

welcome

to the



AMIC THE ACADEMY OF
MODERN CELEBRANCY

course

Welcome to the Academy of Modern Celebrancy!

We are absolutely thrilled you've decided to join us on this journey to become an accredited celebrant. My name is Jennifer, and I'll be guiding you through our certification course handbook.



I've been officiating ceremonies since 2010, and I've loved every single minute of it! From weddings to funerals and everything in between, each ceremony tells a unique story. As celebrants, we have the honour of helping families celebrate life's most meaningful moments.

Our talented team here at AMC has officiated thousands of ceremonies over the years. We've experienced the highs and lows of this rewarding career, and we can't wait to share our knowledge with you.

Becoming a celebrant is a wonderful adventure. Just thinking about it makes me smile! Being able to bring comfort, joy and meaning to people's lives is such a privilege.

Over the next few months, you'll learn all the skills needed to become an exceptional celebrant. We'll cover everything from writing to public speaking, so you feel fully prepared to serve families with compassion and professionalism.

I know you have a bright future ahead as a celebrant! Our team is here to support you every step of the way. We can't wait to see you grow into a confident, successful officiant.

So let's get started! Your incredible journey begins today. Welcome to the Academy of Modern Celebrancy!

AMC Certifications - Gold Standard of Certifications in Funeral and Wedding Industry

Our certifications at the Academy of Modern Celebrancy are highly prestigious and meaningful qualifications that signify your dedication, hard work, and exceptional skill as a celebrant.

An immense amount of time, care, and expertise has gone into developing our comprehensive certification programmes. We have poured our hearts into creating a celebrant training course that is unparalleled in its level of quality, depth, and scope.

Our team is composed of experienced, passionate professionals who are committed to upholding rigorous standards and providing an exceptional educational experience. We have decades of combined experience officiating and creating customised ceremonies for families.

When you complete AMC certification, you join a selective group of celebrants who have met our stringent requirements and demonstrated the abilities needed to serve families with the utmost compassion and professionalism during life's most poignant moments.

Our programmes equip you with versatile skills in ceremony writing, public speaking, presentation, and small business operations – everything you need to launch a successful and meaningful career as a celebrant.

We take great pride in producing excellently trained, sensitive, and talented celebrants through our courses. Our certifications are credible indicators of your specialised expertise. They demonstrate the care, effort, and commitment you have devoted to honing your celebrant skills.

We know you have what it takes to meet our standards of excellence. We can't wait to guide you on this journey to becoming a certified, accomplished celebrant.

How the course is structured:

Here is a section describing how our certification course is structured:

Our training programme utilises a blended learning approach to provide a comprehensive and supportive learning experience:

- Self-study elements allow you to learn core concepts and ceremony writing techniques at your own pace through video lessons, example ceremonies, and workbooks. These resources enable you to establish foundational knowledge.
- Weekly group coaching sessions offer live interaction with mentors and fellow students. You'll be able to ask questions, participate in discussions, brainstorm ideas, and receive feedback. This collaborative environment enriches your learning.
- One-on-one mentoring matches you with an experienced AMC mentor who will meet with you regularly to provide personalised guidance as you progress through milestones. You'll get the chance to work directly with a professional celebrant to refine your abilities.
- Supplementary resources like module quizzes and access to the team outside of sessions give you additional support for development areas.

With self-study content to build skills, group sessions for enrichment, personalised mentoring for growth, and robust supplemental materials, our blended approach enables you to gain expertise and confidence on the path to becoming an accredited celebrant. We're invested in your success through comprehensive instruction.

How do I access the course hub?

The Hub contains all of the course content and is a valuable resource for your celebrancy training.

Each module has a video lesson and accompanying workbook. Follow along week-by-week through the Hub by watching the videos and downloading the PDF workbooks.

After reviewing the video, you'll take a 'Start Quiz' for each module. This is where you submit the workbook questions to be marked.

The first modules will guide you through getting started. Once you complete a module assignment, you'll gain access to the next one.

You can track your progress through the Hub, monitor your performance, and access all training materials in one place.

Your Hub login is the email you registered with and the password you set up. If you haven't created a password, please log out and reset it using "Forgot Password." Starting modules without a password won't save your progress.

How does the self study part of the course work?

The self-study element allows you to independently work through module materials at your own pace. Each course is divided into key modules with videos, readings, example ceremonies, and workbooks.

For the Wedding Course, there are 3 self-study modules. The Funeral Course contains 5 plus one at the end of your course) modules. The Naming Ceremony Course has 2 modules.

As you go through each module, you will fill out relevant worksheets, complete short quizzes, and submit assignments. These activities reinforce learning and allow you to get deep into the art of celebrancy.

