

## ABC Education Plan

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Most members are aware of **ABC's Annual Conference** in November that includes general sessions, breakout seminars, trade show, off-site dinners and time with the experts, but ABC offers a fresh menu of educational opportunities so that there's something for everyone.

### ABC Seminars

**New Horizons** is an introductory one-day seminar for those starting out. Topics include the role and image of a consultant, business planning, developing a clientele, and in introduction to fees, contracts, and marketing, and ways to develop your business image.

**Expanding Horizons** has just been revamped into 5 *new* one-day seminars to meet your educational needs. Expanding Horizons is targeted to more experienced members taking the New Horizons topics in more depth. These seminars will be facilitated by experienced wedding industry educators.



**Let Your Business Blossom (LBB)** focuses on business startup concepts, problems, and issues. Topics include: business structures, startup costs, business plan basics, advertising and marketing, website basics, fee structures, contracts, closing the sale, customer service, and business ethics. ABC's *Weddings as a Business* is recommended as the supplemental text for this seminar.



**Rehearsal to Reception Rx (RRR)**. This one-day "putting-it-all-together" seminar is for consultants and wedding vendors to share recipes for the timeline, rehearsal, setup, ceremony, and reception success. Improve your efficiency and effectiveness teaming with vendors.



**Etiquette and Service Revival (ESR)**. Rules of etiquette may have relaxed, but saying and doing the "right" things are still crucial skills for the dynamic wedding industry. Etiquette skills, like many other skills, need an occasional refresher. This one-day seminar covers wedding and business etiquette and customer service skills for all wedding professionals.



**Building and Remodeling Bridal Business (BRB)**. This one-day seminar focuses on branding, specialization, other events, add-on sales, apprenticeships, hiring and firing, media relations, website enhancement, current software and technological advances, and ethical challenges that are encountered in an established, growing business.



**Taking it to the Top (TTT) (Available 2010)**. This one-day seminar is customized for PBC/PWVs, ABCs/AWVs, and MBC/MWVs and tenured members over 10 years. Facilitated by top wedding professionals, specialized topics may include speaking/presentation/leadership opportunities, getting published, applying and competing for awards. Attendance is limited to the above membership categories.

### ABC Educational Meetings:

ABC meetings are organized by state coordinators. Meetings with significant educational content are recognized for educational credit.

**Regional Conferences** are one to two day conferences exploring regionally targeted trends in the wedding business. Offered once annually in regions not hosting the annual conference that year; include an ABC seminar or state novice workshop if two days.

**State Meetings** and novice workshops organized by state coordinators are provided credit for educational meetings of at least 6 hours.

**Local Networking/Meetings** less than 3 hours with educational content are recognized for continuing education for membership renewal. Meetings must have at least 2 hours educational content to receive educational points for advancement.

If you'd like a seminar in your area, contact your state coordinator or Elise Enloe, MBC, Director of Education at [EliseABCFL@aol.com](mailto:EliseABCFL@aol.com). Seminars are being scheduled for 2010.