



weddings
insider

CONFERENCE & TRADE SHOW

March 4, 5 & 6, 2025

Orange County Convention Center

Orlando, Florida

TUESDAY, MARCH 4

11:00 AM - 4:30 PM	Registration / Badge Pick Up	
2:00 PM - 6:00 PM	Specialty Seminars:	
	Caterers/Cakes	DJs/Music
	Florists	Wedding Gowns
	Photographers/Videographers	Venues
	Wedding Planners	
	General Seminars:	
	Business Strategy	Social Media

WEDNESDAY, MARCH 5

8:00 AM - 4:30 PM	Registration / Badge Pick Up	
9:00 AM - 9:45 AM	Celebrity Speaker, Preston Bailey	
9:45 AM - 10:00 AM	Celebrity Meet & Greet	
10:00 AM - 12:00 PM	Specialty Seminars:	
	Caterers/Cakes	DJs/Music
	Officiants	Photographers/Videographers
	Venues	Wedding Planners
	General Seminars:	
	Business Strategy	Social Media
	Time Management	
12:00 PM - 5:00 PM	Exhibit Hall Open	
12:00 PM - 2:00 PM	Insider Talks	
2:00 PM - 4:00 PM	Specialty Seminars:	
	Caterers/Cakes	DJs/Music
	Officiants	Photographers/Videographers
	Venues	Wedding Planners
	General Seminars:	
	Business Strategy	Social Media
	Time Management	
4:00 PM - 5:00 PM	Specialty Networking Social	

THURSDAY, MARCH 6

8:00 AM – 3:30 PM	Registration / Badge Pick Up	
9:00 AM – 12:00 PM	Specialty Seminars:	
	Florists	Officiants
	Photographers/Videographers	Venues
	General Seminars:	
	Business Strategy	Finance
	General	Marketing
	Social Media	Trends
9:00 AM – 4:00 PM	Exhibit Hall Open	
12:00 PM – 2:00 PM	Insider Talks	
2:00 PM – 4:00 PM	Specialty Seminars:	
	Florists	Officiants
	Photographers/Videographers	Venues
	General Seminars:	
	Business Strategy	Finance
	General	Marketing
	Social Media	Trends

Our Early Bird Discount is
GOING ON NOW!

Don't miss your chance to save 50% on tickets to the Weddings Insider Conference & Trade Show—the must-attend event for wedding professionals looking to elevate their business!

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Gain expert insights, connect with industry leaders, and discover the latest trends through our specialty tracks, general sessions, and exclusive Insider Talks.

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Keynote Speaker

Preston Bailey



SPECIALTY TRACKS

We've crafted an incredible event with eight specialty tracks designed to give you expert insights, practical skills, and innovative ideas to elevate your business, along with dozens of general sessions and Insider Talks.

DJS/BANDS/MUSIC

VENUES

FLORISTS

WEDDING PLANNERS

WEDDINGS GOWNS

OFFICIANTS

PHOTOGRAPHERS/
VIDEOGRAPHERS

CATERING/CAKES/
DESSERTS

Whether you're a seasoned pro or new to the wedding industry, there's something for everyone. Don't miss out on this incredible opportunity to network with industry leaders, discover new products and services, and gain invaluable knowledge that will help you grow your business.

2:00 PM

Embracing Change: Adapting Your Venue to Evolving Wedding Trends

Tirzah Caffee, Venue Success Coach

Specialties: venues

With market saturation and shifting generational buying cycles, it can be challenging to decide what to change—or whether change is needed at all. In this presentation, you'll explore nationwide venue trends and, most importantly, learn how to adapt your strategies to meet clients' needs and grow your bottom line.

3:00 PM

Mastering Venue Sales: Strategies That Close

Jonathan Aymin, Common Sense Events Inc

Specialties: venues

This session will explore effective sales strategies, including using emotional selling to convert leads into bookings, how to handle client objections, and how to hire and manage a venue sales team. I will share proven strategies for increasing sales and growing a venue's revenue pipeline.

4:00 PM

Wedding Venue Mastery: Book More with out Burnout

Kristin Binford, Kristin Binford Venue Coaching

Specialties: venues

Discover the key factors that contribute to venue owner burnout and stress, along with four roadblocks to remove that will simplify life for both you and your couples. Learn what to focus on next for growth in an increasingly competitive marketplace, drawing from the experience of a venue owner with 110 weddings booked in 2025 who successfully works less than 10 hours a week in her business.

5:00 PM

Venue: You're Blowing it

Shannon Tarrant, Wedding Venue Map

Specialties: venues

Your venue tour can make or break a booking. Avoid common mistakes that drive couples away by learning actionable solutions. Discover practical strategies to turn tours into unforgettable experiences, secure bookings, and prevent post-tour ghosting. Stop losing clients—start transforming your tours into moments that truly seal the deal!

2:00 PM

Creating Irresistible Experiences: Attracting Your Ideal Clientele

Joey Mac Dizon, The Mobile Cigar Lounge

Specialties: wedding planner

Creating irresistible experiences is exciting but attracting ideal clients can be challenging. The Mobile Cigar Lounge grew from 14 weddings in 2019 to over 1,100 events in 2023 by understanding their target market, value proposition, and client profile. Join Joey Mac as he shares his seven-figure business strategy.

3:00 PM

Guest Centricity: Creating Exceptional Memorable Experiences

Chris Weinberg, Chris Weinberg Events

Specialties: wedding planner

Creating outstanding client and guest experiences is vital in event planning and creative industries. This session focuses on mastering the art of understanding guest needs and adding personalized touches to enhance services, ensuring every event is memorable and leaves a lasting impression.

4:00 PM

Building the Perfect Sales Funnel: How to Attract and Convert High-Paying Clients in 2025.

Brandee Gaar, Wedding Pro CEO

Specialties: wedding planner

Many wedding professionals make critical mistakes by chasing leads, undervaluing their services, and losing money. This session reveals how to transform your sales process so clients eagerly seek you out. Learn to create a sales funnel that fills your calendar, boosts income, and positions you as a market expert.

