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## PROFESSIONAL COURSE FOR WEDDING & EVENTS DESIGNER

The Wedding Designer (figure well known abroad) has become a new profession that is becoming increasingly popular in Italy and joins, but sometimes replaces, in perhaps the most famous and publicized the Wedding Planner. In fact the wedding planner is the professional who rely on the organization of their wedding "turnkey", the Wedding Designer is instead the artist who care exclusively all the aesthetic part of the marriage, which is the creative that helps make magic, unique and special, from the point of view dramatic, stylistic and aesthetic event wedding, turning it precisely at a time unique, with its own style and its unique imprint. The Wedding Designer is, therefore, the professional to which the future married couple (with ideas sometimes very confused) you turn to for advice and how best to develop their own wedding impeccably from the point of view of organization that the stylistic and aesthetic, without having to give up their initial ideas and preference. Become a great Wedding Designer means, therefore, possess the expertise and skills to turn a dream into reality! Those who have a good level of creativity and strong organizational skills will therefore be the subject easier to undertake this challenging and fascinating job which fall between the emerging professions, it is proving very successful and consensus.

**OBJECTIVE:** To train professionals capable of working, independently, as creative consultants for the realization of weddings, ceremonies and events without having to use external suppliers such as florists, wedding favors shops, bakeries etc. The Wedding & Event Designer can work as a freelancer through its own consulting firm or operate inside of dining, shopping and reception rooms, hotel restaurants, catering companies and banquets etc. Very favorites Maitre, Food and Beverage Manager Banqueting Manager who already work in companies in the field of dining and catering and banquet, which will implement their professional technical and organizational skills with targeted to wedding industry and be able to propose and implement autonomously "scenography" of a marriage according to aesthetic harmony that will make it unique and exclusive event. The innovative teaching methodology is based on a training practice full immersion for 48 hours spread over a period of one month and a half, with the possibility to carry out, subject to availability of facilities, following a period of stage 1 to 6 months in receptions and banqueting centers, hotel and non-hotel restaurants. The method aims to reduce the time spent in the classroom of the students and, conversely, to speed up their contact with the business realities of the industry events and catering, through a concrete experimentation in the field of skills acquired during training. A major advantage for the same companies that will benefit from a potential of resources that can be used already formed and partially integrated into the same business areas.

### EDUCATIONAL PROGRAM

- **The profession of Wedding and Event Designer:** Origin of the profession; who it is and what the Wedding and Event Designer; differences between the roles of the Wedding Planner and Wedding Designer; preparation and attitude, basic requirements and errors to be avoided; the management of the customer at the first meeting: to listen and understand the needs of the customer; how to promote their business: corporate image (logo, brand, brochure, business cards, website and other promotional materials); principles and fundamentals of marketing; the importance of communication with the customer; how to promote a consulting service to the customer; study of the target customer; analysis of market and competition; the bride and groom: particular customers; the editorial board / marriage; definition of the assignment; the creation of the budget; the legal aspects of the profession: forms and contracts; management and privacy of sensitive data.

- **The planning of the event:** The business management of the event; organization, management and coordination of tasks, from the engagement to the wedding day; selection of the location and definition of the theme. study rooms and stage design; the basic criteria for an inspection perfect; design of the stands
- **Techniques for identifying a style:** from investments to wedding favors; details and decorative elements needed to follow the theme chosen for the event. The choice of the theme that accompanies every phase of the wedding day (a flower, a color ...); goodies style ... the bride and groom: the study of the figure, and the choice of the accessories, make-up and hairstyle; the bridesmaids and pageboy: choice of clothes and coordination, the entrance to the church and the procession of honor
- **The event par excellence, marriage:** study of marriage in all its aspects; the meeting with the bride and groom; what to do and how best to manage the event marriage; how you handle the unexpected and how to develop problem solving skills.
- **The Etiquette of Marriage:** rules and basics of etiquette and Bon Ton; how to design and create the tableau of invitees
- **Techniques Catering and Banqueting:** Techniques for correct fitting of the restaurant; choice and design of the menu; the choice of wines; Techniques of mise en place: the setting of the table to the choice of table linen; Reconstruction of historical tables; the proper arrangement of the tables; the decoration of the table
- **The Flower Design:** the centerpieces and floral arrangements: styles of decorations and practical exercises
- **Regulatory sanitary: HACCP**

**STAGE (TRAINING ON THE JOB):** For a period of 1 to 6, students will have the option, subject to availability of companies, to be inserted within the department room of hotels, and shopping extralberghiere receptions as an assistant to Maître professionals. In this phase of training will, therefore, possible to field test the technical skills acquired during the first phase of training, as well as learn new procedures and processes of room , based on the personal experiences of the tutor , as well as on the needs of the dining activity ' hosting company . The stage does not constitute employment and is only open to persons in possession of the requirements of Article. 18, paragraph 1 , letter d of Law 196/1997 and art. 11 of Legislative Decree n. 13 August 2011.

<b>START COURSE</b>	At any time at the option of the participant
<b>DURATION</b>	30 hours of practical training
<b>N° OF PLACE</b>	Course expected only in individual formula
<b>FREQUENCY</b>	Customizable to the needs of the participant
<b>TIRETABLE</b>	Morning/Afternoon
<b>COST</b>	€ 2000,00 + VAT 22%
<b>CERTIFICATE</b>	Release vocational qualification certificate for Chocolatier and HACCP certification
<b>STAGE</b>	Allowed students to meet the requirements of Article. 18 , paragraph 1 , letter d of Law 196/1997 and art. 11 of Legislative Decree 13 August 2011 .To activate the Stage is scheduled payment of € 150.00 + VAT 22 % to answering internships ANPA , only upon verification by the same requirements of the participant to carry out the internship . This fee covers the training period from 3 to 6 months exclusively within a single structure . If the student intends to carry out the training period in most structures , for each activation stage it will be necessary to pay the sum of € 150.00 + VAT 22 %
<b>INSTALLMENTS</b>	€ 278,00 + 2 installments of € 1087,00 c.u. € 278,00 + 12 installments of € 248,00 c.u.

Con il patrocinio e la collaborazione di:

