



## National Black Bridal Association 2011 -2012 (CWP) Certified Wedding Planning for Industry Professionals

The National Black Bridal Association (NBBA) offers a detailed look at how to build a sustainable wedding business and successfully plan weddings. With expert guidance from the President and industry leading wedding professionals, new beginners or seasoned professionals will have the opportunity to upgrade their skill sets for the modern wedding experience. This course is a certification for wedding consultants & vendors offered exclusively by the NBBA. Professionals will receive the "Certified Wedding Planner" designation/credentials.

### Why Should You Receive a Designation as a Certified Wedding Planner?

Our industry is growing and requires experienced professionals. In addition to social events, you'll begin to experience the world of event management, event theories and trends relative to weddings. The African American community has a special need for qualified and experienced wedding professionals who can relate and respond to the cultural differences and styles.

**Series 1:** Four Classes – Each class will concentrate on the skill sets for the professional wedding consultant. Class limited to ten professionals.

**Class 1: Knowledge (K)** – Refers to the basic skill sets of your consultant; Building the level of general understanding of the wedding industry; Knowledge of wedding elements 7 trends; Consultant's education or relative training; Learn types of wedding consultants and theories; Facts relative to African American bride; Adopt event & wedding management process

Course: KWPC01

**See dates below**

Cost: \$55

**Class 2: Process Management (P)** - Refers to the Consultant's overall coordination of all wedding elements; As the client interface, was the consultant professional, knowledgeable and efficient? Using tools such as: email, phone or written communication/forms; Handling the account such as: payments, history, concerns and inquiries; Know the basics of 10 wedding elements; Learn how to prepare, and market your business. Work with vendors and site professionals; Learn how to coordinate the wedding elements; Share and Learn best wedding practices; Know where to go to find creditable information & training & Build expertise and knowledge.

Course: PMPWC01

**See dates below**

Teleconference

Cost: \$55

**Class 3: Critical Thinking (T)** – Refers to the Consultant's ability to think ahead and Pre-plan; Ability to grasp concepts; plan the wedding ("big picture"). Know the basic steps from Blue Print to Post Event phases; Learn how to coordinate the wedding elements with greater ease and organization; Develop and visualize the big picture; Develop understanding of Benchmarking; Share and Learn best wedding practices; Know where to go to find creditable information & training.

Course: CTPWC01

**See dates below**

Teleconference

Cost: \$55

**Class 4: Leadership (L)** – Refers to the ability of the consultant to build relationships; Rate how the Consultant manage vendor relationships; How deliver consultant's (on-site) performance – at the wedding rehearsal, ceremony, and reception; Know the basic steps vendor management; Learn how to plan the day of activities; Manage the “BIG” day; Developing partnerships & Share and Learn best wedding practices.

Course: LPWC01

**See dates below**

Teleconference

Cost: \$55

**Elective Class: Creativity (C)** – Refers to the consultant's ability to offer ideas; How the consultant meets your (client) expectations; Did the consultant raise the bar regarding creativity in general; Inspiring creativity & Establishing your professional expectations.

Course: CPWC01

**Included with Course LPWC01**

**See dates below**

Costs for these classes are charged to pay for tele-conference capabilities and to offer 800 service call-in numbers.

**Course Schedules are available at [www.nationalbba.com](http://www.nationalbba.com)**

*Dates subject to change without notice.*

## **Series 2: Home Study – At Your Pace!**

Each participant will be instructed to develop a wedding case study. You'll be give one of five (wedding) society or social issues to choose from. You'll have 15 days to complete the case study. You'll be required to write a 1-2-page essay detailing your research and solution.

For example: A case study called weddings from the motherland. You'll be asked to research 5-10 wedding traditions in Africa. How would you incorporate these into the modern African American wedding ceremony?

Cost: \$125.00 (processing & evaluation fee)

### **Series 3: Wedding Practicum - At Your Pace!**

You'll be asked to develop and document 50 hours of wedding related activities. You may include past experiences.

- On-site wedding coordination
- Vendor meetings
- Client meetings
- Vendor & Venue site visits
- Wedding Planning
- Wedding Sales
- Wedding Training classes (excludes NBBA courses).

Cost: \$75 (processing & evaluation fee)

### **Series 4: The Exam – At Your Pace!**

Relax! This comprehensive exam will score your basic knowledge of the wedding industry and suggested wedding trends & processes.

Cost: \$70 (processing & grading fee)

#### **Other:**

\*\*Upon completion of all four series, you'll be designated as a Certified Wedding Consultant. You'll receive an official certificate, while qualifying for the next level.

