



**weddings**  
insider

**CONFERENCE & TRADE SHOW**

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**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 Sessions

## 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 &amp; Greet

10:00 AM - 12:00 PM Specialty Sessions

12:00 PM - 5:00 PM Exhibit Hall Open

12:00 PM - 2:00 PM Exclusive Exhibit Hall Hours &amp; Insider Talks Stage 1 &amp; 2

2:00 PM - 4:00 PM Specialty Sessions

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 Sessions

9:00 AM - 4:00 PM Exhibit Hall Open

12:00 PM - 2:00 PM Exclusive Exhibit Hall Hours &amp; Insider Talks Stage 1 &amp; 2

2:00 PM - 4:00 PM Specialty Sessions

*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!

**ONLY \$199.50** (Regular Price: ~~\$399.99~~)

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

Get your tickets now at:

[www.weddingsinsider.com](http://www.weddingsinsider.com)



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

FLORISTS

GOWNS/TUXEDOS

PHOTOGRAPHERS/  
VIDEOGRAPHERS

VENUES

WEDDING PLANNERS

OFFICIANTS

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 Industry 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

### 5 Shifts to Confidently Secure Your Venue and Protect Your Legacy

Justin Sutton, Nuptial

**Specialties:** venues

4:00 PM

### Wedding Venue Mastery: Book More Without 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, Venue Help Desk

**Specialties:** venues

2:00 PM

### Creating Irresistible Experiences: Attracting Your Ideal Clientele

Joey Mac Dizon, The Mobile Cigar Lounge

**Specialties:** wedding planner

3:00 PM

### Guest Centricity: Creating Exceptional Memorable Experiences

Chris Weinberg, Chris Weinberg Events

**Specialties:** wedding planner

4:00 PM

### The Ultimate Sales Funnel: Mastering the Strategies for Guaranteed Success

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

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.

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**

2:00 PM

## **Your Network is your Network**

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

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

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

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.

2:00 PM

### **I Just Need to Sleep On It**

Stella Jones, Stellas Bridal

**Specialties:** gowns/tux

3:00 PM

### **Bridal Runway Road Map - 2025 Bridal Trends**

Adrienne Harris, Fashion Vows

**Specialties:** gowns/tux

4:00 PM

### **Beyond the Dress: Designing an Intentionally Rooted Bridal Experience**

Maryam Attia, Gigi's Bridal

**Specialties:** gowns/tux

5:00 PM

### **First Things First: Unlock Your True Brand Identity & Purpose**

Courtney James, Grayce Bridal & Formal

**Specialties:** gowns/tux

2:00 PM

### **Successful Networking Techniques Presented by Wedding Talk Radio**

Kyle Brown, Bridal Association of America

**Specialties:** social media

3:00 PM

### **Revamping your Instagram for more Followers and Engagement**

Shantel Campbell, IDo 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

4:00 PM

## The Four C's of Building and Effective

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.

**Keynote Speaker: Preston Bailey**

PRESTON BAILEY TEAM

WEDNESDAY, MARCH 5 | 9:00 AM - 10:00 AM

# 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, Venue Help Desk

**Specialties:** venues

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



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

### **CEO Mindset: From Passion Wedding Professional to a 6 Figure Business Owner**

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.

10:00 AM

### **The Science of Marketing**

Keith KoKoruz, Keith Christopher Companies

**Specialties:** DJs/music

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

### **Planning Outside the Box - Creating Experiences with Headphones and AI**

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 PM - 4:00 PM

10:00 AM

## Overcoming Sales Objections

Stephen Gosset, 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?!

Chastidyi 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

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.

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

## 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!

11:00 AM

### Venue Relationships: Develop Strong and Lasting Relationships with Venues

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.

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

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 PM - 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 Bushel and Peck Designs

**Specialties:** time management

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

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!

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

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.

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.

11:00 AM

### What's Your Business Worth To You?

Natan McKenzie, M Capital 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.

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.

## 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.

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

### 360 Experience for your Events

Eddie Barber, 360 Spin Cam

**Specialties:** photographer/videographers

11:00 AM

### Five Stars Six Figures - Client Experience, Pricing Structure, Brand

Sam Sikes, Shoot the Veil

**Specialties:** photographer/videographers

2:00 PM

### Creating Vibrant Wedding Portraits in any Lighting Scenario

Josh Russell, Josh Russell Weddings

**Specialties:** photographer/videographers

3:00 PM

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

Alain Martinez, Alain Martinez LLC

**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.



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

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

9:00 AM

## The Business of Floral

Marcia Villiers, Beautiful Kreation

**Specialties:** general

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

Starting with only the couple's names, you can say a lot, even if their story isn't very exciting. Regarding religion, there are ways to respect both the couple and their family traditions, balancing personal beliefs and family desires. Finally, by asking couples to answer questions like 'Why are you marrying your fiancé?' and 'Why do you think your fiancé is marrying you?', you gain powerful, personal content to enrich the ceremony.

9:00 AM

## **Amy Collins**

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

11:00 AM

## **The Social Cycle: Build Your Brand & Boost Your Bookings**

Jackie Sinclair, The Social Cycle

**Specialties:** marketing

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

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.

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!

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.

9:00 AM

## Break Up with Over-Giving

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 Build a Team of Experts

Lindsay Barrows-Ruggieri, Weducation Pro

**Specialties:** business strategy

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

3:00 PM

## 10 Strategic Steps for Growing Your Wedding Planning Business

Adriana Madrinan, Alineata

**Specialties:** business strategy

## 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.