

JANUARY 2024

INTERNSHIP & APPRENTICESHIPS

GENESIS MASTER OF EVENTS & CO



Who Are We?



Genesis Master of Events takes pride in being a Biblically-based company committed to upholding the highest ethical standards. Our dedication extends to our employees, team members, students, and partners, as we foster an environment where excellence is not just encouraged but expected. Our strict code of ethics leaves little room for error, and we exclusively train and hire individuals who share our unwavering commitment to being the best. Our programs are offered at no cost to the students and are accepted by the application process only. There is no compensation paid to the intern or apprentice.

Our Foundation:

At Genesis Master of Events, ethical excellence is not just a value; it's a way of life. Rooted in Biblical principles, our company is built on a foundation of integrity, honesty, and accountability. We believe that by adhering to these principles, we create an environment that nurtures trust and fosters the success of both our team and our clients.

We recognize the value of individuals who have undergone our rigorous training and gained real-world experience through our programs; it opens doors to further opportunities within our organization.

Join Genesis Master of Events, where ethical excellence meets real-world experience, creating a pathway for you to excel in the dynamic and rewarding field of wedding and event planning or one of our many design programs.

Real-world Experience for Excellence:

In the competitive realm of wedding and event planning. Many organizations, venues, and vendors seek professionals with hands-on, practical experience. Genesis Master of Events is dedicated to delivering a standard of quality in all our services, and real-world experience is integral to achieving that goal.

Our programs offer students a unique opportunity to gain practical insights and training in a variety of design-based careers. These programs provide the opportunity to build on or develop the skills necessary to be successful in the field of design. Participants can apply their newly developed skills in a hands-on, education-focused setting. As a testament to their accomplishments, students receive letters of recommendation, testimonials, and event photos for their professional portfolios.

Endorsement for Your Future:

Upon completing the internship program, students become eligible to apply to join the Genesis Master of Events team.



Studies of Focus

Internships & Apprenticeships

Wedding Planning



Retail Floral



Social Media



Wedding Industry



Event Planning and Design



Visual Merchandising



Our internship program offers a unique opportunity for individuals passionate about the Event, Floral, and Design sectors to explore and refine their interests. Participants will rotate through various departments, gaining a comprehensive overview of each area. Upon successful completion of the program, interns will be awarded a certificate, recognizing their commitment and achievement.



Internship

To ensure a meaningful experience, interns are expected to dedicate a minimum of 4 hours per week to the program. This structured commitment allows interns to immerse themselves in the industry, acquire valuable skills, and make informed decisions about their future career paths.

We welcome students as young as 14 to join our internship program, provided they have written consent from their parents and possess the necessary work permit. This inclusive approach aims to nurture budding talents and provide a supportive environment for skill development from an early age.

Overview

Our internship program initiates with a structured guided self-analysis, fostering personal discovery of students' innate strengths and areas for growth in relation to their chosen fields and collaborative work environments. This foundational step lays the groundwork for a holistic understanding of oneself within the professional context.

Throughout the program, participants receive a comprehensive education on the essential elements necessary for building and maintaining a successful, fulfilling, and lucrative career in their respective industries. This includes in-depth exploration of design theory, elements, and concept design, equipping interns with a solid grasp of the creative aspects of their field.

Furthermore, interns will delve into critical aspects of professional conduct, including business ethics and social as well as workplace etiquette. This multifaceted approach ensures that interns not only excel creatively but also navigate their careers with integrity and professionalism.

The curriculum also encompasses practical skills crucial for success, covering areas such as budgeting, recordkeeping, statistics, customer relations, and marketing. This well-rounded education equips interns with the knowledge and capabilities needed to thrive in the dynamic landscape of their chosen industries.

Our apprenticeship program is meticulously crafted to provide participants with a rapid and comprehensive overview of all facets within each department. This immersive experience offers a deep understanding of how these departments synergize and function independently. Subsequently, apprentices are empowered to make informed decisions regarding their desired career paths within the event industry.



Apprentice ship

Upon completing the initial overview, each apprentice has the flexibility to select up to two divisions for focused skill development, aligning with their future career aspirations. This tailored approach allows apprentices to hone specific expertise crucial for success in their chosen fields.

Graduates of our apprenticeship program not only receive a certificate of completion but also benefit from a personalized letter of recommendation, emphasizing their skills and accomplishments. Additionally, we offer dedicated career counseling and guidance, ensuring that each graduate is well-prepared for the professional journey ahead.

