

Association of Bridal Consultant's Professional Development Program

The Association of Bridal Consultants is the oldest and largest training organization for wedding professionals in the world. We currently have over 4,000 members located in all 50 states and in 27 countries. Since 1955 our goal has been to raise professional standards in the wedding industry and to make brides happy.

The **ABC Professional Development Program (PDP)** offers some of the most comprehensive training in the industry . . . and it is still the fastest way to earn or advance your credentials under the new ABC points system.

The Professional Development Program is now available with a new introductory section covering the major components of the planning process. The five graded courses are:

1. **Etiquette**
2. **Sales and Marketing**
3. **Wedding Day**
4. **Related Services**
5. **Planning and Consulting**

Once you pass all five courses and the final exam with the wedding projects, you will earn your certificate of completion. Completion earns 15 points in Education and Professional Development towards ABC consultant status and advanced designations.

The program can be ordered in the most popular "hard copy" format which allows you to make notes on it and keep it on your bookshelf for handy reference. It can also be ordered in a CD-ROM format if you wish to take the course on your laptop.

ABC Director of Education and Master Bridal Consultant™, Ms. Elise Enloe, has provided the updates and the program also now contains more color and graphics to illustrate the concepts.

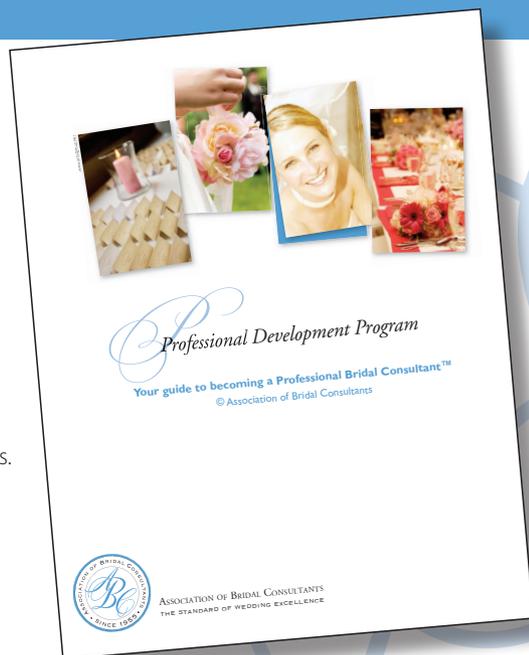
INVESTMENT

Although you can order the five individual courses at **\$119** each for a total of **\$595**, most members order the full program at once to capture the 20% savings for a total price of **\$475**.

HOW TO ORDER

Go to www.bridalassn.com and click on the ABC Members header. Then you have to log-in and use the drop down menu for "educational materials" so we can promptly get the program out to you.

Or call the ABC main office at **860-355-7000**, and we'll be happy to help you.



ASSOCIATION OF BRIDAL CONSULTANTS
THE STANDARD FOR WEDDING EXCELLENCE