



## **SKILLS PROGRAMME CERTIFICATE IN WEDDING CAKES**

### **COURSE OUTLINE**

This Course covers the fundamentals of making both traditional and complementary Wedding Cakes. The Course is facilitated by Kathy

Upon completion of this course, you will have knowledge and guidance for making tiered Wedding Cakes with a variety of different finishes

Our aim is to equip you both professional knowledge and hands on practical experience for you to start your exciting career in Wedding Cakes.

### **MODULES COVERED IN THE COURSE**

- Introduction to the World of Wedding Cakes
- Tools and ingredients Needed
- Covering Dummy Cakes, Fruit Cakes with Plastic Icing
- Making Royal Icing
- How to Set Up and Support the Mechanics of a Wedding Cake
- How to make Iced Flowers including Roses, Blossoms, Daises and David Austin, Peony
- Decorating a Cake with Fresh Flowers
- Baking Fruit Cake  
Demonstration
- Assembling Wedding Cakes
- Meeting with Couples  
Initial Meeting  
understanding the needs of the Couple  
Dealing with Difficult Clients  
Keeping Record of Discussions
- Marketing  
Facebook and Twitter  
Workshop and Branding  
Establish your Target Market and Trend Spotting  
Market your Business Effectively
- Dealing with Industry Suppliers –Wedding Planners, Florists, Venues and Photographers
- Building a portfolio