5:00 PM

Managing Multiple Brands with Balance for Maximum Profit

Dixie Bagley, Dixie Does Weddings

Specialties: wedding planner

Managing multiple brands in the wedding industry can be stressful yet highly profitable. By creating valuable synergies, each brand enhances the others. Complementary brands streamline workflows and facilitate cross-promotion, ensuring your business becomes a go-to resource for clients while maximizing efficiency and opportunities for growth.

Specialty sessions for **DJs/music**

TUESDAY, MARCH 4 | 2:00 PM - 6:00 PM

2:00 PM

Beyond the Booth - Learning the Power of Personal Connection

Kevin Johnson, KJ Entertainment

Specialties: DJs/music

Discover the Power of Personal Connection – In today's digital landscape, face-to-face interactions are rare yet impactful. Next, learn how to Personalize That Power by infusing your business with your unique personality, ensuring you stand out at events. Finally, Grow with the Power of Vendor Collaboration – understand why building a strong vendor network is essential for expanding your reach and elevating your business.

3:00 PM

Managing Cash Flow: Thriving in the Wedding Off-Season

Anthony Salas, Epic Entertainment

Specialties: DJs/music

Concentrate on the metrics and KPIs that wedding professionals can utilize to oversee their cash flow throughout the year and find ways to enhance it. You'll also receive a free calculator designed to help wedding pros track their cash flow all year long.

4:00 PM

Elevating MCing Performance

Chris Washburn, Washburn Entertainment

Specialties: DJs/music

5:00 PM

Finding Harmony in the Mix: Wedding DJs and Coordinators/Planners in Sync

Brandon Frazier, Signature DJs

Specialties: DJs/music

Join a session where wedding DJs and Planners/Coordinators learn to collaborate for seamless events. DJs will gain insights for smooth coordination with planners, ensuring every moment enhances the wedding's magic. Planners learn communication techniques to keep timelines on track, creating stress-free, memorable experiences for clients, regardless of experience level.

Specialty sessions for **photographers/videographers**

TUESDAY, MARCH 4 | 2:00 PM - 6:00 PM

2:00 PM

Your Network is your Networth

Kathy Thomas, Kathy Thomas Photography

Specialties: photographers/videographers

3:00 PM

Your Inner Rockstar

Pervez Taufiq, P. Taufiq Photography

Specialties: photographers/videographers

4:00 PM

How to Find Your Voice

Libby Dollar, Libby Dollar Education

Specialties: photographers/videographers

This talk will teach you to communicate authentically with clients, sell yourself without feeling salesy, and set boundaries without sounding harsh. You'll walk away with simple, actionable tips that reflect your personality and can be applied immediately for better client interactions.

5:00 PM

Refine, Reboot Glamour Photography with Impact!

Rick Ferro, Rick Ferro Photography

Specialties: photographers/videographers

Rick Ferro will be discussing his lighting and posing techniques, sharing valuable tips on how to use Evoto to enhance models' makeup, especially if it doesn't align with the client's wishes. This program promises to expand the possibilities for your glamour products, offering new insights and creative solutions!

Specialty sessions for florists

TUESDAY, MARCH 4 | 2:00 PM - 6:00 PM

2:00 PM

If It Don't Make Dollars, It Don't Make Sense

Richard Ace Berry, Ace in Full Bloom

Specialties: florists

3:00 PM

Intentional Networking: The Foundation of Growing your Business

Jennifer Bernal, House of Bernal

Specialties: florists

Harness the power of intentional networking to build authentic relationships and grow your wedding business. This session offers strategies for creating meaningful connections, fostering lasting collaborations, and driving sustainable growth. Learn practical tips to network purposefully, align with your brand values, and make a greater impact in the wedding industry.

4:00 PM

Reevaluating Your Position in the Floral Business

Laurie Andrews, Laurie Andrews Design

Specialties: florists

Scaling your flower business into a full-production company is a significant step. If you're considering expanding your production line but are hesitant, remember that scaling involves introducing new resources, products, and services to manage growth and increase revenue. Embrace the journey with intention and purpose to navigate new challenges successfully!

5:00 PM

The Blueprint for 5-Star Service: Building a Culture of Excellence

Corrine Heck, Detail Flowers

Specialties: florists

Join a session on building a strong company culture to improve customer service. Learn how aligning core values with daily practices creates a positive work environment, boosting employee satisfaction and enhancing customer experiences. Gain practical strategies and insights from successful companies to build a motivated team and deliver outstanding service.

Specialty sessions for caterers/cakes

TUESDAY, MARCH 4 | 2:00 PM - 6:00 PM

2:00 PM

The Sport of Catering - Staying Relevant, Competitive, and Calm

Lisa Boudreaux, Gilded Artichoke Catering Company

Specialties: caterers/cakes

We will discuss precise tactics for staying relevant in an ever-changing market, including how to win and lose bids while effectively incorporating your craft. We'll cover strategies for training and coaching staff before and during each event to ensure maximum agility, as well as processes that make catering less stressful for everyone involved. Learn how to deliver your "A" game to guests without losing your cool!

3:00 PM

Networking Not Working? Fix Your Approach to Drive Results

Don Branzuela, HD Liquid Catering

Specialties: caterers/cakes

4:00 PM

Unlocking the Mysteries of Gluten Free (and Other Allergies) Baking

Jenae Cartwright, Cake & Crumble

Specialties: caterers/cakes

Do you cringe when an inquiry comes through asking if you offer gluten free dessert options? Maybe you're not a Caterer/Cake Artist but GF baking in your own life has you stumped and discouraged. No more. You will leave our session with a bounty of taste-defying education around how to master allergen baking. We'll tackle the science behind it, the risks in claiming an allergen-free zone, the best ingredients to use, and help you feel confident in your own success. We'll have ample time for Q&A.

5:00 PM

Venues, Relationships, and You

Fausto Pifferrer, Blue Elephant Events and Catering

Specialties: caterers/cakes

Your relationships with venue partners are among your most valuable assets. Discover how to cultivate mutually beneficial connections that will place your business at the forefront for clients and help you build and strengthen your professional network.

Specialty sessions for **wedding gowns**

TUESDAY, MARCH 4 | 2:00 PM - 6:00 PM

2:00 PM

I Just Need to Sleep On It

Stella Jones, Stellas Bridal

Specialties: wedding gowns

Learn to handle common objections and avoid brides needing multiple appointments. Create a memorable, high-quality bridal shopping experience affordably. Ensure your stylist confidently manages appointments, gaining trust from everyone involved.