\*\*Other Professional designations:  
Master Certified Wedding Consultant (\$195 processing fee).

The Master Certified Wedding Planner will be awarded if you:

- Have received the designations as CWP.
- Produced over 15-20 quality weddings.
- Provide detail documentation & client references.
- Is an active member of the NBBA.

\*\* Renewal of CWP in three years, \$95.00

\*\* Pending approval from President and certification council.

## **Enrollment Requirements**

#### **You:**

1. **Must be dedicated to African American wedding excellence**
2. **Must have access to a computer with Internet access and an additional phone line (for call-in teleconference)**
3. **Must complete Series 1-4 to receive the professional designation**
4. **Register and pay for each class prior to attending**
5. **Complete the Enrollment form**
6. **Refunds will apply to future class segments.**
7. **Series 2-4 are non refundable.**
8. **Must complete the entire series 1-4 in 13 months**

## Enrollment Form

Please email the information. You may paste and copy this form into an email and email to [info@nationalbba.com](mailto:info@nationalbba.com). Or fax to 1-888-299-2250.

Please choose one:

**ON-LINE LEARNING:** \_\_\_\_\_

**IN PERSON AT TEMPLE UNIVERSITY:** \_\_\_\_\_

*(This classroom option will include all 4 course requirements in one Saturday half day at the campus of Temple University in Philadelphia, PA).*

Please fill out the form below to enroll in the Professional **CWP** Wedding Planning Series 1-4.

Full Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

Address (cont.): \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_

Zip/Postal Code: \_\_\_\_\_

Country: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Home Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Services/Products you offer: \_\_\_\_\_

Web-site: \_\_\_\_\_

Tell me about you: (years in the business, experience, where are you based? What are your career goals?)

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\_\_\_\_ I have read and agree to the "Enrollment Requirements". Please check this area.

**Payment Options**

**SERIES 1: COURSE ON-LINE:**

- Pay for the entire series (Series 1-4 at \$490 with 10% discount is \$441)
- Pay for all 4 classes in advance. (\$220)
- Pay \$55 for class 1, Knowledge (K).
- Pay \$55 for class 2, Process Management (P).
- Pay \$55 for class 3, Critical Thinking (C).
- Pay \$55 for class 4, Leadership (L).

**SERIES 1: COURSE AT TEMPLE UNIVERSITY:**

Pay for all classes 1-4 (all covered in class) Price: TBD \*\* **Updated End of 2011 We will communicate this if you choose this option.**

**SERIES 2 – 4: AT YOUR PACE:**

- Pay \$125 for Series 2, Home Study
- Pay \$75 for Series 3, Wedding Practicum
- Pay \$70 for Series 4, The Exam

Total to be paid to the Nationalbba.

**Methods of Payment**

You may send a personal check or bank check. All monies must be U.S. funds. We also accept Visa, MasterCard, and American Express credit cards. Please complete the enrollment form and method of payment.

- Check
- Bank Check
- Money Order
- Visa/MC
- AMEX

Card \_\_\_\_\_ Exp.: \_\_\_\_\_  
Name on Card: \_\_\_\_\_  
Mailing address for the card: \_\_\_\_\_  
Signature: \_\_\_\_\_

Please email or fax the information. You may paste and copy this form into an email and mail to [info@nationalbba.com](mailto:info@nationalbba.com)

\*\*Credit Charges will appear as "Magee Enterprises".

\*\* Temple University does not manage the CWP series requirement.  
 If you choose mail, make checks payable to: MAGEE ENTERPRISES, 68 Abbond Court,  
 Plainfield, NJ 07063

Compare to the others

	<b>NBBA Certified Wedding Planning Series CWP</b>	<b>ABC</b>	<b>June Weddings, Inc</b>	<b>BWW</b>	<b>Association of CWC</b>
<b>Classes (total investment)</b>	All 5 series <b>\$490</b> (pay as you go)	5 classes <b>\$585</b> \$85 each	1 semester - <b>\$1,000</b>	<b>\$780</b>	<b>\$980</b>
<b>Membership fees</b>	Optional (\$125 or \$175)	\$215	\$150	\$318	N/A
<b>Application fee</b>	No fee	\$15	N/A	\$100	N/A

**About the Instructors/Advisors:**

**Dr. Taffy Wagner:**

Dr. Taffy Wagner is a Certified Educator in Personal Finances, Money and Marriage Advocate and an Ordained Minister. She has been interviewed by The Associated Press, US News and World Reports, Called Magazine and Woman’s Day regarding handling money before and after marriage. She is the Creator of Money Talk before the Commitment Walk and Debt Stops at the Altar premarital financial education program for engaged couples and newlyweds. Dr. Wagner lives in Colorado with her husband, Eric and twins, Erica and Cody.



