



Mentor Program

the un-classroom experience

MEREDITH EVENTS

Welcome

Welcome to the Meredith Events Mentor Program! The mission of this program is to provide a hands-on experience for individuals seeking to gain knowledge in the wedding planning industry. As a wedding planner who started a business without a mentor, I understand how hard it is in the beginning.

Learning from courses, books and seminars only get you so far in reaching your goal to become a full-time wedding planner. The truth is that most of us **learn by doing**. This is why I decided to create this program! I have since successfully mentored planners who have gone on to either open their own wedding planning businesses or decided to move into freelance or subcontracting for other wedding planners. The end result creates a support system for both parties. That is a win-win all around.


Growing Pains

To gain clients, you need a portfolio and to gain a portfolio, you need clients. This was my biggest hurdle when starting out! “How can I showcase an awesome portfolio to potential clients if nobody will hire me?” I thought.

We will cover this very problem with you and help you to gain the type of portfolio you can be proud of through:

- Learning how to create styled shoots that showcase your particular style.
- Gaining real wedding portfolio work through working alongside Meredith Events weddings.
- Discussing options with you that you are completely in control of but may have never thought of before.

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Business Systems

WHAT YOU NEED TO KNOW

Every planner has their own systems in place. The deeper you dive into your business, the better these systems become. Documents and software play a large part in any wedding business. You will have access to learning more about what systems Meredith Events has put in place that do not require huge fees or take up a ton of time to create. This is an important part of staying organized and cost-effective.

Documents & Systems you will learn more about:

- Squareup - A invoicing and accounting software for your business.
- HelloSign - A legally binding electronic contract-signing software.
- Google Docs - An easy-to-use method of file sharing and creation software.
- Canva - A simplified design tool to create your marketing materials.
- Planoly - An app used to plan and schedule Instagram posts.
- Paypal - An alternative method for invoicing or paying subcontractors.
- DocHub - A software that can be used to create floor plans.

The BEST part about all of the above, is that each is FREE to use. Meredith Events started with ZERO capital and thus had to find ways to stay organized and professional on no budget out of necessity. Since then, the systems have worked so well...they stuck!

I will show you how to use these same systems, so that you can grow your business without the nuisance of a bunch of overhead.

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Wedding Day Timeline

THE HOLY GRAIL OF PLANNING

A wedding day timeline is the most essential part of wedding day organization. As a mentee of Meredith Events, you will have access to my intellectual property in this regard. The Meredith Events timeline has been curated over several years and contains every detail of coordinating a wedding effectively.

What is in a timeline?

THE ENTIRE KITCHEN SINK!

The first couple of years I started my wedding planning business, I was charging so very little that I asked my clients to create their own wedding day timeline. After a while, this wasn't working for me anymore. There were really pertinent things I needed to know that often couples left off when creating their own.

My first template was pretty basic. I put together a hodge podge of templates I found online mixed with good ideas from previous clients' timelines. Finally, I added my own details one by one.

For example, I would come home from a wedding and maybe the couple forgot to buy the pretty cake cutting utensils used for cake cutting photos. This would be added to my timeline the next day. This went on for years and the more I added, the longer and more complex the timeline became.

Eventually, the timeline became so long and complex that vendors were calling me after I emailed it out saying, "Well, I was going to refer to your timeline about this question, but I saw it was fifteen pages long so I thought I would call instead."

I knew something had to change. My latest version has been color-coded, simplified and cleaned up. The result is outstanding and I get a lot of compliments on my timeline! As my mentee, you will have access to learning more about this important document that took years to curate. Cool, huh?!



Hands-On

LEARNING BY DOING

Pop the bubbly because it's show time! That's right...remember when I mentioned that "learning by doing" thing? Well, that is exactly what you will be doing. This program is quite different from other programs out there because instead of hosting workshops or sending you a bunch of e-books and courses, you are going to come work REAL weddings with me and my team!

HERE'S HOW IT WORKS: today is your day!

