



3RD ANNUAL
DWPC
 DESTINATION WEDDING PLANNERS
 CONGRESS

11TH - 13TH APRIL 2016, FLORENCE, ITALY

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Agenda



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Tuesday, April 12th 2016

- 08:00 - 09:00** **Registration, Refreshments & Congress Networking**
- 09:00 - 09:15** **Opening Remarks by QnA International and Conference Chairperson**
- 09:15 - 09:30** **Welcome Speech by Guest of Honor**



Stefano Ciuoffo,
Minister of Tourism, **Tuscany Region**

Session One: A Perfect Beginning

- 09:30 - 09:55** **Opening Keynote**
- Believe in Magic: The pursuit of perfection

- Making the impossible come true
- The myth about perfection
- Uncovering Plan Z: Confessions of a wedding expert
- There are no second takes in our business

Speaker:



Sharon Sacks,
President and Founder, **Sacks Productions, USA**

Session Two: Next Stop - The World's Elite

- 10:00 - 10:25** **View from the Top Celebrity Wedding Planner**
- Dealing with fame: Up close and personal with the A List experience

- What's hot and what's not in the celebrity wedding business?
- Preferences of celebrities when it comes to destinations or venues
- What did it take to obtain that first celebrity wedding?
- Marketing strategies that work with celebrities

Speaker:



Kevin Lee, Founder and Creative Director,
Kevin Lee Productions, USA



10:30 - 10:50

DWP Survey Results: An Inside look into the Multi Million Dollar Destination Wedding Industry

Get on board the DWP Express - Let's Get you around the World!

- Destinations leading the way- As per your continent
- Revealing the top challenges in the destination wedding business
- Economic impact on the budgets - let's deal with it!

Speaker:



Wayne Gurnick, AFID, CFD, Founder and Creative Director, Moments by Wayne Gurnick, USA

Session Three: You Have Arrived At Your Destination!

10:55 - 11:10

Official Host Presentation



Get ready to fall in love with Florence

- Why Florence is one of the top wedding destinations in the world
- The unlimited opportunities that Florence has for you
- What Firenze Convention and Visitors Bureau can do for you

Speaker:



Carlotta Ferrari,
Director, **Firenze Convention & Visitors Bureau, Italy**

11:15 - 11:30

Networking Coffee Break

11:30 - 13:35

Pre-arranged appointments and visit to the exhibition lounge

13:35 - 14:50

Networking Luncheon

Session Four: "I Do" Destination Weddings

14:50 - 15:35

Top 5 questions in 45 minutes

Destined to be different: Top Wedding Experts come together to share strategies to overcome the challenges of a destination wedding



- **Deal or no deal:** How to negotiate with your vendor without spoiling the relationship?
- **Navigating the Ocean:** Trusting your new vendor at a new destination
- **Working together:** Is collaboration with a local planner the way forward for the destination wedding industry?
- **Delayed communication and overcoming Language barriers:** Factors such as the time change, language barriers or laid back lifestyle can all play a role in slower responses from vendors. How to make it work better?
- **Its all about logistics:** How to handle the logistics challenges of destination weddings?

Speakers:



Aditya Motwane,
 Director, **Motwane Entertainment & Weddings (MEW), India**



JoAnn Gregoli,
 Founder, **Elegant Occassions, USA**



Koby Bar Yehuda,
 Founder, **KBY Designs, Israel**



Susanna Richardson,
 Founder, **Everything Organised, UK**



Moderator:
Nancy Barkley,
 Founder, **Honeymoons and Get-A-Ways, USA**

15:35-15:45

Networking Coffee Break

15:45-16:55

Pre-arranged business meetings and visit to the exhibition lounge

16:55 - 17:25

Keynote Session

The Big fat Weddings: Larger than life experiences

- Managing XL wedding groups
- Think local, act global: From food to décor to gifts to literally every little thing
- 5 key takeaways from the big fat wedding business

Speaker:



Vandana Mohan,
 Founder, **The Wedding Design Company, India**



17:25 - 17:35

Raffle Draws and Closing Remarks by Conference Chairperson



Milena Santoro,
 Founder, **MS Productions Inc., Canada**

Day 1: Raffle Draws



Ultimate Relaxation in Bali

The Ungasan Clifftop Resort is graciously offering a suite room for 5 nights to relax in luxury at this beautiful resort with endless ocean views and oh-so-many picture-postcard moments - in every direction!!!



Enjoy wonderful views of the Grand Canal in Venice

Starwood Hotels and Resorts Venice is pleased to offer a two-night stay at The Westin Europa & Regina. The five star Europa & Regina is the perfect destination for those visiting Venice in search of ambiance, great city panoramas and canal views.



Take a break in the heart of London

Corinthia Hotels London is delighted to offer an overnight stay in an Executive King bedroom with breakfast for two along with traditional afternoon tea for two in the Lobby Lounge and a 50 minute ESPA treatment for the lucky winner!



Enjoy the scenic beauty of Switzerland

Switzerland Convention and Incentive Bureau along with Grand Resort Bad Ragaz are glad to offer 2 nights for 2 people at the Grand Resort Bad Ragaz including first class Swiss Travel Passes for all public transportation in Switzerland.



