



Doris Nixon
President, *Weddings Beautiful Worldwide*

What do Certified Wedding Specialists think about the *Weddings Beautiful Worldwide* Certification Program?

The *Weddings Beautiful Worldwide* course has been extremely valuable to me professionally and personally. The course has given me credibility as an author (*Viva el Amor: The Latino Wedding Planner*), bridal consultant, and events coordinator. It also has helped me plan for my own and others' weddings and anniversaries. As a former *WBW* student and current college professor, I appreciate how the course provides a thorough education of the wedding industry and that the instructor/mentor, Doris Nixon, shares both her expertise and positive outlook on life. Though I have doctoral credentials, I am equally proud to bear the title, "Certified Wedding Specialist" with my name.

Dr. Edna R. Bautista, CWS
Honolulu, Hawaii

I highly recommend the *Weddings Beautiful Worldwide* course. Learning the preferred way of doing weddings gave me confidence and assurance. These are two qualities that a bride looks for when she chooses a consultant for her wedding. I learned how to deal with difficult etiquette situations and different personalities. This certification program is a must if you wish to become a leading wedding consultant.

Zelda Clayton, CWS
Aiken, South Carolina

I highly recommend the *Weddings Beautiful Worldwide* Certified Wedding Specialist course to everyone. It changed my life immensely. This course taught me not only how to become a Certified Wedding Specialist, it opened my eyes to a wonderful world full of joy, love, understanding and compassion for all. Whether you choose to use these skills in business or your personal life, you cannot help but grow from this experience and carry it with you for the rest of your life. Doris, I thank you for all you have taught me. I only hope that someday I can enlighten and broaden someone else's life as much as you have mine.

Cyndi E. Swann, CWS (Rev.)
South Yarmouth, MA

Congratulations, I have really learned in this course what I did not learn in six years of college. I hold a Master's Degree in Education. Thank you.

Ingrid Lozano, CWS
Lubbock, TX

Weddings Beautiful Worldwide

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Here Comes the Bride



*... and following closely behind, her ever-loyal, ever-skilled coordinator trained by *Weddings Beautiful Worldwide*.*



Weddings Beautiful Worldwide is a division of National Bridal Service. NBS was founded in 1951 as an exclusive service organization providing education, merchandising, motivation, advertising and market research. Today, some 600 of America's leading Jewelry, Bridal Registry and Bridal Fashion stores hold membership, and over 2,000 professional bridal coordinators are a part of the **National Bridal Service / *Weddings Beautiful Worldwide*** network.



Weddings Beautiful Worldwide is a unique and specialized home-study training program and continuous educational service for professional wedding coordinators. The knowledge gained is used by coordinators who own or are interested in starting their own business coordinating weddings, or to enhance another wedding-related business—florist, photographer, caterer, gift registry, bridal shop, etc.



Weddings Beautiful Worldwide is a membership organization. After you have successfully completed the Standard of Excellence Certification Program, you receive membership benefits FREE for four months.



The Weddings Beautiful Worldwide Standard of Excellence Certification Program

Behind every beautiful wedding there is one individual working to make the event as beautiful as the bride herself. Through a unique home study course offered by *Weddings Beautiful Worldwide*, you can be that individual and earn membership in an exclusive assembly of trained, confident, knowledgeable and professional wedding specialists recognized worldwide as leaders in their field.

Who should take the course?

This specialized home-study course is as much a training program as it is a course for continuing coordinator education. The wedding-specific knowledge is used by coordinators who own or are interested in starting their own business coordinating weddings or enhancing other wedding-related businesses.

How long does it take to complete the course?

You proceed at your own pace. It is to your advantage to set a goal for completion and send the assignments in on a regular basis. From six months to a year is adequate, if you are serious about the course.

What is the goal of the program and how can I attain it?

The foundation for success as a wedding coordinator is knowledge, which is also the foundation of confidence. *Weddings Beautiful Worldwide* gives you the knowledge and has the foundation for both success and confidence. Confidence leads to professionalism, creativity and excellence in your work. Word-of-mouth recommendations and the establishment of your reputation as an authority on weddings will follow naturally.

Will taking the course lead me into a full-time job?

It can. Many Certified Wedding Specialists work full time as coordinators while others work just part time. Some strictly work as consultants by assisting the bride in planning all aspects of her wedding, including the recommendation of florists, caterers, bridal salons, photographers and reception sites. Others choose to assist at the rehearsal, wedding and reception only. Many coordinators work either full or part time in another wedding-related business using the knowledge from the home study course to serve brides more professionally, thus helping their primary business to grow.

Am I offered membership in Weddings Beautiful Worldwide?

Yes. When you successfully complete the *Weddings Beautiful Worldwide* Certification Program, you will receive four months FREE membership. Membership in *Weddings Beautiful Worldwide*, a network of over 2,000 professional wedding coordinators, is \$119.00 semi-annually.

What are the benefits of membership?