3:00 PM

Bridal Runway Road Map - 2025 Bridal Trends

Adrienne Harris, Fashion Vows

Specialties: wedding gowns

Join Wedding Designer Adrienne Harris for an exclusive bridal fashion recap, exploring 2024's top trends. Break free from Pinterest overload and dive into the artistry behind designer collections for brides and maids. Discover the latest silhouettes, colors, and styles while enhancing your expertise to stay ahead in the ever-evolving bridal industry.

4:00 PM

Beyond the Dress: Designing an Intentionally Rooted Bridal Experience

Maryam Attia, Gigi's Bridal

Specialties: wedding gowns

Learn how understanding a bride's story before her appointment can transform her experience. By creating a personalized, meaningful journey that reflects your boutique's unique energy, you'll connect with her vision and leave a lasting impression.

5:00 PM

The Freedom Formula: Building High-Performance Teams in the Wedding Industry

Courtney James, Grayce Bridal & Formal

Specialties: wedding gowns

Build strong, empowered teams to unlock balance, success, and flexibility. Empowered teams drive growth, adapt to challenges, and create a foundation for sustainable achievement. With collaboration and resilience, success becomes attainable, flexibility thrives, and balance is no longer a dream but a reality for individuals and organizations alike.

Specialty sessions for **general: social media**

TUESDAY, MARCH 4 | 2:00 PM - 6:00 PM

10:00 AM

Unlock the Secrets: Transforming Social Media Followers into Paying Clients for Wedding Professionals

Barbie Patel, Cinderella Bridez

Specialties: social media/marketing

In this course, wedding professionals will learn to leverage social media to convert followers into paying customers. Discover how to create compelling content and employ strategic engagement techniques, transforming your online presence into a valuable business asset. Join us to enhance your social media skills and elevate your wedding business!

3:00 PM

Instagram Gold: How to Skyrocket Engagement by Creating Content that Works

Shantel Campbell, I Do Marketing Group

Specialties: social media

This session is for wedding professionals looking to identify their target audience's preferences and optimize posts for engagement and follower growth. I'll share techniques to transform your Instagram feed into a collection of shareable, likable, and must-follow content. Join me to elevate your Instagram presence to new heights!

4:00 PM

Advertising Strategies to Reach & Convert Your Ideal Couple

Mark Chapman, The I Do Society

Specialties: social media

Advertising on Google, Meta, and TikTok can be confusing, but it doesn't have to be. You can reach thousands of your ideal couples by mastering the right bidding algorithms, demographic targeting, ad copy, and imagery. Learn how to create effective ad campaigns that will provide you with a steady stream of new bookings.

5:00 PM

TikTok 101: A Guide to Getting Started

Meagan Culkin, Magnolia Collective

Specialties: social media

Are you hearing all the buzz about TikTok but not sure where to start? This session will walk you through why it's crucial for industry experts to be active on TikTok and provide you with simple, approachable strategies to get started—no dancing required!

Specialty sessions for general: business strategy

TUESDAY, MARCH 4 | 2:00 PM - 6:00 PM

2:00 PM

The Ultimate Advertising Power Couple For Wedding Business Owners

Whitney Hodges, Wedding Industry Ads

Specialties: business strategy

Wedding Industry Ads presents The Ultimate Advertising Power Couple for Wedding Business Owners, an exclusive session on using Google and Meta Ads to create a high-impact, multi-channel online presence. Learn to capture quality leads, stay top of mind, and position your business at the forefront of the market effectively.

3:00 PM

Emotional Intelligence for Wedding Planners

Dr. Iberkis Faltas, Naked Emotional Intelligence (Naked EQ)

Specialties: business strategy

The wedding industry is a whirlwind of emotions and demands. At this transformative conference, discover how emotional intelligence can deepen client connections, strengthen vendor relationships, and boost team leadership. Learn to turn stress into success, build resilience, and gain a competitive edge in crafting unforgettable experiences while growing your business.

4:00 PM

The Four C's of Building an Effective Team

Jennifer Hardiman, Fabuluxe Events

Specialties: business strategy

Join us as we explore the 4C's of Building an Effective Team: Clarity, Commitment, Connection, and Contribution. Building a team goes beyond hiring; we'll assess strengths and weaknesses to integrate team members into your business structure. Once established, we'll focus on cultivating a positive company culture.

5:00 PM

25K in 24 Hours: The Power of Wedding Shows

Lindsay Williams, Lindsay J Williams

Specialties: business strategy

This dynamic talk highlights the transformative impact of personalized experiences, the importance of seamless communication, and the critical role of meticulous attention to detail. Jackie shares her insights on anticipating the needs of couples and their guests, creating memorable moments, and consistently exceeding expectations.

Specialty sessions for **venues**

WEDNESDAY, MARCH 5 | 9:00 AM - 4:00 PM

10:00 AM

Copy That: Essential Copy & Templates to Convert Wedding Venue Leads

Ian Ramirez, Madera Estates

Specialties: venues

In a world where today's marrying generation often skims rather than reads, how can you capture their attention and stand out? This presentation will demonstrate how to use concise, compelling copy and user-friendly templates that resonate with modern couples. By adopting communication styles that align with their preferences, you'll transform quick glances into meaningful engagement, foster instant connections, and convert more inquiries into bookings.

11:00 AM

Building Bridges to Personal Success: The Transformative Impact of Effective Communication

Angela Proffit, GSD Creative

Specialties: venues

2:00 PM

Stop Begging - Work to Get the Preferred List

Shannon Tarrant, Wedding Venue Map

Specialties: venues

Referrals aren't given they're earned through effort, connection, and demonstrating value. Learn why venues and planners hesitate to recommend vendors who don't stand out. Discover strategies to build genuine relationships, showcase expertise, and differentiate yourself in a crowded market. Stop waiting for referrals start taking action to secure your spot on the preferred list!

3:00 PM

Ready for a Change?