To maintain the intensity and effectiveness of the program, apprentices are expected to commit a minimum of 15 hours per week. This structured commitment ensures that apprentices acquire in-depth knowledge and hands-on experience, setting the foundation for a successful and rewarding career in the event industry.

Studies of Focus

Retail Floral Design

(Limit 4 Students per year)

- Retail Floral Design
- Green & Blooming Plant Care
- Sympathy Floral Work
- Customer Relations
- Special Occasion/Holiday Design
- Event Floral

In our Retail Floral Design program, participants delve into the artistry of floral design with a comprehensive curriculum covering retail floral design principles, green and blooming plant care, sympathy floral work, customer relations, special occasion and holiday design, and event floral arrangements. The program's emphasis on customer relations, ensures graduates emerge not only as skilled floral designers but as professionals capable of delivering exceptional customer experiences in the retail floral industry.

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Studies of Focus

Wedding Industry

(Limit 6 Students per year)

- Wedding Planning
- Wedding-Specific Floral Design
- Wedding Design & Decor
- Wedding Day Coordination



In our exclusive Wedding Planning program, participants undergo a specialized curriculum covering wedding-specific floral design, wedding design and decor, and wedding day coordination. With a strong focus on creating enchanting atmospheres reflective of the couple's vision, apprentices gain expertise in transforming venues into dream wedding settings. The program also provides insights into the wedding industry, preparing graduates to navigate market trends and client expectations.



Event Planning

(Limit 2 Students per year)

- Event Concepts
- Event Planning
- Event Types
- Event Design

Our Event Planning program offers an unparalleled opportunity to become proficient in the dynamic field of event management. Participants will delve into a comprehensive curriculum covering essential aspects such as event concepts, planning strategies, various event types, and the art of event design. With a strong emphasis on hands-on experience, apprentices will gain practical insights into creating and executing memorable events. Graduates of this program emerge with a deep understanding of the intricacies of event planning, positioning them as adept professionals ready to curate extraordinary experiences in the event industry.



Visual Merchandising

(Limit 4 Students per year)

- Visual Merchandising Concepts
- Window Display Design
- Retail Floor Space Design
- Product Display

The Visual Merchandiser program is an exclusive opportunity for aspiring professionals to master the intricate realm of visual merchandising. Participants study advanced concepts, including window display design, retail floor space optimization, and product display strategies. With a keen focus on creating impactful and alluring showcases, apprentices gain a profound understanding of the principles that drive successful retail displays.

What is a Florist?

Floral Program

Discover the Artistry and Craftsmanship of Floristry

Florists are the creative visionaries behind the natural charm and beauty that grace life's most memorable moments. As indispensable contributors to the floral industry, these artisans play a crucial role in bringing joy and elegance to various occasions.



The Role of a Florist

Florists are versatile professionals with responsibilities that vary based on their specific roles and work settings. Some common tasks associated with the job include:

Designing Floral Arrangements:

Florists use their artistic flair to create unique and visually pleasing floral arrangements for a range of occasions, including weddings, funerals, birthdays, and corporate events. Their ability to harmonize color, texture, and composition ensures that each arrangement complements the client's preferences and the theme of the event.

Managing Inventory:

Florists are responsible for ordering and maintaining inventory of fresh and artificial flowers, plants, and decorative items. Their knowledge of different floral varieties and unique properties enables them to select the best quality products for their clients.

Providing Customer Service:

Exemplary customer service is a hallmark of a florist's role. Understanding client needs, answering questions, and ensuring client satisfaction with floral arrangements require professionalism, patience, and a customer-centric approach.

Store Management:

Florists working in flower shops or garden centers often manage the overall store operations, including opening and closing, handling transactions, and maintaining cleanliness and organization.

Timely Deliveries:

For florists, ensuring that floral arrangements are delivered to the right location and on time is a priority. This may involve having a valid driver's license and a reliable vehicle for transportation.

Marketing and Networking

Florists actively promote their services to potential clients, participate in events, trade shows, and network with industry professionals to grow their clientele.

Becoming a Florist

Professionalism is a key aspect of a florist's job. Individuals interested in this career can pursue educational programs such as a one-year certificate, two-year associate degree, or four-year bachelor's degree in areas like floriculture to enhance job opportunities.

