



# DESTINATION WEDDING PLANNING



## DESTINATION WEDDING PLANNING CERTIFICATION

Navigating the Path to Professional Excellence

SELF-PACED, ONLINE COURSE  
OPEN ENROLLMENT, BEGIN ANYTIME  
240 COURSE HOURS



# Introduction

The world of destination wedding planning is an enchanting blend of creativity, logistics, and cultural sensitivity. To embark on a successful career in this niche, aspiring professionals need a comprehensive understanding of the industry's nuances. This white paper introduces the "Destination Wedding Planning Certification" course, a program designed to equip individuals with the skills and knowledge needed to excel in this specialized field.

Destination weddings have become increasingly popular, demanding a unique set of skills from wedding planners. The certification program, offered in collaboration with LWPI and ABC, is a pioneering initiative that addresses the specific challenges and opportunities within this dynamic industry.



# TESTIMONIALS



## MEGHAN LOUISE

Overall, I would recommend LWPI as a wonderful gateway to building an event planning business. They provide a lot of great resources and detailed information that is and will be beneficial to your business growth.

Some of their avenues with online course work are difficult to navigate within the student forums and discussions. There is no one to immediately speak with when you have a question, you do have to wait some time before receiving a response via a ticket submission or wait until a scheduled zoom sessions.

I would say the benefits greatly outweigh the challenges within the course, and I believe taking this course is a great stepping stone to your business.







# COURSE STRUCTURE

The DWP program unfolds across a structured 8-12 week period, offering participants flexible learning options tailored to individual schedules and preferences.

Accessible via the mobile-friendly digital platform, the course features live mentoring, office hours, and an expansive resource library.

Participants benefit from a wealth of course materials, including e-textbooks, videos, and assignments accessible through the student center. The community not only facilitates coursework completion but also enables active participation in discussion forums, quizzes, tests, and assignment submissions. Live class discussions each week provide interaction, networking opportunities, and exposure to varied perspectives within the wedding and event planning landscape.

# TESTIMONIALS



## ELIZABETH KRAJEWSKI

The courses are extremely comprehensive and hold excellent information when learning about this industry, i truly find the classes valuable and enjoyed taking this course.

The website however is hard to navigate at times and has no way to see what you have or haven't done which in turn has been a little difficult to make sure I've fully turned in all required assignments. Other than maybe updating the website I have no other qualms!

The course is amazing and I would suggest it to anyone that wanted to join the industry.

# MODULE HIGHLIGHTS

## 1. FOUNDATIONS OF DESTINATION WEDDING PLANNING

- Explores the fundamentals of destination wedding planning.
- Emphasizes the importance of understanding diverse cultural contexts.
- Equips learners with tools for effective communication with clients and partners

## 2. PLANNING PROCESS AND TIMELINES

- Provides a step-by-step guide to planning destination weddings.
- Highlights initial considerations and decision-making processes.
- Establishes timelines and milestones for efficient event coordination.



## 3. MARKETING, SALES, AND PROFITABLE DESTINATIONS

- Analyzes market trends and client preferences.
- Balances destination popularity with profitability.
- Strategizes marketing approaches for professional success.

## 4. SETTING UP YOUR FEE STRUCTURE

- Explores different pricing models.
- Discusses anchor pricing and the psychology behind it.
- Guides planners in determining service fees and expenses

## 5. CLIENT CONTRACTS AND BRAND BUILDING

- Stresses the importance of contracts in destination wedding planning.
- Provides strategies for building a strong personal and professional brand.
- Incorporates real-world examples and case studies.





# ADVANCED MODULES



## MARKETING YOUR SERVICES

- Covers online and offline marketing strategies.
- Emphasizes the significance of a robust social media presence.
- Encourages the development of a personal and professional brand.

## THE INITIAL CONSULTATION

- Focuses on establishing rapport with clients.
- Discusses essential information gathering for successful event planning.
- Offers insights into effective communication during the initial stages.

## COMPONENTS OF A DESTINATION WEDDING

- Breaks down essential elements of destination weddings.
- Provides a comprehensive checklist for seamless planning.
- Addresses legal requirements and ceremony details.



# TESTIMONIALS



## MELISSA TRIMBLE BRESSNER

My experience with Lovegevity has been wonderful. The lesson plans make sense, the required and suggested assignments are all valuable, and the final projects have really structured my thinking as I launch my business.

The content is incredibly useful and gets you thinking about a business plan, marketing, your target clients, your competitive advantage, how to engage with signed clients, reach out to vendors, etc. Highly recommend!







# CERTIFICATION AND BEYOND

Upon completing the program, participants receive the Certified Destination Wedding Planner designation. This certification signifies a deep understanding of the intricacies of destination wedding planning, positioning graduates as sought-after professionals in the industry.





# Testimonials



LARHONDA M CHARGOIS

This course is excellent for someone who does well with a self paced course and does not need much guidance. That was a great challenge for me in the beginning. I excel in a classroom atmosphere. But I made it work and got the best from the course.

The best part was the networking chapter. I have been on a high since then!

