



Week 1 – Exploring Your Strengths and Opportunities for Development

INTRO: This week, we're going to work on the following:

- Spend some time learning about the critical skills required for being a Planner. You'll identify your strengths and areas of development to start working on towards one of these critical skills.
- Review the job description for an Associate Wedding Planner on our team (separate attachment), so you can see an example of what's required.
- Learn the differences between Planner vs. Designer.

LET'S GET STARTED!

LESSON:

There are a variety of skills and competencies required for being a successful Wedding Planner. Skills are typically things that are learned; competencies are typically behaviors that are inherent in your character.

Take some time to brainstorm all of the skills and competencies you feel would be important for a Wedding Planner to possess:

Below is a list of many (certainly not all), skills and competencies that we believe are critical for the role of a Wedding Planner.

INSTRUCTIONS: Put a star next to those skills or competencies where you feel your strengths lie. Circle those skills or competencies that you need to work on/develop.

Skill (learned)	Competency (usually inherent quality)
Managing timelines and checklists (project management – keeping clients and colleagues on track)	Composure – handling stressful situations with grace and helping those around you feel calm
Managing a budget (for clients who hire you for Full Planning and hire you to manage their budget)	Problem solver – ability to think quickly on your feet to solve problems
Ability to set up (install) or take down (strike) an event by acting as the point person for all wedding pros	Confidence – ability to sell your services to potential clients
Excellent customer service – providing the “wow” experience for clients	Team player – collaborates and works well with others
Relationship builder – ability to network, gather people, and create your “tribe” who will support you and be your biggest fans	Independent thinker – comes up with ideas on your own; creative and doesn't copy others
Marketing savvy – social media skills like blogging, using Instagram/Facebook to promote	Positive – an upbeat, glass if half full attitude with a smile on your face (even if internally you're stressed) 😊
Executing a day-of wedding from start to finish	Organized – ability to keep order, detail oriented, and always finding ways to be more efficient

NEXT: Now, let's review the Associate Wedding Planner job description we use for Sweet Pea Events that we included as an additional attachment. This is high-level what is required of a Wedding Planner. I also wanted to share this with you, so that if/when you pursue your own business you have an example of how to structure a job description. At first, this position will be

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YOU. In that case, you would want to call it something like, "Owner/Lead Wedding Planner". If you decide to grow your team someday, this is a great example of how you can have an Associate Wedding Planner reporting to a Senior Wedding Planner (who may not even be you). You might be able to one day grow your team so that you can be on a beach and not have to worry because you have a team taking care of business! DREAM BIG! ☺ This is something I always wanted to make happen...it took a few years, but now I'm to the point where I can leave the country and our office runs without me. Magical! (And, a lot of hard work to get there. ☺)

FINALLY: Let's discuss the difference between a Wedding Planner vs. Designer. There are definitely many opinions on the differences between the two, but in general here are the main differences:

Wedding Planner: Primarily works with all things logistics related to a wedding – referrals and sourcing wedding professionals, working on timelines, managing budgets, scheduling appointments for clients, negotiating and managing contracts, and of course executing the day-of to ensure the overall client vision comes to life. Spreadsheets, galore! Here is a snapshot of what part of our planning checklists look like for our clients.

		Bride			
		Groom			
		SPE = Sweet Pea Events			
Action Item	Responsible	Due Date	Completed	Notes	
9-12 Months Prior to Wedding					
Select wedding date and time					
Determine budget					
Book ceremony site					
Book reception site					
Interview and book photographer					
Determine your wedding theme/style/colors					
Insure your engagement ring					
Begin shopping for wedding dress & bridesmaids dresses					
Determine approximate size of guest list					

Wedding Designer: Involved in creating the wedding aesthetic with the couple – everything from determining the color palette, to selecting linens, to purchasing props/details for décor. Many designers also either provide floral design services themselves, or have someone in-house to also create floral and décor for the event. Designers also are very involved in decisions with lighting, stage facades, helping to create the menu, and more. Typically, most people start out as Planners to learn the foundations and then eventually work their way into being a Designer.

We do offer design services, although our expertise is in the Planning side. Here is a snippet of our Style Questionnaire we use when we're creating a design with a client (these tend to be with

our Full Planning clients only – where we work with them from start to finish and truly are designing their wedding with them). This is just a portion of the questions we ask them to start understanding their vision, then based on all these factors we start working on the design/inspiration board.

Style Questionnaire

Couple:

Words that describe the wedding:

Fun | Romantic | Classic | Modern | Refined | Glamorous
Elegant | Funky | Whimsical | Casual | Relaxed | Formal
Theme | Rustic | Preppy | Sporty | Bold | Intimate
Other: _____

Colors that might make good wedding colors:

Red | Green | Yellow | Purple | Lilac | Eggplant | Lavender |
Wine | Sky blue | Teal | Royal Blue | Navy | Raspberry | Light
Pink | Fuschia | Coral | Peach | Tangerine | Orange
Chocolate Brown | Camel | Beige | Soft Green | Kelly Green
Mint Green | Lime Green | Gold | Silver | White | Black
Bronze | Copper | Ivory | Champagne | Grey
Other: _____

Colors that are a dislike? _____

Décor that may describe this wedding:

balloons | chandeliers | lace | frames | mason jars | ribbon |
photobooth | logo silhouettes | graphic patterns | drapery | stripes
initials | frames | lounge area | haybales | polka dots | tulle
wooden chairs | signage | dessert station | candy buffet | baskets
sparklers | burlap | lanterns | wedding arch | banners | glitter
Other: _____

Décor that is a dislike? _____

Personal Details about the couple that may describe this wedding:

pet | hobbies | music | travel | career | family members
traditions | first date | proposal | fond memories

Let's take some time to really think about your skills and competencies identified as strengths in the previous activity, and determine if you feel like you'd be best at being a Planner or a Designer. We can also discuss this via email when you check in this week.

Spend some time writing about which you think you'd be best at (Wedding Planner vs. Designer) and why: _____

Congrats! You're finished with Week 1!

Here's what we'll be working on next week: Week 2 – Take a Look at the Day in the Life of a Wedding Planner – I'll share with you what an average day and week in the office looks like at Sweet Pea Events. You'll see an example of my calendar/appointments so you can understand what the workflow looks like from a Wedding Planner's perspective.

HAVE A GREAT WEEK!