A retail florist is expected to interact professionally with patrons, respond to inquiries with proper etiquette, and stay updated on industry trends. Managing inventory, tracking product arrivals and sales using computer systems, and maintaining the health and appearance of flowers are essential skills in this fulfilling profession.

Embark on a journey into the world of floristry, where passion meets creativity, and every floral arrangement tells a unique story.

Wedding Industry Professional

Wedding Program

As a key player in the Wedding Industry, a professional, especially a florist, takes on a range of tasks and responsibilities

In the dynamic world of the Wedding Industry, professionals often enjoy a flexible schedule, although weekend commitments are common. Their role revolves around providing exemplary wedding services, utilizing their unique abilities, talents, and skills to assist couples in planning and executing their dream weddings.

Strategic Sales Management:

Develop and execute strategic plans to achieve sales targets and expand the customer base.

Relationship Management:

Manage and maintain relationships with key accounts, ensuring customer satisfaction and retention.

Business Development:

Identify new business opportunities and conduct market research to stay informed about industry trends and competitors.

Collaboration and Teamwork:

Collaborate with cross-functional teams to develop and implement effective sales strategies.

Sales Tools Utilization:

Utilize Salesforce or other CRM tools to track sales activities, pipeline, and customer interactions.

Sales Presentations and Negotiation:

Conduct sales presentations, negotiate contracts, and close deals with potential clients.



Training and Support:

Provide ongoing training and support to the sales team to enhance their product knowledge and selling skills.

Technology Awareness:

Stay updated on the latest technology trends and developments to effectively promote wedding products and services.

Requirements

- Proven experience in sales, preferably in a technical or technology-related field.
- Strong communication and interpersonal skills with the ability to build rapport with clients.
- Excellent account management and business development skills.
- Ability to work independently and collaboratively in a fast-paced environment.
- Self-motivated with a results-oriented mindset.
- Willingness to travel for client meetings and industry events as needed.

What Defines a Wedding Industry Professional?

Professionalism is a cornerstone of success in the Wedding Industry. A retail florist, for example, must handle telephone calls with proper etiquette, promptly assist walk-in customers, and provide tips to help them make informed purchases.

Educational Opportunities:

Individuals interested in becoming a retail florist can pursue educational paths such as a one-year certificate, two-year associate degree, or four-year bachelor's degree program in floriculture. This educational foundation enhances job opportunities and equips professionals to interact professionally with patrons while promoting company products.

Begin a journey in the Wedding Industry, where professionalism, skill development, and a passion for creating magical moments converge.

Wedding Planning

Planning Program

Step into the enchanting realm of wedding planning with the Genesis Master of Events Wedding Planning Program.

Tailored to instill expertise and creativity, this program provides individuals with the skills to orchestrate flawless and memorable weddings. Rooted in our Biblically-based values, we prioritize ethical practices, attention to detail, and the art of creating unforgettable moments.

Key Program Highlights:

Comprehensive Wedding Planning

Delve into the art and intricacies of wedding planning, covering everything from initial consultations to the grand celebration. Our program equips individuals with the knowledge and skills to navigate the unique challenges of wedding coordination, ensuring every detail aligns with the couple's vision.

Ethical Wedding Coordination

Aligned with our commitment to ethical standards, the Wedding Planning Program emphasizes responsible practices in wedding coordination. Participants explore the ethical considerations of vendor relationships, budgeting, and client interactions, ensuring a principled approach to wedding planning.



Creative Design for Weddings:

This program places a strong emphasis on creative design principles specific to weddings. Participants learn to conceptualize and execute visually stunning weddings, considering themes, decor elements, and other details that contribute to the overall aesthetic and ambiance of the celebration.

Hands-on Practical Experience

Our program offers hands-on experience through real-world wedding planning projects. Participants have the opportunity to apply their knowledge in coordinating actual weddings, gaining practical insights into the dynamic and emotional landscape of wedding planning.

Portfolio Enhancement

Upon completion, participants receive endorsements, testimonials, and visual documentation of their wedding planning projects. This comprehensive portfolio showcases their expertise, creativity, and successful execution of weddings, enhancing their professional profile in the industry.

Career Pathways:

Graduates of the Wedding Planning Program will have the opportunity to apply for positions within Genesis Master of Events. This program serves as a gateway to a fulfilling career in orchestrating beautiful weddings, aligning with our commitment to excellence and ethical wedding coordination.

