



THE EXECUTIVE MENTOR PROGRAM

WEDDING PLANNERS • EVENT PLANNERS

2020 CURRICULUM DETAILS

INSTRUCTED BY
TARA MELVIN:

perfect
planning
EVENTS



THE MISSION

The mission of the program is to enhance the knowledge and experience of creative professionals who strive for excellence in the field of event planning. The program will motivate, empower, and encourage event planners through mentoring and various other resources. Individuals participating in the program will be challenged to be positive decision makers and ultimately help to shape them into successful event professionals. Planners will learn in an intimate environment amongst (5) of their industry peers who are like-minded entrepreneurs to learn business intelligence, share best business practices, challenge their capabilities and talents, advance their professional knowledge, become leaders in their field, and to strategize and energize to the path of success!

THE GOAL

- Assist event Planners in receiving support and guidance from a mentor related to their profession.
- To improve the business performance of Mentees (event planners).
- Empower Planners to be successful business leaders.
- Encourage Plannersto network and educate themselves via an interactive curriculum to support their professional development and to raise their level of professionalism.
- Encourage Planners to unite and share experiences of the industry together in a positive and inviting atmosphere.
- Build new relationships.
- Create the drive for excellence.
- Provide valuable knowledge that will provide a positive impact to Planners and their business.



CORE VALUES

- Strong belief in mentoring and sharing the ups and downs of business experiences with industry peers.
- Loving life and what we do as a professional wedding planner.
- Balanced Personal Life + Balanced Work Life = Success!
- It's not who you know but who knows you!
- Networking + Education = Key Ingredients to Success!
- Building Relationships.
- Investing in Yourself allows your Clients to invest in You!



THE MENTEE & THE MENTOR

THE RELATIONSHIP

- As your Mentor and Coach, I will be your champion, share my business experiences, help you to achieve your goals, provide clarity, and most importantly listen to what is important to you.
- Who should participate in the program? Mentoring is for all and no matter the stage in your profession a mentor is key to your success. If you are just started with your business or have been in business for a couple of years, this program is for you! We encourage and welcome all wedding planners that desire to learn new business intelligence, and want to strive for excellence in their career.

THE MENTEE'S RESPONSIBILITY

- Actively listen for information that will be helpful to them.
- Be Engaging & Complete Class Assignments.
- Share knowledge and experiences with the group.
- Feel free to take notes during the sessions, as this is a learning experience.
- Make an effort to attend the sessions with your mentor and the group.
- Be eager to learn.
- Have the ambition and desire to be successful.
- Consider all advice or suggestions you receive from the group.
- Prepare yourself to move beyond your mentoring connection
- Ultimately responsible for their own actions.



THE MENTEE & THE MENTOR (cont.)

THE MENTOR'S RESPONSIBILITY

- Strive to act in the best interest of the Mentee.
- Have a genuine desire to help Mentees to succeed.
- Be Engaging with the Mentees.
- Share knowledge and experiences with the group.
- Be eager to educate.
- Have the ambition and desire to want success for its Mentees.
- Consider all advice or suggestions from Mentees.
- Be your champion.
- Assist with helping Mentees achieve their goals.
- Provide clarity.
- Listen to what is important to the Mentee.
- Serve as a resource for Mentees.
- Self motivated and have a positive attitude.
- Value the Mentees thoughts and knowledge.



YOUR ENROLLMENT



- **CLASSES BEGIN: MARCH 30, 2020**
- **Time: 6:30 pm to 8:30 pm**
- Attendees will meet twice per month; alternating every other Monday from the start date above
- Total of (14) FACE-TO-FACE sessions at 2 hours each over (7) Months
- **Investment = \$1900.00**
- Payment Plans = If you elect not to pay in full a **\$500.00 deposit** is required **(21) days prior** to start date. Remaining balance will be evenly divided and paid in (5) monthly installments.