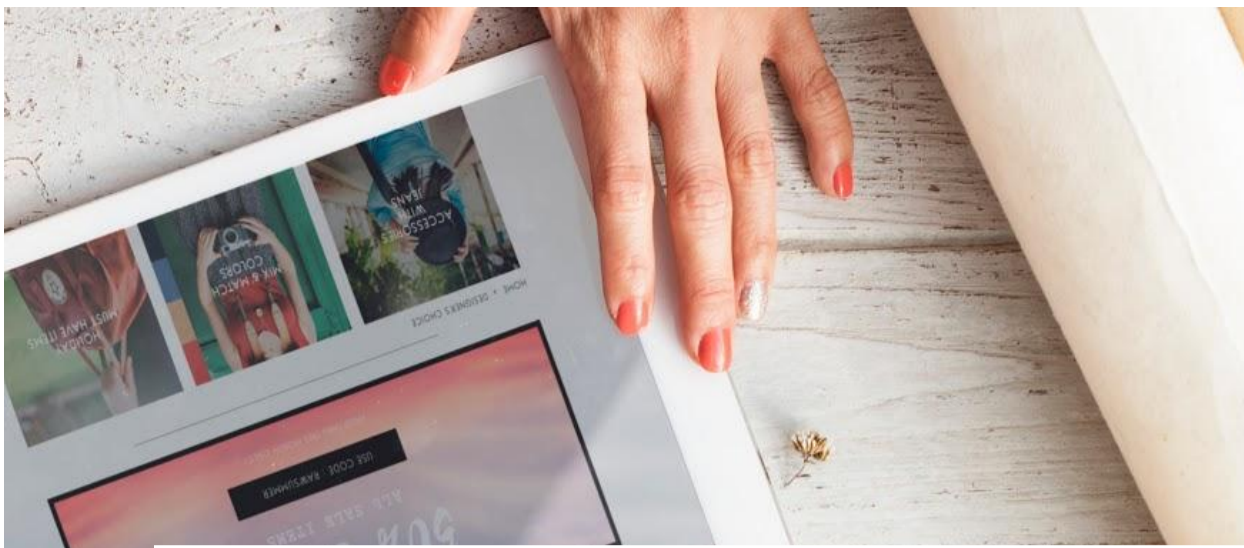
This program is designed to offer you opportunities to encounter real scenarios at real weddings. Meredith Events will work with your schedule and propose dates that are available for mentees to come get hands-on experience working a wedding.

Over time, you will learn the following:

- How to set up and break down a wedding.
- Wedding day protocol.
- Proper communication methods between vendors.
- How to handle problems which may arise.
- Maintaining the flow of the day.
- How to read and organize guests (crowd control).
- How to coordinate a wedding rehearsal.
- Who your point people are for each vendor business.
- Meet vendors you may have never otherwise met.
- Learn to ENJOY YOUR JOB - after all this is the "party business."

I will also walk you through:

- Pricing and packaging tips.
- The sales process.
- Marketing methods.



The Goals

Where is this going?

As your mentor, I will be your cheerleader and biggest fan. It is important to have a support team in any industry that choose to work in. My previous mentees have become my friends and colleagues. Here is what I will do:

- Share knowledge and experiences with you.
- Be available.
- Have a drive to want success for you.
- Listen to what you need and want.
- Be your support system.
- Assist with helping you achieve your goals.
- Provide clarity.
- Act in your best interest.
- Serve as a resource to you.
- Act as a connector for industry relationships.



"Having Meredith as a mentor has been the greatest blessing. Not only has she shared her wealth of knowledge in the wedding and marketing industry, but she has given me the boost of confidence I needed for my small business. I consider Meredith a true friend and getting to work with/for her is always a pleasure." - Kaitie Gill, Sailboat Weddings, Little Rock, AR



"Working with Meredith this past year has been rewarding and opened up new opportunities for me! Not ever have worked in the wedding/event industry before, she took me under her wing and has shown me the step by step process of what it like to be a wedding/event planner. With each new experience, I have gained confidence in myself. Thankfully, with Meredith's help, she is showing me a clear direction of where I want to take my business and the steps to achieve my goals. Most importantly through this process, I feel like I have gained a lifelong friend!" - Diana Crenshaw, Boomerang Escapes, Memphis, TN

**"LOGIC WILL GET YOU FROM
A TO B. IMAGINATION WILL
TAKE YOU EVERYWHERE."
-ALBERT EINSTEIN**



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THE UN-CLASSROOM EXPERIENCE

If this sounds like what you have been looking for, then
get in touch!

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