



The Wedding Hub  
B-08-3A Block B,  
3 Two Square, Jln 19/1  
46300 Petaling Jaya  
Tel : 603- 7987 7188

## **The Association of Wedding Professionals Malaysia**

The Association of Wedding Professionals, Malaysia is a membership service organization, designed to increase awareness of the wedding business and improve the professionalism and credibility of members. The idea was conceived to setup a Malaysian association that will help protect the wedding industry partners and improve the quality of services to all wedding couples.

### **1) Member Benefits**

- Professional Development Program to constantly upgrade yourselves
- Media coverage
- Referrals of potential clients
- Auxiliary members
- Dispute resolution service
- Corporate member support
- Market surveys / research / statistics
- Wedding industry promotions
- Membership listing
- Certificate of accreditation
- Networking opportunities

### **2) Why Should I Become a Member ?**

- Adds credibility to your services
- Controlled pricing strategy – members do not need to jump into the price war wagon as the AWP accreditation determines a “lowest minimum” charge across the board
- Business networking opportunities with other AWP accredited members from all over the world
- Special rates for seminars / courses organized by AWP

### **3) Code of Ethics**

- Represent each client fairly and honestly, providing all agreed-to services in a timely and cost-efficient manner
- Establish reasonable and proper fees for services and provide written estimates to each client
- Use honest, factual advertising
- Deal with employees fairly, in an unbiased manner
- Operate a business that is a credit to the Association and the community



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#### **4) Standards of Membership**

- Supply background information about the member and his/her business, or other information deemed essential to the Association's responsibility to provide factual reports on the profession
- Cooperate with Association activities and efforts to promote and improve the professionalism of the bridal business
- Respond rapidly and honestly to all complaints forwarded by the Association
- Supply, on request, the evidence on which any advertising is based
- Adhere to the Association's Code of Ethics and cooperate with the Association in all matters relating to it
- Use the Association's name and logo only as authorized
- Pay all Association bills in a timely manner

#### **5) What Are The Membership Categories?**

##### *(I) Wedding Service & Products Providers*

- Wedding Planners
- Florist
- Decoration
- Photography
- Videography
- Stationary
- Bridal Studios
- Entertainment
- Hair & Make-Up
- Gowns & Suits Specialists
- F&B Catering
- Favours
- Exotic Car Rental
- Cake
- Jewellery & Accessories
- Hotel
- Resort
- Spa
- Restaurant
- Travel
- Finance
- Wedding Website Developers



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## 6) How Do I Become a Member ?

\* please see attached membership application form

All applications for titles are subject to review and approval by the AWP committee. To assist you with this submission please fill in the Business Particulars Form and submit the following :-

- Business license (min of two years)
- 01 Recommendation Letters by existing members of AWP Malaysia
- 02 Copy of Recommendation Letter from a previous Wedding Couple or Wedding Vendor

Submission of application does not automatically confirms membership, membership approval is at the discretion of the committee.

## 7) How Much Is The Title Per Annum?

The membership fee for AWP Malaysia is :

**RM 100 (Malaysia Ringgit One Hundred Only) per annum**

## 8) Payment & Application Terms

Full payment upon registration of membership before full processing of membership application. Should your membership be rejected, you will receive a full refund of fees paid.

The association will require a period of no less than ONE (1) month to review all applications. You will receive a written confirmation of your membership which will be sent to you by post to the address provided above.

## 9) What do I need to submit for application ?

- Application form
- A copy of all the documents listed in item 6
- Appropriate fee amount, cheque to be issued to **AWP SELANGOR, Maybank Account No 514365 108641**
- Please bank in your fee and fax the bank slip to 03-7987 7688



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## **NEW MEMBERSHIP APPLICATION FORM**

*\* (denotes required field)*

\*SURNAME : \_\_\_\_\_

\*GIVEN NAME(S) : \_\_\_\_\_

TITLE : MR / MRS / MS / OTHERS : \_\_\_\_\_

\*COMPANY NAME : \_\_\_\_\_

\*COMPANY REGISTRATION NUMBER: \_\_\_\_\_

\*IDENTIFICATION CARD NO : \_\_\_\_\_

\*ADDRESS : \_\_\_\_\_

POSTCODE : \_\_\_\_\_ CITY : \_\_\_\_\_

STATE : \_\_\_\_\_

TELEPHONE : \_\_\_\_\_ FAX : \_\_\_\_\_

\*MOBILE : \_\_\_\_\_ \*EMAIL : \_\_\_\_\_

\*NATURE OF YOUR BUSINESS \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



6) Currently, how are you marketing your wedding product / services which you are providing?

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7) Currently, which are the advertising medium you are using to advertise your wedding products / services? Please submit evidence of advertising for two years

- Newspaper       TV       Magazine       Internet  
 Others. Please specify \_\_\_\_\_

8) What is the frequency of the advertising medium that you use?

- Newspaper (\_\_\_\_\_ insertions/week)     TV (\_\_\_\_\_ airtime/week)  
 Magazine (\_\_\_\_\_ insertions/year)     Internet (\_\_\_\_\_ )  
 Others. Please specify frequency \_\_\_\_\_

9) Annual expenditure on Advertising & Promotion RM \_\_\_\_\_

10) Please attach 01 copy Business License, 01 written recommendation letter from an existing member of AWP Malaysia, 02 copy written recommendation letter from a previous wedding couple.

11) Signature & Company Stamp

\_\_\_\_\_  
Signature  
Date :

\_\_\_\_\_  
Company Stamp