Lauren Tankersley, 828 Venue Management Company

Specialties: venues

Industry Networking By Track

WEDNESDAY, MARCH 5
4:00 PM

Specialty sessions for **wedding planners**

WEDNESDAY, MARCH 5 | 10:00 AM - 4:00 PM

10:00 AM

Anatomy of a Five-Figure Event Planning Package

Feyisola Ogunfemi, Statuesque Events

Specialties: wedding planners

11:00 AM

Talk About Rookie Mistakes

May Yeo Silvers, M2 Hospitality LLC

Specialties: wedding planners

Misunderstanding your financials, believing that "if I build it, they will come," purchasing unnecessary inventory, focusing on learning skills rather than investing in the business, and waiting for perfection are all common pitfalls to avoid.

2:00 PM

The CEO Mindset: Build a Thriving Wedding Business in Today's Market

Lorie Speich, Visit the Venues

Specialties: wedding planners

Today's couples are more discerning than ever, making the "build it and they will come" approach obsolete. Discover the six essential steps to building a profitable, sustainable wedding business that remains resilient in a shifting market. Join us to explore the strategies every wedding professional needs to thrive.

3:00 PM

Top 10 Wedding Forms

Cara Weiss, Save The Date, LLC Events

Specialties: wedding planners

Wedding planning isn't one-size-fits-all, but maintaining some consistency is essential for running your business professionally. Join this class to discover the top 10-15 forms we've created specifically for wedding planning, designed to help your business operate efficiently while leveraging our years of experience.

Specialty sessions for **DJs/music**

WEDNESDAY, MARCH 5 | 10:00 AM - 4:00 PM

10:00 AM

The Science of Marketing

Keith KoKoruz, Keith Christopher Companies

Specialties: DJs/music

Why do certain logos, ads, or commercials resonate more with you? Why do some companies attract more customers? It's the Science of Marketing. In this seminar, discover how the brain instinctively prefers one brand over another, based on statistics and scientific facts—not opinions.

11:00 AM

Strategic Authenticity Blue Print for Attracting Ideal Clients

Stephanie Rivkin, Royal Beats DJ Service

Specialties: DJs/music

Join us for an engaging hour filled with practical tips and tricks to harness the power of AI for your small business or solo venture. If AI seems overwhelming or intimidating, we'll demystify it and share valuable lessons learned along the way. Discover how to leverage AI for personalization, automation, and more, streamlining your processes and enhancing your efficiency. Let's work together to unlock the full potential of AI!

2:00 PM

Harnessing AI and Silent Disco Technology for Unforgettable Celebrations

William Petz, Quiet Events

Specialties: DJs/music

Will Petz will offer valuable insights into a range of AI tools that can help event planners with pitching, planning, creating, and organizing every aspect of their events. He will also showcase how Quiet Events' silent disco equipment can be utilized beyond dance parties to create memorable experiences.

Specialty sessions for **photographers/videographers**

WEDNESDAY, MARCH 5 | 10:00 AM - 4:00 PM

10:00 AM

Overcoming Sales Objections

Stephen Gossett, Summer and Stephen Photography Training

Specialties: photographers/videographers

Harnessing emotions to connect with emotional individuals; adding real value beyond the surface; distinguishing true value from perceived value; reframing objections as opportunities; guiding you on how to bring discussions back to key points effectively.

11:00 AM

Building Hype for your Clients

Travis Heberling, Bella Tiamo Films

Specialties: photographers/videographers

2:00 PM

Micro Weddings in this Economy?!

Chastidy Parrott, Chapel in the Hollow

Specialties: photographers/videographers

Discover how to consistently deliver wedding galleries with an impressive 3-day turnaround, delighting clients and exceeding their expectations. This session will uncover the tools, techniques, and streamlined workflows that make rapid delivery possible without sacrificing quality. Get ready to transform your approach to wedding photography with actionable strategies that save time and leave your couples in awe.

3:00 PM

3 Reasons Wedding Photographers Get Ghosted & How to Fix Them

Michelle Harris, M Harris Studios

Specialties: photographers/videographers

Specialty sessions for officiants

WEDNESDAY, MARCH 5 | 10:00 AM - 4:00 PM

10:00 AM

Best Ceremony Ever - Live!

Christopher Shelley, Illuminating Ceremonies

Specialties: officiants

Best Ceremony Ever - Live! is an interactive demo reimagining wedding ceremonies to enhance emotional impact with humor, sentiment, and surprise. Learn how venues and planners can make memorable first impressions, setting a positive tone before the ceremony starts. Chris brings his book, Best Ceremony Ever, to life for Weddings Insider attendees.

11:00 AM

Marriage Planning: The Undeniable Pairing of Premarital Counseling & Officiating

Roxy Birchfield, Married by Rev. Roxy

Specialties: officiants

My luxury is holistic! By providing custom officiating and premarital counseling, I offer couples a comprehensive experience that builds a solid foundation for marriage. This approach addresses challenges and creates a personalized ceremony while supporting the wedding planning process, fostering love and commitment for both the special day and future together.

2:00 PM

Vows, Wows, and Raving Reviews: How to Capture and Maximize Client Reviews

Eric Hunt, Myrtle Beach Wedding Officiant

Specialties: officiants

In the competitive wedding services industry, positive client reviews are vital marketing tools. This seminar will teach vendors how to capture and utilize feedback to enhance their reputation and grow their business. Learn strategies for encouraging detailed reviews, showcasing testimonials, and turning constructive criticism into opportunities for improvement.

3:00 PM

Marketing Mastery for Wedding Business Owners

Chad Muncy, Grow My Officiant Business

Specialties: officiants

Discover actionable strategies to elevate your wedding business and attract your ideal clients. Learn how to stand out in a competitive market, grow your brand with confidence, and become the go-to expert in your niche. Whether starting out or scaling up, gain practical steps to drive immediate results and success.

Specialty sessions for caterers/cakes

WEDNESDAY, MARCH 5 | 10:00 AM - 4:00 PM

10:00 AM

Lights, Camera, Action!

Nettie Frank, Chef Nettie Frank

Specialties: caterers/cakes

Join Chef Nettie Frank as she delves into the art of food styling and its influence on modern food trends. She'll explore how visual appeal can elevate culinary experiences and enhance engagement. Learn effective techniques for capturing stunning food photos and gain insights into crafting captivating content that resonates with your audience. Discover how to elevate your culinary creations through innovative presentation and visual storytelling!