Dr. Taffy Wilkins Wagner is the owner of Money Talk Matters, LLC. She is an author of the Amazon.com Bestsellers “**Debt Dilemma**”, and “**Homebuyer’s Helper (How to Have and Hold on to your House)**”. She is also the author of “**Discharged Into Debt**” (for military troops).

Dr. Taffy is a **Certified Educator in Personal Finances**. She is the Financial Advisor for **WeddingDetails.com** and **Black Bride and Groom Magazine**. She has been quoted in **Entrepreneur.com** (online counterpart to Entrepreneur magazine) regarding taxes and small business ownership, **Black Enterprise** – provided a graphic regarding debt in the June 2007 issue, **Essence Magazine**– quoted regarding home ownership in the July 2007 issue, also **Woman’s Day** – quoted regarding real women saving money in July 11, 2007 issue.

Dr. Wagner holds a Doctorate of Ministry in Biblical Counseling, Master’s degree in Human Resource Management, Bachelor’s degree in Business Admin/Management, Associates in Paralegal Studies and an Associates in Administration. She currently resides in Colorado with her husband, Eric and their twins, Erica and Cody.

**Dion Magee:**

Dion Magee, hailed as an artistic visionary whose combined skill, creative talent and outstanding ability have made him a pioneer in the social events & corporate events arena. Mr. Magee is the country s event and wedding lifestyle expert.



At Dion Magee Events & Weddings, Magee manages full scale weddings and social events, consolidated meetings and events program, serves as corporate event/travel director, manages strategic projects, providing hotel contract/guest room management, and maintaining quality industry event & hospitality standards for all programs.

As a sought after speaker & lifestyle coach, Magee loves to assist couples and clients in achieving their dream events and weddings. With over 14 years of experience and 1,000+ weddings and events, Magee is truly a pioneer in his field. His journey and story is interesting, motivational and entertaining. He believes in teaching others the business of weddings and events to help raise the level of excellence.

Dion s speaking and coaching credits include large conventions and associations such as: Wedding Expo, Special Events, Event Solutions, Philadelphia Convention Business, keynote address at CITE USA, Women s Expo, Generations X, and YMCA.

Magee is Executive President and founder of Black Bride and Groom , trendy and chic magazine dedicated to elevating and showcasing the African American wedding experience. Black Bride and Groom is the #1 resource for the African American bride and groom. With over 10,000 subscribers, Magee shares his tale of inspiration and dedication.

In his past role as Program Manager for Corporate Meeting Management & Sr. Manager of Corporate Programs & Events for Verizon Communications, Dion has created a name for himself by transforming mundane corporate events and conference programs into breathtaking main attractions. As a Sr. Manager, Magee designed and implemented one of the country s largest and award winning professional and recognition/incentive programs for the leading global telecommunications and electronic retail sales company worldwide.

Recently named Young and Inspiring Event Professional in Industry, by Special Events Magazine, Dion planned, executed and managed strategic meetings, large scale galas, international conferences, national events, trade shows and incentive programs, CEO and senior leadership, trustee s board, its employees, lines of business and signature programs across the Verizon enterprise. In addition, Magee planned several specialty events such as city wide conventions, trade shows, sporting events, retreats and nonprofit dinners/galas. He has worked with some of the country s top designers, event partners, engineers and entertainers in the business while managing the entire creative process from conception through completion.

In 2007, Magee had the opportunity to serve Regional Director for HelmsBriscoe. This opportunity allowed Magee to develop long lasting relationships with leading hotels, resorts and venues worldwide. With his skilled techniques, he designed strategies and integrated conference/meeting and production management, enhanced internal & public image and reputation, and improved employee/member participation and performance.

Dion was voted Corporate Planner of the Year by Event Solutions Magazine and Wedding Designer of the Year by Wedding Guild. He's a contributing writer for Events Solutions Magazine, which reaches a readership of 27,600, and teaches at event industry conventions and to students at Temple University. His work and expertise is featured in magazines and media books such as: In tents Magazine, The Knot, Wedding Channel, NJ Premiere Brides, Special Events, Atlanta Tribune, BizBash NY, Real Weddings and Brides Inc. He currently holds certifications as: Event Management Professional and Certified Wedding Consultant.

Past topics were:

"Celebrity Wedding Review & Commentary"

"Motivating Through a Special Event"

"State of the Wedding"

"Coaching Couples to Use Events and Weddings to Improve Quality of Life"

"Planning a Wedding on a Shoe String Budget"  
"Safeguarding Your Event and Wedding from Thieves"