A day to relax and enjoy yourself on Lake Maggiore, Italy

For inspiration to wed in Italy, check out where royals and stars say 'I do'. Italy wedding 5 stars is pleased to offer a private boat with a skipper, as well as aperitifs on board for a half day tour for max 4 people to one of the most beautiful Italian lakes and boasts spectacular views, beautiful historic villas and imposing fortresses and castles.



Dream vacation in Monte Carlo

Monte Carlo SBM is delighted to offer a dream stay for 2 guests at the luxurious Hotel Hermitage Monte-Carlo. Offering complimentary access to the Casino of Monte-Carlo, the Thermes Marins of Monte-Carlo and the Monte-Carlo Beach Club.



Discover Tanzania in Luxury

Sea Cliff Tanzania is graciously offering a 7 nights stay for couple including half board and transportation to relax in this beautiful resort, jutting out majestically on a cliff over the turquoise waters of the Indian Ocean and is set among lush, beautifully manicured gardens.



Enhance your Florence experience

Roland's Social & Business Catering is offering a 2 nights stay for the weekend at the beautiful Villa Le Fontanelle along with two breakfasts and two tasting dinners to give you an unforgettable culinary experience in Florence.





17:35 **Coach Transfer from Stazione Leopolda to Partner Hotels**

19:00 **Transfer To The Venue - Villa Corsini a Mezzomonte**



That's right! We are taking you to the Tuscan countryside! After a day of engaging discussions, business driven meetings and interesting collaboration possibilities, it's time to indulge in this old prestigious mansion located near Florence, in the middle of Chianti, surrounded by lush greenery and rolling hills of authentic Tuscany.

19:30 ONWARDS *Gala Dinner & After Party*

Let your hair down and join us for an unforgettable musical night of food, drinks, networking and fun!

To keep things simple we ask you to come dressed in the way you please but don't forget to put on your dancing shoes!

It's a night full of excitement as we take your fun seriously!!!!

Wednesday, April 13th, 2016

08:30 - 09:00 **Networking, Coffee Break and Registration for Day 2**

09:00 - 09:15 **Opening remarks from Conference Chairperson**

Milena Santoro, Founder, MS Productions Inc., Canada

Session Five: Let's Get You Around The World

09:15 - 10:00 **Cross Cultural Communication Session**

You Have to Taste the Culture to Understand It

- Multi Cultural Fusion Weddings: The next big thing
- Restrictions: From visa issues to international ceremony restrictions
- Understanding market mentalities
- Imbedding culture of the land & of your clients into the wedding
- Hear experts share their views on cross culture luxury weddings and managing expectations of these clients

Speakers:



Elizabeth Aisien,
 Founder, **Privé luxury wedding and event company, Nigeria**



Fernanda Silva,
Founder, Destination Wedding Planner & Event Designer, **Wedding Luxe, Brazil and Switzerland**



Sonal Shah,
Founder, **Sonal J. Shah Event Consultants LLC, India**



Therese Cole-Hubbs,
Owner, **Electric Karma International, USA**



Ziad Raphael Nassar,
Founder, **Once, Lebanon and KSA**

Moderator:

Nancy Barkley, Founder, **Honeymoons and Get-A-Ways, USA**

Session Six: A Match Made In Heaven

10:00 - 10:45

All Roads Lead To "Fantastic Venues" Discussion

Dear Future, I am ready to travel and spread the magic!

- Planner, Designer, Venue, Photographer and Creative Partners: Working without borders
- Innovative ideas travel far: What are venues doing differently to attract more weddings?
- The changing preferences of clients: How to enhance the guest experience
- The Power of Collaboration: Unique ways of collaborating that you need to think about

Speakers:



Bruce Russell,
Founder, **By Bruce Russell, UK**



Ed Libby,
Founder, **Ed Libby & Co., USA**



Franc,
Founder and CEO, **Weddings by Franc, Ireland**



Mohammed Morani,
Managing Director, **Cineyug Group of Companies**



Moderator:

Nancy Barkley, Founder, **Honeymoons and Get-A-Ways, USA**

Session Seven: The Price Is Right: Transparency Is The Way To Go

10:45 - 11:10

Business Insights Keynote

The soirée Way: Taking it to the next level

- Be at the top of your game: Finding your niche
- Uncovering the pricing strategy: Take charge of how much you "charge"?
- 5 steps to a stress free contract: The do's and don'ts
- Dream job: Create the business and life you want and love!