2:00 PM

Jedi Mind Trick - This is the Seminar You are Looking For

Jeffrey Schlissel, Bacon Cartel, The Walk-in Talk

Specialties: caterers/cakes

In today's unpredictable world, meeting client visions is key. Learn to stay on trends and maximize their budget creatively. Shift the conversation from "What's your budget?" to "Have you considered XYZ?" Leave this session with innovative ideas that will have clients raving about your services and recommending you to everyone!

3:00 PM

Four Hiring Mistakes and How to Avoid Them

Anthony Lambatos, Footers Catering & Events

Specialties: caterers/cakes

Unlock success by mastering exceptional hiring. This session will help leaders navigate the challenges of hiring by avoiding common mistakes. Learn to broaden your talent search, craft attractive job descriptions, ask meaningful questions, and establish a creative, efficient hiring process that draws in the right candidates for your team.

Specialty sessions for general: time management

WEDNESDAY, MARCH 5 | 10:00 AM - 4:00 PM

10:00 AM

Forget Work and Life Balance: Why It's all About Integration Right Now

Dana Kadwell, The Bradford, C and D Events, and Hustle and Gather

Specialties: time management

Work and life should be balanced, but event professionals are especially familiar with the challenge of maintaining that equilibrium. With the unrealistic expectations perpetuated by social media and influencer culture, it's crucial to challenge the myth of perfect work-life balance. In this session, Courtney and Dana will guide attendees in embracing life's seasons and the importance of being honest about personal work styles, which may differ from those of others.

11:00 AM

Boundaries & Balance: Navigating Parenthood and Entrepreneurship with Confidence

Tyneshia Perine, Tootles Event Sitters

Specialties: time management

In this session, we explore practical strategies for establishing boundaries and finding balance while managing the dual demands of parenthood and entrepreneurship. We'll share insights on confidently prioritizing both family and business goals to enhance personal well-being and foster professional success.

2:00 PM

How to Be More Efficient and Scale Your Business with Free Time

Jennifer Potter, Epic47 Consulting

Specialties: time management

3:00 PM

Say "I Do" To You: Prioritizing Self-Care in the Wedding Industry

Heather Vickery, Vickery and Co.

Specialties: time management

10:00 AM

Keeping Up with the Wow

Deborah Elias, Elias Events

Specialties: social media

This session focuses on AI in wedding and technology planning for planners eager to simplify the process. We'll explore tools and apps for wedding design, seating charts, budgets, and timelines, emphasizing personalization and creativity. Attendees will leave inspired and empowered to help clients plan their dream weddings using AI.

11:00 AM

Timeless: Using Strategy to Build a Brand That Stands The Test of Time

Emily Foster, Emily Foster Creative

Specialties: social media

If you wouldn't DIY your wedding, don't DIY your brand! This seminar addresses the pitfalls of chasing trends and blending in. Learn to create a timeless brand that reflects your personality, showcases your work's quality, and attracts ideal clients, covering strategies to differentiate and build a beautiful, strategic brand.

2:00 PM

The Love Triangle Between Your Website, The Wedding Couple and Google

Brian Lawrence, BrianLawrence.com

Specialties: social media

The 2025 engagement season is here, and you can still optimize leads and bookings. This session will cover strategies to enhance your website's appeal to couples and Google while ensuring accessibility and inclusivity. Brian, with experience in SEO for nearly 100 DJs, will share insights to boost your credibility.

3:00 PM

Capture Convert Clone: Leveraging Technology to Profit in Off-Peak Season

Tanisha Lee, Collectively Wed

Specialties: social media

In this session, we'll explore the key challenges event professionals encounter during off-peak and economically tough seasons, such as low inquiry rates and decreased bookings. Tanisha will emphasize the role of technology—like AI, CRMs, and event rendering software—in capturing leads, converting prospects, and enhancing operational efficiency. Attendees will discover how these tools can support growth and improve profitability, even in slower periods.

Specialty sessions for **general: business strategy**

WEDNESDAY, MARCH 5 | 10:00 AM - 4:00 PM

10:00 AM

The 9 Triggers of Closing: What Causes People to Take Action and Buy

Lindsay Williams, Lindsay J Williams

Specialties: business strategy

In this session with Lindsay J. Williams, she will explore the psychological triggers that motivate people to take action and make purchases. Whether you're a seasoned professional or just starting in the industry, this session offers practical strategies to enhance your closing techniques and introduces a new, feel-good approach to selling. Designed to benefit both you and the couple, this method has helped Lindsay achieve an impressive 96% close rate using these very strategies.

11:00 AM

Beyond Spanish: Undertanding the Latin Culture

Gladys Mezrahi, Indigo Events Corp

Specialties: business strategy

This course empowers participants with tools to navigate Latin/Hispanic culture effectively. Ideal for event planners, hosts, or professionals working across borders, it offers insights into intercultural communication, etiquette, traditions, and cultural dynamics through interactive modules, real-world examples, and practical exercises, fostering strong relationships and success in diverse settings.

2:00 PM

Removing the Fear from Diversity Equity and Inclusion

Andrew Roby, Andrew Roby Events

Specialties: business strategy

Transitioning from intention to action, we aim to create workplaces and events that are not just diverse, but also equitable for everyone. Together, we'll explore how our organizations can serve as both a challenge and an opportunity in terms of diversity, equity, and inclusion. We'll discuss how to move past the fear surrounding our identities and privileges while actively supporting those who may be different from us.

3:00 PM

Cool, Calm & Collected - Using Your Emotional Intelligence to Improve Your Business

Tracey Fricke, Occasion Designed

Specialties: business strategy

Working in the wedding industry involves navigating a wide range of emotions, which can be highly stressful and demanding for professionals in this field. How can we perform at our best, even when we feel stretched to our limits? Unlocking the power of emotional intelligence and learning to manage these challenges is the key to success!

Specialty sessions for venues

THURSDAY, MARCH 6 | 9:00 AM - 4:00 PM

9:00 AM

Free Venue Marketing: Elevating Venues through Strategic Partnerships

Adam Hartley, Connect Weddings

Specialties: venues

Join us for an engaging seminar that explores the art of venue marketing! We'll discuss why high-quality physical and digital materials are essential for venues, turning tours into bookings. Get ready for some interactive fun—I'll be asking questions, so be prepared to raise those hands! Together, we'll uncover the advantages of savvy marketing decisions, and I'll share how our free wedding planning guides can be an invaluable resource for you and your venue.