Start on a transformative journey today into the heart of wedding planning with Genesis Master of Events. Join us in creating magical and unforgettable moments for couples on their special day.

Event Planning & Design

Planning Program

Our program is meticulously crafted to empower individuals with the skills and knowledge needed to curate extraordinary and unforgettable events

Rooted in our Biblically-based values, this program emphasizes ethical practices, creativity, and excellence in event execution.

Key Program Highlights:

Holistic Event Planning:

Participants will delve into the art and science of event planning, covering every aspect from conceptualization to flawless execution. Our program guides individuals through the intricacies of creating seamless, memorable, and meaningful experiences for diverse occasions.

Ethical Event Execution:

Aligned with our commitment to ethical standards, the Event Planning and Design Program emphasizes responsible event management practices. Participants will explore the ethical considerations of vendor relationships, budgeting, and client interactions, ensuring principled conduct in the industry.



Creative Design Principles:

This program places a strong emphasis on creative design principles, teaching participants how to envision and bring to life visually stunning events. From theme conceptualization to selecting decor elements, individuals will learn the art of crafting immersive and aesthetically pleasing event experiences.

Hands-on Practical Experience:

Our program offers hands-on experience through real-world projects, allowing participants to apply their knowledge in planning and designing actual events. This practical exposure equips individuals with the skills needed to navigate the challenges of event execution.

Portfolio Building:

Upon completion, participants will receive endorsements, testimonials, and visual documentation of their event planning and design projects. This comprehensive portfolio serves as a testament to their expertise and creativity, enhancing their professional profile in the industry.

Career Opportunities:

Graduates of the Event Planning and Design Program will have the opportunity to apply for positions within Genesis Master of Events. This program serves as a gateway to a fulfilling career in crafting extraordinary events, aligning with our commitment to excellence and ethical event management.

Join us in creating unparalleled experiences that leave a lasting impact on clients and event attendees alike.

Visual Merchandising

Merchandising Program

Step into the captivating world of visual merchandising with the Genesis Master of Events Visual Merchandising Program.

This unique program is crafted to equip individuals with the skills to curate immersive and visually stunning environments for events, creating memorable and impactful experiences. Rooted in our Biblically-based values, this program emphasizes the ethical and creative dimensions of visual merchandising.

Key Program Highlights:

Artistry in Display

Participants will explore the artistry of visual merchandising, learning to design captivating displays that tell a story and evoke emotions. From conceptualizing themes to selecting and arranging elements, this program guides individuals in creating visually compelling environments.

Ethical Design Principles

In alignment with our commitment to ethical standards, the Visual Merchandising Program focuses on responsible design practices. Participants will understand the ethical considerations of visual storytelling, ensuring that each display aligns with the values and principles upheld by Genesis Master of Events.



Hands-on Practical Experience

This program offers hands-on practical experience, allowing participants to bring their creative visions to life. Through real-world projects, individuals will gain expertise in spatial design, lighting, color theory, and other essential elements of visual merchandising.

Portfolio Development

Upon completion, participants will receive endorsements, testimonials, and visual documentation of their projects, enhancing their professional portfolios. This tangible evidence of their creative prowess serves as a valuable asset for those seeking opportunities in the field of visual merchandising.

Career Pathways

Graduates of the Visual Merchandising Program will have the opportunity to apply for positions within Genesis Master of Events, joining a community that values artistic expression and ethical design principles. This program opens doors to a rewarding career in creating visually enchanting spaces in both retail and for events.



Media Program

In the dynamic realm of Social Media, Genesis Master of Events introduces a comprehensive Social Media Management Program.

Designed to empower individuals with the skills and knowledge needed to navigate the ever-evolving landscape of digital engagement. As a Biblically-based company, we emphasize ethical practices and strive for excellence in the execution of social media strategies.

Key Program Highlights:

Strategic Social Media Planning

Participants in our program will delve into the art of strategic social media planning, learning to create engaging content and campaigns that align with the values and goals of Genesis Master of Events. From crafting compelling narratives to understanding analytics, our program covers the spectrum of effective social media management.

Ethical Social Media Practices

In line with our commitment to ethical standards, our program emphasizes responsible and transparent social media practices. Participants will explore the ethical considerations of content creation, audience engagement, and brand representation, ensuring a principled approach to digital communication.



Real-world Application

The Social Media Management Program at Genesis Master of Events goes beyond theory, providing hands-on experience in managing social media platforms. Participants will work on real-world projects, gaining practical insights into effective community building, audience targeting, and crisis management in the digital sphere.

