



Required Documentation for becoming a Member of the W.E.D. Guild™

Proven Professional

- Documentation that Verifies Minimum 5 Years of Wedding Entertainment Experience and/or 200 Wedding Receptions Performed
 - Documentation may include but is not limited to:
 - Dated contracts and/or dated feedback surveys from past events with the applicant's name listed
 - Dated trade association membership certificate with the applicant's name listed
 - Dated DBA or Business License with the applicant's name listed
- 3 Professional Reference Letters from other Wedding Professionals
 - These Reference Letters need to verify your professional level of service and performance
 - They should also verify your advance communication with the other Reception Team Members
 - They should also verify your advance knowledge of each location's layout
 - Each letter needs to be accompanied by contact information for each Wedding Professional
- 5 Client Reference Letters from past Wedding Clients
 - These Reference Letters need to verify your professional level of service and performance
 - They should also verify that you are delivering the 7 services outlined in this application
 - Each letter needs to be accompanied by contact information for each Wedding Client
- 1 Sponsor Reference Letter from a current member of the W.E.D. Guild™
 - This Reference Letter needs to endorse your eligibility to become a member of the W.E.D. Guild™
- Copy of Your Contract used to Guarantee that You will be Personally Performing
 - Your particular Guarantee of Personally Performing may be uniquely worded and structured
- Proof of Liability Insurance
 - Dated Proof of Liability Insurance with the applicant's name listed

1: Comprehensive Personalization

- 5 Sample Agendas from recent Wedding Receptions Performed, including at least 1 Ceremony Agenda
 - These Sample Agendas should include a scripted timeline that features all special songs and announcements
- Music Lists for 3 Categories of Music Selections (Background, Special Moments, Dancing Requests)
 - Your Background Music List should offer a wide variety of background music options
 - Your Special Moments Music Lists should offer music suggestions for the ceremony and the reception events
 - Your Dancing Requests Music List should offer a variety of dancing music genres

2: Creative Involvement

- 5 Unique Guest Participation Ideas
 - These Unique Guest Participation Ideas may include but are not limited to:
 - Centerpiece give-away activities, sing-along activities, buffet release activities, kissing activities, etc.
- 5 Recent Interactive Ideas created for unique situations
 - These Interactive Ideas should include a written explanation of the unique situations that led to their creation

3: Event Direction

- Documentation that Verifies Advance Communication with other Reception Team Members
 - Your Professional Reference Letters provided above will verify your Advance Team Communication
 - Include a sample of your Advance Communication Letter sent to the other Reception Team Members
- Preventative Ceremony and/or Reception Direction Checklists
 - Your Preventative Direction Checklists should list the details you manage behind the scenes
- Documentation that Verifies Advance Knowledge of Ceremony and/or Reception Location's Layout
 - Your Professional Reference Letters provided above will verify your Advance Layout Knowledge
 - Include a write-up of a recent situation where your Advance Layout Knowledge made you more prepared

4: Talented Spokesperson

- Video of Public Speaking Skills
 - Video footage of the applicant may include but is not limited to:
 - Presentation given at a networking group, trade show, local association meeting, toastmaster's meeting, etc.
- Documentation that Verifies your Varied types of Entertainment Training and/or Experience
 - Documentation may include but is not limited to:
 - Dated Certificate from Entertainment Workshop and /or Class with applicant's name listed, video footage of the applicant working in radio, or performing as an actor, singer/musician, comedian, dancer, etc.
- Wedding Reception Performance Demo Video
 - Video footage of the applicant must include but is not limited to:
 - At least 1 Grand Entrance and at least 1 Personalized Introduction (i.e. Toasts, First Dance, Love Story, etc.)

5: Music Programming

- Video of Music Mixing Skills for Dancing
 - Video footage of the applicant must include but is not limited to:
 - At least 10 minutes of uncut footage featuring dancing at a reception with the applicant mixing the music
- 3 Samples of Audio Music and/or Voice Recording Editing Skills
 - Audio Samples provided by the applicant may include but are not limited to:
 - A song that was edited to make it shorter, a song that was turned into a "clean edit", a custom mix of songs, excerpts from the ceremony vows or the formal toasts, a song featuring the previous vocal excerpts mixed in, etc.
 - Be sure to also include a written description of the audio edits you are submitting.
- 500 Word Essay on your Dance Theory for creating dancing among Varied Tastes and Age Groups
 - Your Essay may include but is not limited to:
 - Your thoughts on kicking off the dancing, your ideas for recovering from a dance floor that just cleared, your methods for reading the crowd, your philosophy on building sets based on genres or building energy, etc.

6: Appropriate Presentation

- 1 Photo of Applicant and/or Staff in Formal Attire
 - Photo can be from an actual reception or they may be studio shots
- 1 Photo of Control Booth and/or Lighting setup
 - Photo can be from an actual reception or they may be studio shots

7: Quality Amplification

- List of all Professional Grade PA Equipment currently being utilized by the applicant

Documentation must include but is not limited to:

Make and Model numbers for each piece of PA Equipment used for the applicant's Receptions and/or Ceremonies

Bonus Essay Questions*

(*These submissions are required.)

- Without naming names, describe a reception venue where you will never perform again and why? (200 words or less)
- Without naming names, describe a difficult situation you encountered during a reception, and share how you resolved and/or handled it. (400 words or less)
- Please explain in your own words why you should be accepted as a member of the Wedding Entertainment Directors Guild? (200 words or less)

Printed documentation must be submitted as .pdf files in portrait setting (Try PrimoPDF.com if needed)

Video documentation can be submitted as VHS, DVD, .mpeg, .wmv, or .mov files

(VHS and DVD submissions will delay your application processing time)

Audio documentation must be submitted as .mp3 files (128 Kpbs, 44100 Hz, Stereo)

Photo documentation (incl. scanned paperwork) must be submitted as .jpg files set no higher than 100 dpi

Please do not submit this application for approval until all the necessary documentation has been assembled. An incomplete application packet will be returned with a list of the missing components. Expect 2-4 weeks for your application packet to be processed from the time it is received. A Membership Committee comprised of 4 W.E.D. Guild™ Advisory Board members will examine and consider your completed packet. If any part of your packet is found to be lacking in any way, the Membership Committee that is reviewing your application will respond with a letter detailing any deficient submissions with several prescribed options for raising those submissions to a level that will result in the eventual acceptance of your application for membership. If any part of your packet is found to be purposefully fraudulent, your application will be flatly rejected. Once your application has been processed and approved (by a 3/4 majority vote), your final hurdle will be a 15 minute phone interview with the Membership Committee members who have already examined your application packet. A 3/4 majority vote of the Membership Committee will approve your membership. All submissions included in your application will be kept strictly confidential, and will not be used in seminars, books, DVDs, or other materials by other W.E.D. Guild™ members without first receiving express written consent from the applicant. Current W.E.D. Guild™ Advisory Board members who are local competitors with an applicant will be barred from serving on that applicant's Membership Committee. If any W.E.D. Guild™ member brings harm to the reputation of the W.E.D. Guild™, whether their actions were purposeful or not, the W.E.D. Guild™ Advisory Board may exercise the right to vote for the removal of such a member without cause. Disputes between W.E.D. Guild™ members shall be resolved privately.

By signing this application, the applicant agrees to these terms of service as stated above.

Date: _____

Applicant's Name: _____

Applicant's Signature: _____

Applicant's Business Name: _____

Mailing Address: _____

Phone Number: _____ E-Mail Address: _____

Mail your completed application packet to:
(Do not send original documents, photos, videos, etc.
as your application packet will not be returned.)

W.E.D. Guild
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