10:00 AM

Successful Venue Management to Maximize Profits

Craig Howard, The Ballroom at Bayou

Specialties: venues

Learn strategies to retain clients without focusing on price, maximize opportunities with outside vendors, and master the art of selling without pressure. Embrace flexibility in your approach to create tailored solutions for clients, ensuring long-term relationships and success while maintaining profitability and authenticity in your business.

11:00 AM

Extravagant Weddings & The Battle of Booking Name Talent for the WoW Factor

Brett Galley, Hollywood Pop Gallery

Specialties: venues

In today's competitive wedding industry, destination and extravagant weddings blend romance with adventure, relying heavily on exceptional entertainment. This session will explore booking renowned artists, musicians, and performers to elevate weddings from ordinary to extraordinary. Join us for insights that help planners and couples create unforgettable, standout celebrations.

2:00 PM

Your Business Systems Define Your Success: Learn How Technology Can Run Your Business in Harmony

Eamon Crosby, BriteBiz

Specialties: venues

Your systems are the backbone of your business. Choosing the right business systems is crucial for improving efficiency and scaling operations effectively. In an industry noted for burnout, Eamon will outline a practical framework for selecting business systems that align with both current needs and future growth. Learn the 10 key factors to keep in mind when selecting systems. What to look out for. The ideal process flow for every business. Real-world examples will illustrate how to streamline workflows, integrate all parts of your business, enhance productivity, and boost profitability, giving you a blueprint to stay in control for sustainable success, and ultimately, to stand back.

3:00 PM

Sell Your Taste, Not Your Time: How to Scale with AI

Cherie Yang, Visualist

Specialties: venues

Discover how AI and technology can help wedding professionals transition from selling "time" to selling "taste." Break income limits tied to work hours by leveraging AI. Learn to sell taste, talent, and trust, explore new tech tools, and see examples of effectively scaling your business with these strategies.

Specialty sessions for general: finance

THURSDAY, MARCH 6 | 9:00 AM - 4:00 PM

9:00 AM

7 Ways to Increase Profits in Your Small Business

Genevieve Dennis, Easy Name Change LLC

Specialties: finance

Despite your best marketing efforts, do you feel like you're swimming in jelly? Are you spending hundreds each month on marketing but not seeing much progress? You're not alone! This session will help you cut through the confusion with 7 actionable tips you can implement for free to refine your strategy and make your marketing more targeted, cost-effective, and easy to understand.

10:00 AM

Legal Alert - Save Big Money by Staying Off the Legal Radar

Braden Drake, Braden Drake LLC

Specialties: finance

How to avoid too-good-to-be-true tax strategies; Sidestepping scary audits from contractor misclassification; Staying out of legal hot water through simple compliance.

11:00 AM

What's Your Business Worth To You?

Natan McKenzie, M Capital

Specialties: finance

2:00 PM

Knowing Your Numbers: Essential Financials and Metrics

Matt Radicelli, Mentor Pods Group Coaching

Specialties: finance

In this session, you'll learn how to uncover the secrets within your financial data and use it to make faster, more informed business decisions. You'll leave with the knowledge to leverage your numbers for greater success, along with free templates and tools to implement these strategies immediately.

3:00 PM

Micro Wedding Specialist

Randall E. Toby, Breathing Space

Specialties: finance

Explore the benefits of a micro wedding: intimate celebrations, personalized experiences, budget-friendly options, and the opportunity to focus on what truly matters. With fewer guests, you can create meaningful connections, prioritize quality over quantity, and design a day that reflects your unique style and vision in a stress-free setting.

Specialty sessions for general: business strategy

THURSDAY, MARCH 6 | 9:00 AM - 4:00 PM

9:00 AM

The Art of Possibility Starting with Why

Gigi McDowell, Fetefully Online Wedding Planning

Specialties: business strategy

10:00 AM

Unveiling Your Wedding Planner Business: How to Price Your Services and Get Client

Annette Naif, Naif Productions LLC

Specialties: business strategy

Discover how to consistently generate leads for wedding and event planning, convert potential clients using a proven, results-oriented framework, and confidently price your services. In this presentation, you'll learn actionable strategies to expand your business, close more deals, and establish yourself as an expert in your field. Don't miss this opportunity to equip yourself with the tools needed to succeed in the competitive event planning industry!

11:00 AM

The Art of Delivering Outstanding Hospitality

Jaclyn Watson, Jaclyn Watson Events

Specialties: business strategy

In this presentation, we explore the essential elements that contribute to an unforgettable wedding experience, specifically designed for those seeking to elevate their service to extraordinary levels.

2:00 PM

Building Great Teams for Growth

Carlos Muina, Petal Productions

Specialties: business strategy

At Petal Productions, we believe every bride deserves a personalized experience, no matter the scale of her celebration. That's why we don't impose a minimum, ensuring all couples receive the same exceptional service, attention to detail, and beautiful florals for their special day, regardless of size or budget.

3:00 PM

Corporations & LLC's: Secret Strategies

Michael Wedaa, Augmentus Inc

Specialties: business strategy

When you think of technology and systems, you might primarily associate them with organization, efficiency, and stress reduction. But there's so much more to it! When designed with the client experience in mind, these tools can enhance your professionalism, protect your clients, and tailor each interaction, all while boosting your bookings!

Specialty sessions for photographers/videographers

THURSDAY, MARCH 6 | 9:00 AM - 4:00 PM

9:00 AM

Expand Your Brand: How 19 Styled Wedding Shoots Transformed My Career

Jen Sulak, Pink Light Images/Weirdo Weddings

Specialties: photographer/videographers

"Level up your brand like XP (Experience Points) in your favorite video game—collect creativity and unlock new worlds!" Join Jen of Weirdo Weddings Photography as we embark on an adventure into the unknown, expanding our current brands and exploring new possibilities!

10:00 AM

You're Ordained. Now what?

