

Wedding and Luxury Events Management Training Course

19 – 23 April 2027
Casablanca

AGILE LEADERS
Training Center

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Ref: 1753_231733 **Date:** 19 – 23 April 2027 **Location:** Casablanca **Fees:** 4100 Euro

Overview

Wedding and Luxury Events Management Training Course is a one-week course for wedding planners, luxury hospitality teams, event coordinators, and private-event producers who leave with a Luxury Wedding and Private Event Dossier. Participants apply professional wedding planning, luxury event production, client brief development, wedding supplier management, and wedding-day timeline control. The course connects design intent with budgets, venues, guest experience, protocol, production schedules, risk responses, and reconciliation. Agile Leaders Training Center develops wedding and luxury events management capability.

Who Should Attend

- Wedding functions responsible for client discovery, concepts, schedules, and event-day coordination
- Hospitality functions responsible for guest journeys, service standards, rooms, and catering interfaces
- Event production functions responsible for venues, suppliers, staging, and delivery controls
- Private-event functions responsible for discretion, protocol, family coordination, and guest care
- Creative functions responsible for styling, decor, lighting, florals, and spatial consistency

The course assumes participants can coordinate events, hospitality services, or client projects and leaves out floral construction, culinary production, and business-startup licensing.

Departments and Industries

The course supports teams that deliver weddings and private events across hospitality, venues, event services, design, tourism, and client-experience settings.

- Hotels, resorts, venues, and banquet operations
- Wedding planning, private-event, and destination-event services
- Hospitality sales, guest relations, and client experience
- Event production, audiovisual, staging, and entertainment services
- Floral, decor, fashion, photography, and creative suppliers

Learning Objectives

By the end of this course, participants will be able to:

- Analyze client priorities and build an approved event brief
- Build a coherent concept, guest journey, and spatial plan
- Use venue, supplier, budget, and contract control tools
- Prioritize protocol, service, accessibility, and privacy requirements
- Diagnose schedule, supplier, weather, and guest-flow risks
- Build an integrated wedding-day production and reconciliation dossier

Course Agenda

Day 1: Client Brief and Event Scope

- Client Discovery Interview and Priority Map
- Wedding Vision, Scope, and Success Brief
- Guest Profile and Experience Journey Canvas
- Budget Architecture and Cost-Control Worksheet
- Decision Authority and Approval Register

Day 2: Concept, Venue, and Guest Experience

- Event Concept and Visual Direction Board
- Venue Evaluation and Site-Visit Scorecard
- Space Plan, Guest Flow, and Seating Diagram
- Arrival, Hospitality, and Service Touchpoint Blueprint
- Accessibility, Privacy, and Guest Care Checklist

Day 3: Suppliers and Production Planning

- Supplier Requirements and Request-for-Proposal Brief
- Vendor Comparison and Selection Matrix
- Contract Deliverable and Payment Milestone Tracker
- Decor, Floral, Lighting, and Entertainment Coordination Grid
- Production Schedule and Dependency Network

Day 4: Protocol, Operations, and Risk

- Ceremony, Reception, and Family Protocol Map
- Wedding-Day Run Sheet and Cue Schedule
- Team Role, Communication, and Escalation Chart
- Weather, Supplier, and Guest Disruption Response Plan
- Final Readiness, Handover, and Venue Control Checklist

Day 5: Wedding Production Practice

- Exercise: Validate a Client Brief and Budget Baseline
- Exercise: Review a Venue Plan and Guest Journey
- Exercise: Resolve a Supplier and Schedule Conflict
- Exercise: Run a Wedding-Day Disruption Simulation
- Capstone Exercise: Luxury Wedding and Private Event Dossier

Practical Exercises

The course uses suggested activities to connect client expectations with event evidence and delivery controls.

- Suggested activity: convert a couple's priorities into a decision-ready wedding brief and budget baseline.
- Suggested activity: compare hotel ballroom and private-estate options through a venue scorecard.
- Suggested activity: coordinate decor, catering, photography, and entertainment dependencies in a production schedule.
- Suggested activity: respond to a delayed supplier and weather change without losing guest-flow control.

FAQs

Who suits wedding and luxury events management, and what does it assume?

Wedding and luxury events management suits planning, hospitality, production, private-event, and creative-service functions. It assumes experience coordinating events, services, or client work and does not require specialist floral or culinary skills.

How does wedding and luxury events management differ from general event management?

Wedding and luxury events management emphasizes personal client briefs, family and guest journeys, design consistency, discretion, protocol, premium suppliers, and detailed event-day care. General event management usually covers a broader range of corporate, public, and community formats.

What should a professional wedding planning dossier include?

A professional wedding planning dossier should include the client brief, approvals, concept direction, guest journey, budget, venue plan, supplier controls, contracts, production schedule, run sheet, protocol, risk responses, and reconciliation records.

How should wedding supplier management be controlled?

Wedding supplier management should use clear requirements, comparable proposals, documented deliverables, payment milestones, dependencies, contact routes, readiness checks, acceptance evidence, and escalation paths.

What makes a wedding-day timeline usable?

A wedding-day timeline is usable when it connects setup, deliveries, rehearsals, guest arrivals, ceremony cues, service periods, entertainment, transitions, breakdown, owners, communication channels, and contingency decisions.

Conclusion

Participants take a Luxury Wedding and Private Event Dossier back to work. It combines client priorities, concept direction, guest journeys, budgets, venue evidence, supplier controls, production schedules, protocol, risk responses, and reconciliation. The dossier changes scattered planning details into one controlled record that teams can approve, execute, hand over, and review.