專業協會的「婚禮企劃證書課」的課程全面訓練你成為婚禮統籌及管理人才，由資深行內導師教授，為你打開門檻，助你把握商機及創業竅門，成為婚企！本課程適合自僱或有意進身婚慶行業人士就讀。

由於先前有人針對課程所提問，因此在這提供問與答，供大家參考喔！

Q: 請問這個課程跟你之前在 Cal Poly Pomona 大學開的課程有什麼不一樣嗎？

A: 雖然目前市面上有很多婚企課程，大家的價格都在\$500-800左右，而且許多都是 Home Study。婚禮不是紙上談兵，一定要參與、實地操作才能融會貫通。AAWPA（美國亞裔婚慶專業協會）提供的課程是最專業的，原因是我們的前身是婚慶企劃管理公司，有十年的實務經驗，講師本身也有近 20 年的活動策劃經驗。課堂中會有到婚宴現場實習 10 個小時，這是之前在 Cal Poly Pomona 大學無法提供的（大學擔心責任風險問題，不讓講師帶學員外出）。另外每個單元我們特聘主流婚慶的資深業者來擔任講師，與學員分享他們的工作經驗、與婚企是如何合作，學員們可以經由上課來認識業界的專家及知名廠商，例如：St. Regis 和 Ritz-Carlton 負責婚慶場地租借的經理、得過許多設計獎的花藝設計師、坊間知名的 DJ 和攝影師等，這也是其他婚企課程所無法提供的喔～另外，結業後還提供六個月的職業輔導，你就算自己接了 case 遇上不知如何處理的事情，講師也會輔導你唷！結業後你可以花少少的錢成為協會的會員，這樣你可以定期收到新人的名冊與聯繫方式，並可以參加協會會員們的定期社交活動，彼此聯繫感情並介紹生意。

Q: 婚企現在很流行，這個課程我一直很想去上，但是我擔心結業後的就業問題，不知道找工作是不是會很容易，還是有什麼就業輔導方案呢？

A: 目前政府機關還沒有婚企認證的機制，也很難找到入門的方法，最快可以入門的方式應該就是參與課程，在課程中結交同好的夥伴，以及認識已在業界知名的學長姐們。如果你想自己創業，我們的講師會輔導你辦理公司名字登記及申辦營業執照，並提供行銷及店務輔導之相關資訊。。若你想要到婚紗公司或婚禮會所工作，我們的婚企課程已有上百位結業的合作夥伴遍及全南加州，有這些資源，相信最於結業後的學員要找尋工作就不是一件困難的事。

Q: 現在經濟這麼不景氣，還有新人會聘請婚企嗎？

A: 當然有啦！事實上因為不景氣，反而有越來越多的新人需要婚企的專業知識。一個好的婚禮策劃者能幫助新人節省不少時間和金錢，不少新人因為耽心會丟飯碗不敢任意請假，所有的事情都交給婚企去做。此外許多婚禮會所（如酒店、私人高爾夫球俱樂部、博物館...）均要求新人在婚禮當天要有婚企在現場監控，因為他們不希望沒有經驗的婚禮業者及賓客造成他們場所的混亂，間接影響到他們其他的客人。現在也有許多外州的新人因父母在南加州，所以他們為了省錢（或請父母資助婚禮開銷）就長途跋涉地到南加州舉辦婚禮。因此他們也需要一個婚企替他們尋找場地和打點一切細節。再則，即使經濟衰退，婚禮的成本因通貨膨脹持續上漲。在課堂上，講師會告訴你如何安排預算，設置自己的價位，包裝自己，並找到客戶。

Q: 我適合做婚企嗎? 婚企有什麼特質?

A: 一個婚企的基本條件是具有很高的EQ, 能夠控制情緒壓力。你應該細心、組織能力強、反應快、溝通技能良(聽、說和寫)。

Q: 問一個現實的問題, 婚企這個行業賺錢嗎?