Keith Carson, Keith Carson Weddings

Specialties: photographer/videographers

Before booking weddings, ensure you're prepared to do it right the first time. This seminar covers marriage laws, branding, websites, business listings, vendor lists, networking, advertising, contracts, and more. Perfect for new and experienced officiants, it's your guide to mastering the wedding industry and exceeding client expectations.

11:00 AM

BRANDING - What's Your Problem? How to Unlock the Power of Storytelling for Your Business

Donny Granger, Shoot the Veil

Specialties: photographer/videographers

Are you ready to talk about your business in a way that makes people pay attention? Join Donny Granger, Co-Founder of Shoot The Veil and certified StoryBrand guide, for an INTERACTIVE workshop on "StoryBranding Your Business." With 18 years of experience as a luxury wedding photographer, studio owner, and college professor of the Art and Science of Story, Donny will teach you the proven science behind making people care. Create a brand with power and transform every conversation you have about your business.

2:00 PM

The Photo Hustlers Blueprint: 3 Secrets to Skyrocket your Photography Business.

Josh Russell, Josh Russell Weddings

Specialties: photographer/videographers

Running a photography business can be overwhelming, but Josh Russell shares three game-changing secrets that transformed his wedding photography career. Learn his strategy to attract dream clients, leverage content for passive leads, and build a sustainable business. These actionable tips will help you elevate your business and avoid burnout.

3:00 PM

The Just-For-You Blueprint To Break Into The Luxury Wedding Market

Alain Martinez, Alain Martinez Photography

Specialties: photographer/videographers

Join a live, follow-along assessment during the lecture and receive a personalized plan tailored to your current position and future goals. This roadmap will guide you in elevating your brand and achieving top-tier earnings in the luxury market.

Specialty sessions for general: trends

THURSDAY, MARCH 6 | 9:00 AM - 4:00 PM

9:00 AM

Unveiling The Red Carpet Experience: Elevate Your Sales with Trust, Quality, and Client-Centric Processes

Nikisha King, NK Focus Formula

Specialties: trends

Join Nikisha King for a transformative workshop designed to help entrepreneurs redefine their sales approach. Learn how to build trust, offer uncompromising quality, and create client-centric systems that boost sales and loyalty. This session offers actionable strategies to streamline operations, personalize client experiences, and position your business as a trusted industry leader

10:00 AM

Current Trends in Event Design

Selina Mullenax, CORT Events

Specialties: trends

Explore the captivating realm of design aesthetics and innovative strategies that are transforming event planning. This session is your gateway to uncovering the secrets of crafting immersive, engaging, and unforgettable event experiences. Don't miss this opportunity to stay ahead of the curve and revolutionize your approach to event design!

11:00 AM

PANEL : Perfect European Wedding

with Nikita Thorne / Alison Hargreaves

2:00 PM

More Than a Solution: Uncovering the Many Sides of Tech

Katie Mast, Rock Paper Coin

Specialties: trends

When you think of technology or systems, you probably associate them with organization, streamlining, and automation to reduce stress, right? However, it goes far beyond that! When optimized with clients in mind, systems and technology can elevate your professionalism, safeguard your clients, and personalize each experience, all while helping you secure more bookings!

3:00 PM

SEO: The Digital Art of Answering Human Questions

Roy Serafin, Roy Serafin Photo

Specialties: trends

Join wedding photographer and SEO expert Roy Serafin as he reveals how to turn your knowledge into lead-generating blogs. Learn to transform frequently asked questions into engaging content, understand Google's search criteria, and boost engagement. Become the go-to expert in your area while passively generating leads.

Specialty sessions for general

THURSDAY, MARCH 6 | 9:00 AM - 4:00 PM

9:00 AM

The Business of Floral

Marcia Villiers, Beautiful Kreations

Specialties: general

Explore the unique blend of creativity and commerce in the floral industry. This session will delve into how flowers add emotional value to special moments while addressing challenges in pricing, sourcing, and managing client relationships. Gain insights into balancing artistic passion with the practical demands of the business.

10:00 AM

Sustainable is Attainable

Jackie Lacey, BloomNet

Specialties: general

With the growing emphasis on sustainability in all aspects of our lives, the wedding industry is no exception. Reducing our environmental footprint benefits everyone and can also lower your costs. Let's explore how you can leverage your floral expertise to achieve a sustainable focus while enjoying tangible benefits for your bottom line.

11:00 AM

Get to Yes - The Marriage of Sales and Psychology

Meredith Ryncarz, Meredith Ryncarz Photography / The Restart Specialist

Specialties: general

Clients want to be seen, heard, and understood, yet busy schedules can undermine sales. In this class, you'll learn to identify clients' core needs, customize your sales approach accordingly, and use unique psychological tactics to secure agreements. Transform your sales strategy and enhance client relationships for lasting success.

2:00 PM

Walking the Aisle When it is Paved with Obstacles, Strategies for Building a Wedding Ceremony

David Anderson, Weddingchaplain.com

Specialties: general

With just the couple's names, you can craft a meaningful ceremony, even if their story feels ordinary. Respect their beliefs and family traditions while balancing personal values. Asking questions like "Why are you marrying your fiancé?" and "Why do you think they're marrying you?" uncovers heartfelt content for a personal touch.

3:00 PM

The Entrepreneurial Journey of a Florist: Embracing Risk and Passion for Success

Nick Faitos, Starbright Floral Design

Specialties: general

Running a business shares common traits across industries, with entrepreneurs thriving on risk and uncertainty. Passion fuels the drive to create, making strong customer service and dynamic marketing crucial. By mastering these skills and embracing diverse strategies, entrepreneurs enhance their chances of achieving success.

Specialty sessions for **general: marketing**

THURSDAY, MARCH 6 | 9:00 AM - 4:00 PM

9:00 AM

10 Lurking Dangers Every Venue Owner Needs to Know, NOW

Amy Collins, The Collins Collective

Specialties: marketing

This talk will reveal how venues are often targeted by providers who overpromise, underdeliver, and drain budgets with hidden fees and unnecessary services. We'll stress the importance of vetting partnerships, avoiding inflated offerings, and recognizing upselling tactics to help venue owners protect their finances and invest wisely.

