



IWED Event And Floral Design Classes Announced

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The Institute of Wedding and Event Design (IWED), based in Deerfield Beach, FL, has announce the availability of event and floral design courses. The accredited event design course is offered in-class or online and is composed of 24 lessons that will prepare people for a career in wedding and event business. The advanced floral design course will allow students to build their skills on hands-on education and floral design classes that will last for five days.

IWED is considered to be the leading provider of courses for event design and floral design. Each of the two courses will last for five days and will provide participants with a firsthand experience in the industry. The IWED event and floral design courses are also available through their Online Campus, which allows participants to learn from home at their own pace.

For the event design course, the course structure is focused on building the skills of the participants for the duration of four days on hands-on education and the remaining one day for business education. The hands-on education is designed to teach people the most efficient way to attain a certain desired look or feel. And the business education component will teach the participant how to launch and operate a successful event business.

For day 1 of the IWED Global event design course, the topic will be about basics and backdrops. This will focus on the basics of event decoration, especially the terminology, hardware, fabrics, and the different backdrop styles. Day 2 will be about ceilings, particularly the correct way to execute different kinds of ceiling drapings, including the hardware and techniques. Day 3 will be about tabletop decor, particularly on how to do table drapings including a variety of center pieces and styles of tabletop decor. Day 4 will be about the ceremony and the creation of a 4-post canopy. Day 5 will teach participants about the proper way to run an event business, with sample contracts, templates and guides provided. At the end of the course, participants will be awarded an Accredited Event Designer seal.

Meanwhile, the advanced floral design classes will also be for five days and will teach participants how to create profitable floral design that will boost the profits of an event business. Those who finish this course will also have the opportunity to become accredited floral designers.

Day 1 of the floral design course will introduce participants to floral design. Day 2 will be for designs and consultations. Day 3 will be about mastering the centerpiece. Day 4 will be about bouquet design and holders. And day 5 will be about boutonniere and corsage design. Those who are able to complete the course will be awarded an Accredited Event Floral Designer seal, which they can use as proof of their credibility as a top floral designer in the industry.

IWED also offers the Accredited Special Events Design Master's program or AED+M, which is the result of a collaboration between IWED and the North American Academy of Wedding and Event Planning. This is an advanced degree program for event professionals that combines the Academy Master Wedding Business Program and the Accredited Event Design Program from IWED. Both programs must be completed to obtain certification but they can be taken in any order. Those who complete the master's program will become a Master Level Accredited Event Designer.

The Master's Program has 12 modules. The first six modules will focus on the ins and outs of the event and wedding industry. Module 1 will be about getting inspiration and making use of story boards. Module 2 will be about spotting trends and trend-setting. Module 3 will be about the use of software to present event designs to clients. Module 4 will teach about the secrets of a successful Styled Shoot. Module 5 will be about creating an event design portfolio. Module 6 will teach about finding a story and successfully selling it to the media so that it can be published to gain PR for the event design business.

In module 7 of the Master's Program, participants will learn about wedding business blogging. Module 8 will teach the importance of branding and how to design a successful brand. Module 9 is about the writing of a business plan. Module 10 is about pricing event design services to ensure profitability while remaining competitive. Module 11 is about the use of a five-step plan to attract an ideal bride. Module 12 is about using an Instagram strategy to promote the event design business.

The who need more information about the above-mentioned course or other courses offered by IWED can visit their website or contact them by phone.

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For more information about The Institute of Wedding and Event Design, contact the company here: The Institute of Wedding and Event Design IWED Global +1 800-504-7615 info@iwedglobal.com 98 SE 7th St, Deerfield Beach, FL 33441, USA

The Institute of Wedding and Event Design

We provide an industry leading education in the event industry through our hands-on training programs & online campus. By providing the necessary skills & techniques our students graduate with the knowledge to launch their own event business.

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