



Capstone Project

Plan a Backyard Wedding to the client's briefs and provide complete Wedding Planning

This document outlines the assignment guidelines, illustrating the criteria required for a passing grade. Please work through the assignment requirement checklist to ensure following components are completed, and included within your final submission for grading. Please note that there is no specific allocation of marks, simply an “approved” or “not approved” grade based on your completion of the assignment requirements. Feedback will be provided within 10 days of submission.

Purpose:

The purpose of this assignment is to summarize everything you've learned throughout the course; ensuring that you have developed the necessary knowledge, tools, and skills to be a successful Wedding Planner! You need to work on a brief for an imaginary client, and will be required to plan a complete wedding from beginning to end based on their budget and wedding size.

Client Brief:

A client has come to you with the desire to have a private backyard wedding for 50 guests. The wedding will be in October, and the ceremony and reception will be held in the backyard of a private house. The client has a budget of \$5,000 for the ceremony, reception and food and beverage. This includes the equipment that needs to be hired, decorations and food and beverage. The client is on a budget, but still wants a wedding of their dreams, with gorgeous detail and personal touches! You need to work within her budget to help her plan and organize her dream wedding.

(Things like Wedding Attire, Bouquets, Celebrants, Photographers or your planning fees are not required to come out of the budget as we only want to focus on the Ceremony & Reception as an event).



Assignment Requirement Checklist:

Based on the details outlined in the client brief, you will need to provide the following:

- Proposed furniture and equipment that needs to be hired.
- Decorations and styling for the ceremony and reception.
- Caterers, menus and costings. (Including Wedding Cake.)
- Beverages, list of quantities and breakdown of beverage choices.
- Entertainment (Eg: DJ, Jukebox or Ipod & speakers)
- Floor plan of the layout of the wedding. (Ceremony & Reception)
- Inspiration board for a theme for the wedding.
- An invoice detailing the individual costing breakdowns.
- Suggested running times of the event.

Please upload any files for marking and assessment. You may also include supporting images, if needed.

Note: Congratulations! You have finally reached the end of the course, and are only a step away from becoming a Certified Wedding Planner. Now's your time to put your knowledge to the test and plan a complete wedding for a given client scenario. We want you to be as creative as possible - it's likely that you will come to face several client scenarios throughout your career with budget limitations and of various sizes.

For any further questions about the details of this assignment, please contact your student support advisor.



Grading Rubric

Please use the following rubric as a guide for how we will be assessing your assignment. Please note that it in no way limits your creativity. There is no specific layout for how the assignment needs to be formatted. You can visit our facebook page at www.facebook.com/theweddingplannerinstitute to view previous student submissions, and gain inspiration for how you would like to design your work.

Criteria	Unacceptable	Acceptable
Professionalism	Document is unorganized. Hard to distinguish information. Formatting is messy and difficult to follow.	Document is well structured, providing a clear explanation and reference to the source. Useful in providing recommendations to clients.
Language	Uses words/terminology that is unclear. Errors are noticeable and create confusion.	Fluency, effective sentence structure, and clear organization of thought.
Presentation & Creativity	Ineffective visuals that do not adhere to the audience.	The document is visually stimulating. Presentation adheres to the audience.
Spelling and Grammar	Sufficient grammatical/spelling errors which interfere with comprehension.	Writing is error free and has been carefully proofread.
Research & Analysis	Insufficient resources provided.	Assignment exhibits extensive research, providing relevant and up-to-date information, and effective analysis with useful distinctions.
Completeness	Not all parts of the assignment requirements have been completed/submitted for grading. Submission is incomplete.	All parts of the assignment have been successfully completed and submitted for grading.