REGISTER FOR THE PROGRAM:

- www.perfectplanningbytara.com/mentor-program
- Questions: 571.402.4594 | tara@perfectplanningbytara.com



THE LOCATION:

1800 Diagonal Road, Suite 600

Alexandria, Virginia (Old Town Alexandria)

directly across the street from King Street Metro



THE CURRICULUM

1. Building the Foundation of Your Business

- Business Plan
- 12-Month Goal Plan
- Quarterly Objectives
- Mission Statement
- Mission statement and core values
How to formalize Your Business as an LLC

2. Essential Elements of a Contract

- Client Contract
- Vendor Contract
- Employee Contract

3. Budgeting & Goal Setting

- Cash Flow Statements
- Profit Analysis
- How to Set Quarterly Business Goals
- Personal Goals
- Client Budget Sheets

4. Effective Networking Skills

5. Project Management & Business Operations

- Pricing and Packaging
- Business Plans
- Organization Chart
- Business Ethics
- Operational procedures—Event Day Protocol
 - Important elements of an event timeline
 - Team Instructions & Work Protocol
 - Checklist for Vendors
- Identifying & Knowing the roles of your Stakeholders
 - The Client
 - The Client's Guests
 - Vendors
 - Your Team
 - You



THE CURRICULUM

(CONTINUED)

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6. The Client Sales Process

- Effective Interview Questions for Prospective Client's
- Event Case studies

7. Team Management

- Employee expectations, Wages, Contract Agreements

8. Styled Shoot Protocol

9. How to get Your Work Published

10. Social Media

11. Branding & Marketing

12. Setting up Your CRM

13. Room Diagram Software Tools

14. Graduation Project - Styled Shoot

16. Constructing Email Correspondence Templates

17. Work with you on one of your events for evaluation and constructive feedback

18. Book Recommendations for Success

19. Work with Mentor on Events (**approved by Mentor based on performance of Mentee and availability)

20. Vendor Panel Discussions (if time permits)

21. Venue Site Tours

22. Access to Bonus Classes with Graduates of the Program



TARA MELVIN

THE MENTOR

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Tara Melvin, a southern girl at heart was born and raised in Elizabethtown, North Carolina and in 1996 transitioned to the Washington, DC Metropolitan area. Before making DC her new home, she began carving her future with her education. Tara, a graduate of North Carolina Agricultural & Technical State University in Greensboro, North Carolina earned a bachelor's degree in Marketing with a minor in Business Administration. Since graduation, her professional career has spanned in the field of Sales & Marketing within the pharmaceutical, industrial, and hospitality industry. During her professional career she learned and maintained valuable traits in regards to organizational skills, people management, negotiation skills, management skills, and attention to detail, while maintaining grace under pressure.

Several years later, Tara discovered her passion for wedding and event planning after planning numerous affairs at her home and for her friends. It was only after planning a spectacular New Year's Eve event at her home that one of her friends suggested that she should go into business for herself because they felt as if she had the gift and talent to be a successful wedding and event planner. In 2004, Tara created Perfect Planning Events and Signature Concepts, LLC, an event planning and management company that offers a complete array of services to cover all facets of event planning for luxurious weddings, social and corporate events, from start to finish. Services include but not limited to event coordination, vendor management, project plan creation, event itinerary creation, and risk and issue management. It is her philosophy to deliver exceptional service, a peace of mind, and a memorable celebration for her Clients and their guests. And to be "the key resource" for her Clients, as she designs, plans, manages, and produces their celebration. Since the creation of Perfect Planning Events, the company has organized numerous lavish events from weddings to retirement celebrations, birthday celebrations to family reunions, corporate events and beyond. Her remarkable attention to detail and exceptional ability to capture the vision of her Clients has made Tara a valuable asset within the industry. With her expertise, creativeness, passion, managerial aptitude, compassion for her work, and bodacious style-her weddings and special events are those of flawless distinction.

ACCOLADES:

Founder of The Signature C.E.O Conference | 2019-2015 Best of Vendor Washingtonian Weddings | 2019-2016 Book of Lists Washington Business Journal | 2018-2010 WeddingWire Couples Choice Award | 2016-2015 Best of Northern Virginia Wedding Planner | 2016-2014 WeddingWire Ambassador | 2015 Munaluchi Bridal Magazine Ambassador | 2014 Visionary Award, Munaluchi Bridal Magazine | Featured & Published in numerous wedding publication magazine, podcasts, local magazines, radio stations, etc. | 2010-2015 President, The Association of Wedding Professionals of Greater Washington.

REGISTER:

WWW.PERFECTPLANNINGBYTARA.COM/MENTOR-PROGRAM



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