Speaker:



Tara Guérard,

Founder and President, **Tara Guérard Soirée, USA**

11:15 - 11:40

Creating a constellation of stars of your business

- Finding, recruiting and retaining employees who share the same passion as you
- Empowering your team and making them ambassadors of your brand
- Managing company culture
- How to make staff understand and be part of your company vision, and how to structure and set up systems to help you grow

Speaker:



Joe Blackman,

Founder and CEO, **Collection 26, UK**

11:40 - 11:55

Networking Coffee Break

11:55 - 13:25

Pre-arranged business meetings and visit to the exhibition lounge

13:30 - 14:30

Networking Luncheon

Session Eight: The Power Of Social Media : Tweet Tweet,

If You Like It, Pin It

14:30 - 14:55

Social Media Session

Shine bright like a diamond: Social Media Strategies changing the game



- We don't have a choice on whether we do social media, the question is how well we do it? What are we doing now to grow our business?
- Getting social: Bring your inspiration collage to life
- Social media marketing: What not to do
- Marketing your partners: How influential are your tags & why is it important to give credit?

Speaker:



Wendy Daoud El-Khoury,
Director, **Wedded Wonderland, Australia**

Session Nine: Oh Em Gee! Let's Go Over The Top

15:00 - 15:25

Keynote Session

The Ultimate Royal Experience: Yes Your Highness

- Expectation Management the Royal Way
- What appeals to this niche segment?
- Opulence, Luxury, and cringe-worthy pricetags: Behind the scenes for the over the top Royalty weddings
- How Royalty weddings differ in different parts of the world?

Speaker:



Olivier Dolz,
Founder and CEO, **Olivier Dolz Wedding and Party Planner, UAE**

Session Ten: Oh, Inspiration... Where Art Thou?

15:30 - 15:55

Closing session: It's time for some inspiration

Staying The Distance

- Remaining inspired
- Busy and (relatively) kind in the wedding business
- Copying or getting inspired - the thin line and why do we have to resort to such measures?

Speaker:



Marcy Blum,
President and Owner, **Marcy Blum Associates, USA**



16:00 - 16:15 **Networking Coffee Break**

16:15 - 17:15 **Roundtable Discussions**

Managing Expectations and Making Dreams Come True!

- How to build brilliant working relationships with key stakeholders
- Give credit where credit is due: Encouraging standardization in the industry
- Setting out a framework to enable planners and industry partners to work together in a more beneficial manner

Speaker:



Tara Fay,
Founder, **Xena Productions Bespoke Events, Ireland**

Wedding Planner's diaries: Say yes to less stress

- 5 top tips to avoid stress and spread positive vibes with your team and client
- Happily ever after: Enthusing the bride and groom and taking them onto an exciting journey of planning
- Bizarre wishes: Dealing with the craziest requests you have ever received

Speaker:



Froomck, Owner, Wedding Planner, Event Createur,
White by Froomck, Germany & France

Wedding PR: Expert Insights

- Interesting tips on how to get published?
- What do editors look for?
- Media's role in growing your business

Speaker:



Enrica Ponzellini,
Director, **Vogue Bambini and Vogue Sposa, Italy**

17:15 - 17:30 **Raffle Draws And Closing Remarks**



Day 2: Raffle Draws



Enjoy the panoramic views in Bali

With panoramic views of the Indian Ocean from Jimbaran's spectacular sunset location, **AYANA Resort and Spa Bali & RIMBA Jimbaran BALI by AYANA**, enjoy one night complimentary stay at Jimbaran Bay room including breakfast for 2 people.



Shangri-La hotel
 PARIS

Fall in Love with Paris

Shangri- La Hotel Paris, a legendary luxury hotel in Paris is pleased to offer a two-nights stay for the lucky winner in the city of love.

S O F I T E L
 LUXURY HOTELS

SINGAPORE SENTOSA RESORT & SPA

Stay in imperial style in Singapore

Sofitel Singapore Sentosa Resort and Spa is graciously offering a 3 nights' accommodation at the Imperial Suite inclusive of breakfast for two in their fantastic property located in Sentosa Islands.

starwood
 Hotels and
 Resorts

A magical private island in a Venetian lagoon

Starwood Hotels and Resorts Venice is pleased to offer a two night stay at The St. Regis Venice San Clemente Palace to enjoy resort style living in Venice.

MONTE-CARLO
 SOCIÉTÉ DES BAINS DE MER

Monte Carlo Invitation

Monte Carlo SBM is delighted to offer a dream stay for 2 guests at the Monte Carlo Bay Hotel and Resort, the luxury hotel in the heart of Monaco on the Mediterranean coast. Offering complimentary access to the Casino of Monte-Carlo, the Thermes Marins of Monte-Carlo and the Monte-Carlo Beach Club.



Italian choices for stay

Extend your stay in Italy by another day with Planetaria Hotels offering you one night for two people in one of their hotels, in a superior room with breakfast.



Artimino

Extend your stay in Florence

Tenuta Di Artimino wants you to stay back or come back to Florence with their raffle of a weekend stay with dinner for 2 for the lucky winner to enjoy your stay in their beautiful villa.



ST REGIS
 FLORENCE

Luxury at its best in Florence

Our hotel partner St. Regis Florence is pleased to offer a complimentary stay for two nights with bed and breakfast for the lucky winner.

17:30

Transfer to the Partner Hotels

19:00 - 22:00

Farewell Cocktail Reception

VILLA
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Just when you thought the congress is over, we have another fun night in store for you just before we bid goodbye!!! This Gorgeous Villa is a hidden gem that you must experience before you leave this incredible city.

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