Once finished with a module, you will upload your materials through the online learning portal to be evaluated by our team. Your work will be reviewed and marked before you can progress to the next module.

Self-study enables you to establish core knowledge on the role of a celebrant, ceremony structure, writing techniques, and delivery skills. The materials provide in-depth guidance so you feel prepared for the mentor-led portion.

Completing the self-study demonstrates your commitment to learning the foundations of excellent celebrancy. Once you have completed this and your work has been marked, you will move forward to the mentor-led part of your training. Please allow 10 working days for your self study modules to be graded and to be allocated to your mentor.

What's next after self study?

Once you successfully complete the self-study modules, you will be matched with one of our experienced celebrant mentors. This one-on-one guidance will further develop your skills.

You'll begin with an introductory video call with your mentor to outline the programme and expectations. Then, you'll work back and forth via email and shared Google Docs to complete assignments.

The first module focuses on writing two full ceremony scripts. You'll learn techniques for crafting personalised ceremonies using video interviews and questionnaires.

The next module requires recording a practice ceremony based on one of your scripts. You will rehearse and perform the ceremony in front of friends/family to get comfortable presenting live.

After receiving your mentor's feedback, you will perform another ceremony live over Zoom for your mentor. This simulated event tests your ability to smoothly officiate.

Throughout the process, your mentor provides support, watches your progress, suggests improvements, and ensures you meet criteria. This experiential learning cements your ceremony writing, public speaking, and professionalism skills.

With your mentor's guidance, you'll gain the real-world abilities needed to officiate impactful ceremonies that comfort and inspire. We're excited to see your celebrancy skills blossom through this collaborative training.

How long do I have to work with my mentor?

You have 9 weeks for Weddings and Funeral courses, from the date you are matched with a mentor to complete the mentored training modules and move forward in the course. Four weeks for the naming course. This is part of meeting formal accreditation requirements.

Please note:

If you don't finish the mentored modules within the 9 week period, you'll need to pay a restart fee of £200 for Wedding and Funeral courses or £150 for Naming courses. This allows you to be reallocated to a new mentor within 7 working days and pick up where you left off.

The restart fee applies each time the 9 weeks ends without completing the mentored milestones, even if you made some progress with your previous mentor. There is no difference in fee based on how much you got done before. This fee just covers reassigning a mentor and continuing from your last finished module. Please note you may be matched with a different mentor when restarting.

You can restart with a new mentor at any point within your 12 months of enrollment access. But each time 9 weeks passes without fulfilling the mentored requirements, the restart fee will be charged again.

Our goal is to help every student succeed in getting accredited within your course access period. Reach out if you need any help getting back on track with the mentored modules.

How long do I have to complete the course?

You have 12 months from your enrolment date to begin the certification course material. If you need your course access delayed for any reason, please let us know when you register and we can push back the start date as needed.

It is expected that you will start the course within 12 months of enrolling. If you do not begin the programme within your initial 12 month access period, you will need to pay a re-enrollment fee of £200 to regain access to the course materials for another 12 months.

We want you to begin your celebrancy journey as soon as you're ready! Let us know if there are any obstacles preventing you from starting within the first year so we can try to provide accommodations. Our goal is for all enrolled students to commence their training in a timely manner. Please reach out if you need to discuss adjusting your timeline or re-enrolling after the initial access expires. We're happy to assist with making sure you get started on the path to certification.

How much support do we get?

We believe personalised support is the key to becoming an exceptional celebrant. Our training is tailored to you as an individual learner. We use a variety of touchpoints to provide guidance based on your needs.

During the self-study portion, we highly recommend you attend at least 2 Q&A sessions. This allows us to answer any questions you have in real time.

Once you begin working with your assigned mentor, you'll have access to their expertise if you need extra assistance. Your mentor is there to guide you and provide feedback to help you master celebrancy skills.

At the start of your course, you'll have a 20 minute kickoff call with a team member to outline the programme. After this, you'll gain access to course materials and our Student Hub Facebook group - an amazing community of celebrants in training! Please ask questions here anytime. We monitor it daily to offer support.

Upon completing your modules, you'll have a session with our Student Excellence Manager to delve into business training. We help you get your celebrant services out there so you can start booking ceremonies.

You will also have access to Live Q&A marketing sessions on Friday mornings in the Facebook Student Hub.

Our multi-touchpoint approach allows us to support you however you learn best. Let us know how we can provide the right guidance to help you thrive as you gain celebrant expertise. We're invested in your success!

Do I need to attend the kick off calls and coaching sessions?

Attending the kickoff call and coaching sessions is recommended but not mandatory. All of the core guidance needed to complete the course is provided through the introductory workbook and video tutorials.

