



Inspire 101

A 3 days Inspirational, Educational and Experiential program (IEE Program)

Day 1 – Friday 24th February 2012 – 9am – 5pm

Business Day

Registration

Welcome & Inspirational Session

An Introduction to the wedding market - a multi-million pound industry

The luxury wedding planning process – the Cedar Events Way

Business coaching for success

Contract & Legal Agreement

BRAND YOU! Your image & business styling – Personal Branding

Funding your Creative Business Idea

Champagne & Canapés Reception at the Champagne Bar, Harrods with our VIP dream team of award winning industry experts

Show around event space in Harrods to include points of interest for wedding: Pronovias dresses, Smythson Stationery and the Gift Bureau, Wedding gift list area.

Day 2 – Saturday 25th February 2012 (9am – 5pm)

CREATIVITY & VENDOR RELATION DAY

Welcome & Inspirational Session

Full day of presentations from our Award Winning Industry Experts giving insight into their craft, business stories & success

Creating your dream team of Vendors - Selecting quality vendors - RELATIONSHIP! RELATIONSHIP!!

Heralding the big day in style – Wedding invitation - Bola Akinseye – Lovicci™ Wedding & Special Events Stationer

Wedding Flowers & Props that make a statement - Brian Kirby – William Clarke Floral Designer



Latest Wedding Cake Trends & more - Elizabeth Solaru, Elizabeth's Cake Emporium – Celebrated Cake Designer

Working with your photographer to create a portfolio that gets you business– Pippa McKenzie
Photography Award Winning Photographer

Bridal wear - how to assist your client in choosing the right gown - Yemi Osunkoya - Kosibah Multi Award
Winning Couturier

Bridal Makeup Trends – Demonstration - Becks Buki – Bridal Make Up Artist

Private Dinner Party for attendees at The Conservatory with our VIP dream team of award winning
industry experts

Day 3 – Sunday 26th February 2012 (10am – 5pm)

Welcome & Inspirational Session

Developing design concepts for venue styling

Practical & Interactive Group Task

Full day of group activities & presentation

Question & Answer Session

Recap

Inspiration Session