10:00 AM

Marketing Your New Business: 5 Steps to be Seen

Karie MacLeod, SSY Events & Planning the Plan

Specialties: marketing

In the wedding industry, being great isn't enough—you need visibility. In this session, "Marketing Your New Business: 5 Steps to Be Seen," we'll cover five key strategies to help you attract dream clients, build a standout brand, and gain lasting visibility in a competitive market with actionable, confidence-boosting tools.

11:00 AM

The Social Cycle: Build Your Brand & Boost Your Bookings

Jackie Sinclair, Go Digital Diva

Specialties: marketing

Discover The Social Cycle, a custom strategy for wedding vendors to create consistent, engaging content that highlights your services and connects with couples. Learn to repurpose and streamline content across platforms, saving time while focusing on building relationships and securing bookings. Perfect for enhancing your online presence efficiently!

2:00 PM

Winning Customers: Lessons from an Elopement Planner

Jennifer Allen, Just Elope

Specialties: marketing

As an experienced elopement planner, Jennifer has developed effective strategies for understanding and meeting customers' unique needs. Her insights on customer engagement and satisfaction are valuable across industries, highlighting the importance of building strong client relationships to enhance overall experiences and foster loyalty.

3:00 PM

Success with the Plus Size Bride

Jacquie Westney, Wedding Angels Bridal Boutique

Specialties: marketing

Size inclusivity matters, and success with plus-size brides is within reach! By embracing thoughtful adjustments to your philosophy and enhancing your in-store experience, you can create a welcoming space, grow your business, and secure both emotional fulfillment and financial success. It's a win-win opportunity for you and your customers!

Specialty sessions for **general: social media/ marketing**

THURSDAY, MARCH 6 | 9:00 AM - 4:00 PM

9:00 AM

Becoming Tastemakers: Break from Trends & Fleeting Fads to Expose Your Vibrant Creativity

Jill Livingston, Eclectic Hive

Specialties: social media/marketing

Your unique experiences can greatly impact your brand. Break free from trends in a saturated market and become a tastemaker. This session will explore creative resources beyond Pinterest and Instagram, demonstrating how embracing new ideas can enhance your visibility, boost profits, and unlock growth, enriching your social media presence.

2:00 PM

Successful Networking Techniques Presented by Wedding Talk Radio

Kyle Brown, Bridal Association of America

Specialties: social media

11:00 AM

Connections that Convert: Mastering the Art of Strategic Networking

Jenevy Sims, The Evolve Firm

Specialties: social media/marketing

We explore essential strategies for building meaningful professional relationships that yield tangible results. Participants will learn how to effectively connect, communicate, and collaborate with others to create networks that support their goals while fostering mutual growth. This session empowers individuals to leverage their connections to drive success, seize opportunities, and elevate their personal and professional journeys.

2:00 PM

Marketing to New Potential Clients and How to Create Pipelines to Make Process Easier

Bettina Benizri, Busy Bee's Events

Specialties: social media/marketing

In this session, I'll discuss how social media drives wedding trends and influences both couples' visions and industry strategies. I'll share practical ways to create stylish, photo-ready weddings that align with realistic budgets, along with tips on navigating trends to help couples achieve on-trend looks without overspending.

3:00 PM

Expert Marketing Strategies That SELL OUT Programs, Services & Events!

Alexis Caldicott, Alexis Caldicott

Specialties: social media/marketing

97% of your ideal clients aren't currently searching for your service or product. To convert leads into customers, you need strategic marketing that highlights their needs and creates a desire for what you offer.

Specialty sessions for general: business strategy

THURSDAY, MARCH 6 | 9:00 AM - 4:00 PM

9:00 AM

Break Up with Over-Giving in Business in Three Steps

Jackie Roby, Journey Consulting

Specialties: business strategy

According to Mercer's Global Talent Trends Report 2024, over 80 percent of employees worldwide are at risk of burnout. People pleasers are particularly vulnerable, as they often take on every request and feel deeply responsible for others' happiness and success, increasing their likelihood of experiencing burnout.

10:00 AM

How to Get More Done in Less Time: Eliminate, Automate and Delegate

Lindsay Barrows-Ruggieri, Weducation Pro

Specialties: business strategy

Is your business running you instead of the other way around? Struggling to find time for yourself or family? Learn three simple steps to put your business on autopilot, achieve work-life balance, and hit your revenue goals all while staying within a manageable 40-hour work week.

11:00 AM

Be the Exception, Not the Rule: Redefine Resilience and Authenticity

Bobbi Brinkman, Bobbi Brinkman Consulting

Specialties: business strategy

In the evolving wedding industry, standing out and staying relevant are vital for success. This session focuses on using mindset to build a unique, resilient, and confident business that reflects your personal vision, attracting clients through your authentic voice—leading to a fulfilling journey of profit, purpose, and joy.

2:00 PM

Business Planning & You: Simplifying Your Operations

Jen Taylor, Jen Taylor Consulting

Specialties: business strategy

Creatives often excel with innovative ideas but may struggle with the operational side of business, where logic and numbers become a challenge. In this session, Jen will guide attendees through an eight-step business mapping system, covering financial sustainability, product planning, client experience, and team building to ensure long-term success.

3:00 PM

10 Strategic Steps for Growing Your Wedding Planning Business

Adriana Madrinan, Alineata

Specialties: business strategy

Transform your wedding planning business with this engaging and actionable course designed to help you stand out, connect with clients, and create lasting loyalty. Learn 10 powerful steps to define what makes your company relevant and unique, while mastering the art of sharing and communicating your value effectively. From identifying your target audience to crafting a compelling message and leveraging communication strategies that resonate, this course provides the tools you need to build trust, enhance client relationships, and leave a meaningful impact. Whether you're just starting or looking to grow, this course will help you elevate your business and foster long-term success in a competitive industry. Get ready to captivate your audience, differentiate your services, and turn satisfied clients into loyal advocates!

Elevate Your Wedding Business: Why You Can't Miss Weddings Insider!

- **Experience learning that directly boosts your sales and business growth.**
- **Learn proven strategies and insider tips from 100 top speakers, including keynote Preston Bailey.**
- **Gain actionable insights that drive faster growth and boost your bottom line.**
- **Network with like-minded professionals and key players in the wedding industry.**
- **Explore 200+ exhibits showcasing the latest wedding tech and trends shaping the industry's future.**