However, we do highly encourage participating in the kickoff and coaching Q&A sessions if possible. These interactive elements offer benefits such as:

- Meeting the mentors and putting faces to names

- Getting your questions answered live by our team
- Making connections with fellow students in the celebrant community
- Receiving extra tips, ideas, and encouragement from the coaches
- Practising your presentation skills in a friendly environment

So while absolutely not mandatory, joining the kickoff and coaching sessions will enrich your learning experience and help you feel connected to the community. But if you are unable to attend due to schedule conflicts, you can still find all critical information within the self-study materials.

When are the group Q&A sessions?

The group Q&A sessions are held weekly on alternating days/times to accommodate different schedules.

Tuesdays at 10am GMT, we have a 1-hour Zoom session led by one of our celebrant mentors.

Thursdays at 7pm GMT is another hour-long mentored Q&A on Zoom.

Having alternating days/times allows more flexibility to attend sessions.

These are interactive sessions where you can come together with fellow celebrants in training to get your questions answered live. Each week features a different mentor, so you gain perspective from various experienced celebrants and trainers.

It's a chance to meet other students, get guidance in real time, brainstorm ideas, and make progress on your modules. The mentors provide encouragement and actionable tips.

Sessions are held on Zoom and you can attend as often as would be helpful for your learning. We recommend attending at least two per month during your self-study.

Will I pass the course?

As an internationally renowned training organisation, we at the Academy have stringent gold standard accreditations that we proudly uphold. While we aim to provide robust support, we cannot guarantee every student will pass the certification courses.

There are strict criteria outlined in each module that must be met to achieve certification. You will have 3 attempts to meet the passing requirements for each module through your assignments and assessments.

The self-study materials, one-on-one mentoring sessions, group coaching calls, and our availability as a team all offer guidance as you move through the curriculum. However, if after 3 tries you are still unable to satisfy the standards for a particular module, you will not receive certification for that course.

We've set high bars when designing these programmes to maintain the prestige and meaning of our accreditations. Our certifications have significant value because of the care, rigour and effort invested in the training. As a student, please be aware that dedication and hard work on your part are required to meet the precise standards we've established.

While our goal is absolutely to see every learner succeed, we cannot compromise on the quality of a qualification from the Academy. Please reach out for support if you are struggling with any aspect of the coursework. We are here to help you master the modules so you can proudly join our selective group of certified celebrants.

How do I graduate from the course?

After successfully completing all course requirements, you will have earned one of our prestigious certifications. This signifies meeting rigorous standards through the self-study modules, 1-on-1 mentoring, ceremony script drafting, live presentations, and demonstrated celebrancy skills.

Once your assigned mentor reviews your work and signs off that you have achieved competency in all areas, you'll move into the final graduation phase.

At this stage, our marketing team and Student Excellence Manager will work with you 1-on-1 to ensure your business setup and marketing materials are ready for your celebrant career launch.

Topics covered include:

- Business entity selection & registration
- Contracts & ceremony pricing
- Website setup & optimisation
- Branding your celebrant services
- Leveraging social media & reviews

After polishing up these entrepreneurial elements, you'll be ready for us to officially confirm your graduation status!

You'll join our selective group of certified celebrants who meet our high standards and are prepared to begin meaningful careers serving families. You'll receive your official certification digitally and in the post.

How does my time with a mentor work?

You'll begin with a kickoff video call to meet your assigned mentor and review expectations.

Over the next 9 weeks(weeks for naming) , you'll collaborate via email and shared docs to complete assignments at your own pace. Your mentor is available for questions during this time and available for zoom calls should you need. You will decide this in your kick off session.

The first milestone is writing two complete ceremony scripts. You'll submit these to your mentor for detailed feedback, reviewing back and forth until you have 2 solid scripts that you are confident with.

Next, you'll record a practice ceremony based on one of your scripts. It's important to present this to a small group of friends/family acting as participants rather than alone.

If you don't have friends or family nearby who can act as participants, get creative! You could reach out to a local community theatre group and ask if anyone is interested in helping a student, post on neighbourhood Facebook groups seeing if nearby residents would be willing to take part, or ask people at your church, gym, office etc. The key is finding volunteers who can give you real reactions as you present the ceremony.

After getting your mentor's input on your recorded ceremony, you'll perform another script live over Zoom for them. This is your chance to demonstrate your ability to smoothly officiate.

Your mentor will coach you through the entire process, providing support and suggestions to refine your skills in writing, public speaking, and professional celebrancy.

If all criteria are met within the 9 weeks, your mentor will sign off on your completion of the mentored milestones so you can progress onto the next stage.

What tips do you have to complete the course within the 12 months?