Membership in the largest association of professional wedding coordinators means continuous support through education, advertising, merchandising, motivation and market research. You'll receive:

- Bi-monthly mailings – Once you complete the *Weddings Beautiful Worldwide* Standard of Excellence Certification Program and become a Certified Wedding Specialist, you will receive FREE membership for four months. The mailings include a newsletter, pages and pages of helpful information for WBW members, resource information and updates on what's happening with *Weddings Beautiful Worldwide* (seminars, etc.) and the bridal market. Most members file the information for future reference.
- Authorization to use "Member of *Weddings Beautiful Worldwide*, Serving Brides Around the World" in your advertising for as long as you maintain membership. WBW membership says more than your involvement in the association. It implies the fulfillment of every bride's dream...a beautiful wedding.
- Consulting service – call us for answers, advice and protocol.
- Professional control forms for planning, budgeting and coordinating weddings.
- Your name, the name of your business, city, state, telephone, fax, email and web page listed on our website under the heading, "One of America's Leading Wedding Coordinators," for 24 hours of advertising every day. Our website is promoted throughout the year in one of the nation's leading bridal magazines.
- Affiliation with World Bridal Destination Weddings, the largest collection of wedding destinations in over 40 countries worldwide.

Optional Services

- *Weddings Beautiful Worldwide* Bridal Lines Syndicated Newspaper Column: Quarterly series of articles for you to run weekly in your newspaper under your name.
- **Bankcard Program:** Allows *Weddings Beautiful Worldwide* members considerable savings on processing Visa, MasterCard and American Express cards while still using your local bank.
- "One Perfect Day:" A beautiful 44-page booklet written and published exclusively for members. We recommend it as your gift to the bride. We will personalize the back cover.
- "The Groom's Corner:" A booklet for the groom, also personalized. These two booklets are inexpensive to give, but treasured by those who receive them. Both booklets are written by Doris M. Nixon.
- "The Whys and Wherefores of Wedding Traditions." An excellent handout for your brides.
- **Connect Software:** Allows you to receive the names and contact information of all brides in your area who register for the Sweepstakes at seven National Bridal Service sites, including *Weddings Beautiful Worldwide*. Brides also receive your name.
- **Seminars** several times each year throughout the country with a professional staff to guide you and answer your questions. Held in different areas every year, you will find one convenient to you that is both motivating and educational.

I'm ready to take the course and become a member. What will be covered in the course?

There are eighteen assignments, each of which conclude with a questionnaire that is to be submitted to WBW, graded and then returned to you with comments, corrections and/or a note. After all the assignments are satisfactorily completed, you will receive the title, "Certified Wedding Specialist" along with a prestigious certificate suitable for framing. The topics are as follows:

TIME: Time is our most precious possession. This assignment helps you develop time consciousness.

DEVELOPING YOUR BUSINESS PLAN: All business begins with a plan. In addition to advice about getting started, there are detailed questionnaires for your wedding planning library, a must for establishing a successful business.

YOUR BUSINESS FORMS AND CONTRACTS: Includes the forms you need to work with vendors and brides as well as sample contracts and brochures. Includes suggestions on pricing your services.

WEDDING INVITATIONS: This assignment prepares you to answer a bride's questions concerning wording and social correctness and to sell invitations if you choose to do so.

MENTAL POWER: The distance between the benefits of achievement and the level of mediocrity is entirely one of decision.

DEVELOPING WEDDING EXPERTISE: Covers vendors and weddings in general.

DIRECTING PROTESTANT AND MILITARY WEDDINGS: Includes charts and timetables for the wedding rehearsal and day of the wedding, plus instructions for all attendants.

DIRECTING CATHOLIC AND JEWISH WEDDINGS: Since both are quite different from a Protestant wedding, included is what you need to know to direct weddings of these faiths.

DIRECTING AFRO-AMERICAN, HISPANIC AND ORTHODOX WEDDINGS: As people go back more and more to their "roots," wedding coordinators need to know some of the things to suggest for all types of weddings.

RECEPTIONS: Where? What kind? Food? Flowers? Decorating? All are covered in this chapter.

ALL ABOUT ETHNIC TRADITIONS AND THE HISTORY OF WEDDING TRADITIONS: Essential to know if you are serious about your business.

PHILOSOPHY OF SUCCESS: Whatever the mind can conceive and believe, the mind can achieve. *Think and Grow Rich* by Napoleon Hill reveals many of the secrets of the universe.

WEDDING FASHIONS: This chapter includes the five basic principles of fashion, plus illustrations and a glossary of bridal gowns and tuxedo details.

TABLETOP AND THE BRIDAL REGISTRY: A brief introduction to the three elements of table settings – dinnerware, stemware and flatware, plus a glossary of terms and illustrations for setting a table correctly.

TALK LESS, SAY MORE: Skill in communication is a must if your business is to grow. Learn the art of speaking effectively.

DEVELOPING MANAGEMENT TECHNIQUES AND SKILLS: Learn the six basic techniques for managerial skills in business.

THE ULTIMATE YOU – PERSONAL PUBLIC RELATIONS: Weddings are a people-related business. This chapter helps you take an inward look and assess your strengths and weaknesses as you learn more about what makes you and others tick.

FINAL EXAM.

