

Event Essentials
Workshop

*Successful Wedding Planning –
the Basics and Beyond*



With a background in corporate events and television production, Dee Gaubert has found success as a wedding and event planner. She shares her knowledge of best practices, systems, and procedures in this once a month, intensive 2 – 3 hour workshop at her offices in Tarzana, CA. These workshops are limited in attendance to ensure each participant has ample personalized attention.

Event Essentials teaches key components of successful event planning, from the basic structure of events to client relations to finding that first (and second...and third) job in this dynamic, fast-growing industry. Participants will be encouraged to ask questions and bring up specific topics during the workshop for a fully interactive experience.

Investment: \$115.00

Call 310-562-3306 or email dee@noworriesep.com to reserve your spot.

Space is limited!

WORKSHOP OVERVIEW:

- *Review of the state of the event planning industry and the current statistics of job growth and salaries*

BUILDING BLOCKS OF EVENTS

- *The very basics of structuring weddings – from building proper timelines to executing events on the day-of*
- *Working with clients and understanding how client needs affect scope and staffing of each event*
- *How to get the most out of site inspections*
- *How to analyze each vendor's role and recognize major red flags that could harm the integrity of your client's event*

CLIENT MANAGEMENT

- *Developing agendas and themes for meetings*
- *Procedures for managing client expectations*

BUDGETS AND DESIGN

- *Developing cohesive design*
- *Statistics and real-world examples of actual budgets*
- *Negotiation strategies*
- *Setting clients' expectations and managing costs*

MANAGING VENDORS

- *Food and Beverage: Creating thorough RFPs*
- *Rentals: Sourcing the right rentals from the right places*
- *Linens*
- *Florals and Décor*
- *DJ and Bands: Researching and booking the right entertainment*
- *Lighting: Different types of lighting, general costs, power needs*

LOGISTICS

- *Power, plumbing*
- *Parking, Transportation*

FINDING THAT FIRST (or Second, or Third) JOB IN THE INDUSTRY

- *Cover letters*
- *Reaching out via your personal and professional network*
- *Resumes*
- *What are employers looking for?*
- *The “clipboard” concept – how to present yourself as capable and event-ready, even if you are just starting out*

A list of business-to-business vendors, essential reading, and other crucial resources will be given to each participant at the end of the workshop.

“Dee is a Godsend! I’d been contemplating going back to school to take a few business classes to whip my wedding company into shape, but found the financial burden to be overwhelming and the time commitment near impossible now that I have my foster daughter. I’m so happy I came across Dee’s ad on Instagram for the Events Essential workshop. I figured it wouldn’t hurt to try it and the investment was right up my alley. Wow! I was only expecting to get a few general tips, but what I got was much more. The Event Essentials workshop along with the Systems and Strategies workshop, that I attended later, have completely whipped my business into shape. I was able to take most of the things that I’d learned in the workshops and implement them immediately - and not only that, I also have a clear plan, and it’s because Dee’s workshop gave me specific tools to help grow my business.”

– Summer Newman, Summer Newman Events