- Create a study schedule and set aside dedicated time each week to work on the modules. Consistency is key - even just a few hours per week adds up!
- Take thorough notes while going through the video lessons to retain knowledge. Review these notes periodically.
- Minimise distractions during your study sessions by turning off notifications, finding a quiet space, etc.
- Don't skip the group Q&A sessions - these provide motivation and accountability. Interacting live helps reinforce learning.
- Complete and submit assignments soon after finishing the module content to stay on track. Don't let things pile up.
- If you get stuck or feel overwhelmed, don't hesitate to reach out to your mentor or our support team. We're here to help!
- Set mini-goals, like finishing one module per month. This makes the process feel more manageable.
- Schedule your mentored modules as soon as possible once self-study is complete. Momentum is important.
- Avoid long gaps between modules - this can lead to forgetting concepts and losing momentum.

Setting goals, managing your time, and utilising support will help you successfully complete the course within your enrollment period. You've got this!

What happens if I fail part of a module?

If you do not pass a module on the first or second attempt, you will get one additional chance to complete it successfully.

You have a total of 3 attempts allowed for each module. If you have not passed after the 3rd attempt, your case will be reviewed by the course manager to determine next steps.

Some options the course manager may recommend are:

- Providing you with additional resources to focus on your learning gaps
- Having you retake just the portion(s) of the module you struggled with
- At our discretion, we may grant you a 4th attempt after working with a mentor

The goal is to get you the extra support needed to master the concepts and successfully pass the module. Each student's needs are considered individually when deciding how to help them progress.

The most important thing is not to get discouraged if you don't pass on the first few tries. Our team is here to help guide you through any difficult parts of the coursework.

What support do I get after I graduate?

You'll become part of the AMC alumni community. This connects you with other certified celebrants for networking, advice, and growth opportunities. We'll invite you to special events, workshops, and inspirational talks to continue building your skills.

You'll have access to our Continued Professional Development (CPD) courses. These are optional programmes covering specific celebrancy topics more in-depth. Our celebrant membership programme (coming soon) provides marketing resources, ceremony templates, vendor discounts, and more to help grow your business.

We're always here to answer questions, give guidance, and act as a resource even after you graduate.

The Academy becomes an ongoing support system after you finish the course. You'll have a community of top professionals to elevate your abilities and celebrancy career. We're invested in your success from the moment you enrol and every step forward!

General FAQs:

How many words for a ceremony script?

We recommend ceremonies be a minimum of 2000 words. This allows enough content to personalise the ceremony and make it meaningful. Shorter scripts tend to feel generic. Your word count does not include any song lyrics, poetry or readings. Just your own speaking parts.

How can I shadow a celebrant at a ceremony?

If you would like to observe a real ceremony for learning purposes, we can arrange for you to shadow one of our certified celebrants. There is a £150 fee to attend and take notes at a wedding, funeral, or naming ceremony. Please contact student services to request shadowing and make arrangements.

I don't know anyone who can participate in my recording. What can I do?

If you don't have friends or family nearby who can act as participants, get creative! You could reach out to a local community theatre group and ask if anyone is interested in helping a student, post on neighbourhood Facebook groups seeing if nearby residents would be willing to take part, or ask people at your church, gym, office etc. The key is finding volunteers who can give you real reactions as you present the ceremony. Please ensure you have a minimum of 2 people for your ceremony recording.

How long for feedback or marking on assignments?

For self-study module assignments, expect marking within 7-10 business days after you submit through the online portal. During your mentored modules, your mentor will provide feedback on submissions within 3-4 working days to keep your progress moving.

Do I need real people in my ceremony recording?

Yes, it's important to present your practice ceremony to a small group rather than just solo to the camera. Having even 2-3 volunteers play the role of guests and react naturally gives you a more realistic experience to prepare you for live events.

Can I use my own script in the recording?

You must use one you've previously submitted and had graded by your mentor. You can choose if this is script 1 or script 2 from your submissions.

Final Word.

As you embark on your celebrant journey, we want to leave you with some final words of encouragement:

This is your time. Time to take that leap, back yourself completely, and start doing what you were born to do - officiate ceremonies with heart and meaning.

The road ahead will have its challenges, but the rewards will far outweigh any obstacles. Hold on to that vision of standing before a room, guiding a couple into marriage or providing solace during loss. Your words have power; your presence has impact.

You have found your calling as a celebrant. Now go out and let your unique gifts shine. Approach each ceremony with care, tact and creativity. Immerse couples and families in the stories of their lives. Help them feel held.

We are cheering you on every step of the way. You have a community in us and a home in the Academy always. Take pride in your skills and keep reaching higher. Stay true to your celebrant identity.

This is your time to make a difference as a celebrant. Have confidence in your training. Know we are here backing you completely. Go empower families, spread more light, and make this world a little more beautiful. Your incredible journey begins today.