A: 你的收入是與你能參與多少時間來計算。通常對於一個初入這個行業的人而言, 你的第一個婚禮策劃(day-of coordination)的時薪差不多在US\$40, 平均一個case在\$1000-1200。而一名資深婚企, 我的day-of coordination是從每小時\$100-120計算, 約US\$2000(因為有經驗, 所以比較不會浪費時間)。如果是整套全包的話, 費用為三四倍以上。新上手的平均一個月做個兩三場婚禮就很忙了。而資深的婚企有時一個月可以做到10-12場, 六位數的收入相當可觀。

Q: 請問課程內容包括些什麼?

A: 「婚禮顧問管理證書課」的課程內容包括:

- 婚企的角色及工作
- 特色婚禮及程序設計(包括不同宗教/種族)
- 宴會管理及項目管理
- 婚禮統籌及管理
- 婚禮預算編排
- 顧客溝通及處理
- 如何選擇合作的婚禮業者
- 婚企的費用及合同

因為我們有許多專業課程是要到婚慶業者的工作室或婚禮會所去上, 越是生意好的婚慶業者他們的時間就越不肯定。只怕我們訂好了, 他們臨時與客戶有約就必須延後, 所以每個星期三上課時, 講師會通知大家下個星期的上課地點。

Q: 請問講師是用什麼語言教學?

A: 婚企在籌辦婚禮的過程中所交流的業者多半是說英文的, 而且某些單元我們會特聘主流的婚禮業者來擔任客座講師, 因此我們是採取英文教學為主。但主要講師水心明可說中英文, 若學員有不明白的地方, 講師可以雙語同時進行, 以便學員可以充分了解內容。

Q: 請問婚宴現場實習的地點是在哪裡呢?

A: 課程總共安排10個小時的婚宴現場實習, 實習的地點都在各知名酒店或高爾夫球場的會所內, 目前最常去的是在Laguna Niguel的St. Regis Monarch Beach Resort and Spa還有The Resort of Pelican Hill, 包含西式、中式、教堂婚禮、茶會、戶外婚禮等不同的形式。實習的同學會與婚企人員共同參與新人婚禮當天的佈置及流程, 相信一定是個非常好的體驗。

Q: 若我有某堂課無法來上, 可以補課嗎?

A: 若有特聘講師來上課, 我們無法再邀請他們來為你補課。但你的主要講師可以為你補課, 補課的時間地點則私下協調。最多只能補一堂課, 若你有兩堂或兩堂以上的課無法出席, 講師有權請你下期再來上課。

Q: 是否有提供其他付款計劃或優惠學費?

A: 目前我們沒有提供分期付款計劃。我們提供的優惠計劃為:

- (1) 美國亞裔婚慶專業協會的會員的學費享有\$100優惠, 並免付註冊費。(材料費無優惠)
- (2) 非會員者11月1日前報名註冊並付清學費, 可享\$100優惠。
- (3) 想要創業的學員, 您的學費是可以抵稅的。
- (4) 已註冊的學員只要介紹其他學員來上課, 您介紹的學員完成報名註冊並付清學費, 您將收到學費5%的現金回饋。

Q: 請問我上課時要帶什麼?

A: 筆記本、筆、Laptop Computer。因為我們有不少課是在婚禮會所或業者的工作室, 學員的服裝要business casual。許多私人俱樂部或高爾夫俱樂部禁止訪客穿牛仔褲、T恤、拖鞋。課堂上會提供飲用水, 因場地管制, 請勿帶便當進來吃。

Q: 請問上課時有作業和考試嗎?



A: 講師會安排比較務實的作業幫助學員累積經驗。例如：這個星期自己選擇去看三個不同的類型的婚禮會所（酒店、高爾夫俱樂部、餐廳、博物館、花園、專門租借用的婚禮會所或私人住宅），然後在課堂上分享照片，並告訴大家你的心得。這是在培養學員的觀察力、敏銳度、溝通能力、想像力。

若你還有問題的話，歡迎來電 (626) 261-4200 或電郵到 contact@aawpa.com。

上課時間：2012年1月23日開始，每個星期二與星期四的晚上6:30 - 9:30，為期30個小時，另有10小時的實習，及不定期（週末）參觀婚紗展和各地的婚禮會所。

費用：\$895；另有課本材料費\$100、註冊費\$100。2011年11月1日前報名可享有\$100折扣。

上課地點：另行通知

