



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

Proven Professional

- Documentation that Verifies Minimum 5 Years of Wedding Entertainment Experience**
(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
(If you have less than 5 years of Wedding Entertainment Experience,
then you will be required to verify that you have entertained for at least 200 Wedding Receptions.)
- 3 Professional Reference Letters from other Wedding Professionals**
These Reference Letters need to verify your professional level of service and performance
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
The letters should also verify collectively 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 Current 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 and Current 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 an event timeline that features all special songs and scripted announcements
- Music Lists for 3 Categories of Music Selections (Background, Special Moments, and Dancing Requests)**
(You must demonstrate in your application how these musical suggestions are provided to your clients)
(Please Note: Utilizing generic lists from online resources will not properly showcase your unique musical perspectives)
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 Short Essays on Unique Guest Participation Ideas**
(Ideas submitted do not have to be completely new, just real ideas you have used at weddings in your own way)
(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 Short Essays on 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 should verify your Advance Team Communication
Please 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
Checklist items can include details you regularly manage leading up to and during the event*

Documentation that Verifies Advance Knowledge of Ceremony and/or Reception Location's Layout

*Include a short essay on how you prepare for load-in, PA setup, and venue protocol issues at an unfamiliar location
Include a short essay describing a recent situation where your Advance Layout Knowledge made you more prepared*

4: Talented Spokesperson

Video of Public Speaking Skills

(Minimum of 10 minute 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

(Minimum of 10 minute video footage of the applicant must include but is not limited to:)

*At least 1 Opening Statement, 1 Grand Entrance, 1 Bouquet & Garter Toss Interaction, and 1 Personalized Moment
(Personalized Moments can include: Toasts, Love Story, First Dance, Special Dances, Cake Cutting, etc.)*

5: Music Programming

Video of Music Mixing Skills for Dancing

(Minimum of 10 minute video footage of the applicant must include but is not limited to:)

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 has 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 in Formal Attire

Please include studio head shot(s) and photo(s) from an actual reception

1 Photo of Control Booth and/or Lighting Setup

Please include photo(s) from an actual reception

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

Additional Essay Questions

- Without naming names, describe a reception venue where you will never perform again and explain 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)

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

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

Audio documentation must be submitted as .mp3 files (192 Kpbs, 44100 Hz, Stereo)

Video documentation should be submitted as .mpeg, .wmv, or .mov files

(Each Video File should be no longer than 15 minutes and be no larger than 100 megs in memory size)

(VHS and DVD submissions will be not be accepted)

Please do not submit this application for approval until all of the necessary documentation has been assembled.

An incomplete application packet will be returned. Expect 6-8 weeks for your application packet to be processed from the time it is received.

The various requirements detailed in the application above are simply the minimum level needed to complete your own application.

It would be highly advisable to consider submitting more than the minimums required in an effort to give your Membership Committee a more complete and well-rounded view of your overall experience, qualifications, skills, and talents.

A Membership Committee comprised of 4 W.E.D. Guild™ 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, the final step in your application process will be a 30 minute phone interview with your 4 person Membership Committee.

Following your interview, a final vote will be taken. A 3/4 majority vote will officially 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™ members who are local competitors with an applicant or are currently mentoring the 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: _____

Business Phone: _____ **E-Mail:** _____

Mobile Phone: _____ **Web Site:** _____

Please send your completed application to: Liz@WEDGuild.com

Hard copies of your completed application can be mailed to:

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

**W.E.D. Guild
c/o Elisabeth Scott Daley
9077 Marmont Lane
Williamsburg, VA 23188**