Professional Portfolio Building

Upon completion of the program, participants will receive endorsements, testimonials, and examples of successful social media campaigns to enhance their professional portfolios. This tangible evidence of their skills and achievements serves as a valuable asset in pursuing a career in social media management.

Career Opportunities

Graduates of our Social Media Management Program will have the opportunity to apply for positions within Genesis Master of Events, joining a community that values expertise and ethical conduct in the digital space. This program is a gateway to a fulfilling career in the dynamic field of social media management.

Join us in shaping digital narratives that resonate and inspire in an ever-evolving social media landscape.





Application Process

1 To be considered for the program you will need to return a completed application, found on the following page.

2 Follow the links to take the assessments and return your results. This will assist us in your placement in the program.

https://www.colorcode.com/choose_personality_test/

<https://discpersonalitytesting.com/>

<https://www.16personalities.com/>

<https://www.truity.com/test/enneagram-personality-test>

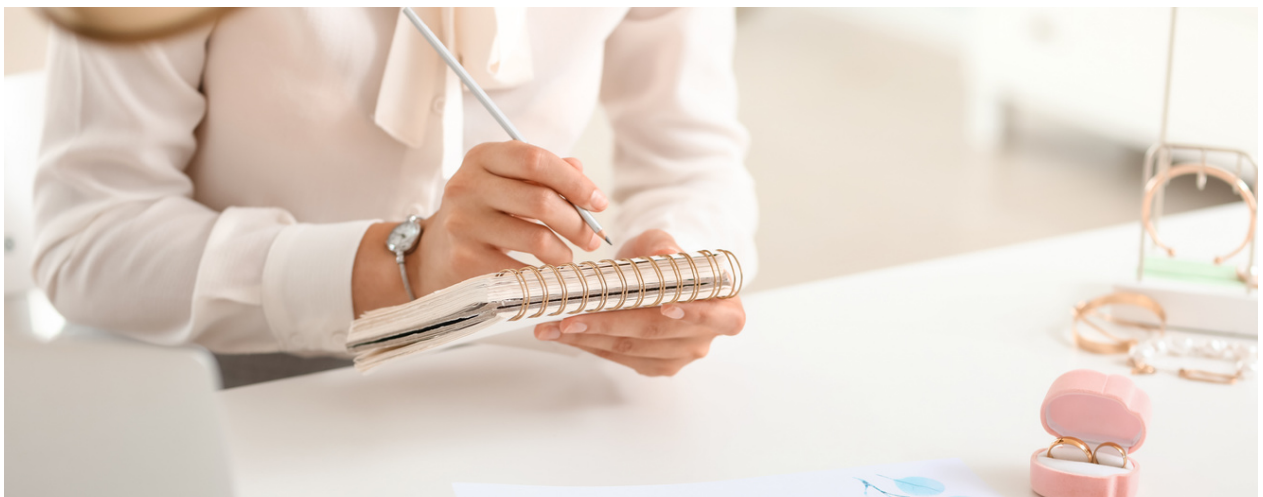
3 Send back your results and application with your personal statement.

4 Schedule your in-person interview.

5 Notification of your acceptance and placement

Please submit your application and resume as part of your application package to:
Victoria@genesismasterofevents.com

Personal Statement: Please include a short statement explaining how the program will benefit your career goals and objectives and why you should be considered for the program.



Name of Applicant:

Address:

City & Zip Code:

Cell Phone:

Preferred email address:

Do you have reliable transportation?

Do you have a laptop?

Do you have access to the Internet?

Do you have any friends or family who are currently a client of Genesis Master of Events If so, who?

Are you employed? If so, where?

If you are currently employed, how might your program affect your current job?

Are you currently enrolled in school? If so, what is your major and when will you graduate?

If you are currently in school, how might your program affect your schooling?

Are you available for events during the week?

Are you available for events in the evening?

Are you available for events on the weekends?

Are there any dates or times you are unavailable for events?

How much time are you willing to invest in the program every week?

Why are you interested in applying for an internship/training with Genesis vs. seeking training from another entity?

What are the skills you hope to gain during your internship?

What do you hope to contribute to Genesis by being selected to join the team?

What is your goal once your training is complete?

What do you foresee will be your biggest challenges in joining the program?

Please state why you would be an exceptional applicant and why you should be considered for this: