schedule at a GLANCE

LAS VEGAS CONVENTION CENTER

MONDAY, NOVEMBER 16, 2026

6:00pm - 9:00pm Welcome Party - The BLVD

TUESDAY - NOVEMBER 17, 2026

2:00 - 5:45 **Wedding Specialty Seminars**

- Venues
- Wedding Planners - Designers
- DJ - MC - Photo Booth
- Florists
- Catering - Cakes - Mixology
- Photographers - Videographers
- Gown - Tux
- Officiants

6:30 - 7:30 Speaker Meet and Greet - Hard Rock on the Strip

7:30 - 12:00 Wedding MBA Party - Hard Rock on the Strip

WEDNESDAY - NOVEMBER 18, 2026

9:00 - 11:00 Wedding Business, Tech, and Trend Seminars

9:30 - 5:00 Wed-Con Exhibits

10:45 - 11:00 Wed-Talks on Exhibit Stages

11:00 - 11:30 Keynote on Main Stage

11:30 - 2:00 Wed-Talks on Exhibit Stages

2:00 - 4:00 Wedding Business, Tech, and Trend Seminars

4:00 - 5:00 Wed-Talks on Exhibit Stages

THURSDAY - NOVEMBER 19, 2026

9:00 - 11:00 Wedding Business, Tech, and Trend Seminars

9:30 - 3:00 Wed-Con Exhibits

10:45 - 1:00 Wed-Talks on Exhibit Stages

1:00 - 2:00 Wedding Business, Tech, and Trend Seminars

2:00 - 3:00 Wed-Talks on Exhibit Stages

3:00 - 4:00 **Wedding Specialty Seminars**

- Venues
- Wedding Planners - Designers
- DJ - MC - Photo Booth
- Florists
- Catering - Cakes - Mixology
- Photographers - Videographers
- Gown - Tux
- Officiants

All seminars and badge pick-up at Las Vegas Convention Center South Building. Schedule subject to change.

CERTIFIED PROS WEDDING MBA 2025

* WELCOME PARTY * MONDAY 6:00PM

BLVD LAS VEGAS

WELCOME PARTY

6PM-9PM

3747 S LAS VEGAS BLVD
LAS VEGAS, NV 89109

Register Now
www.WeddingMBA.com

VENUES TUESDAY 2:00PM 3:00PM 4:00PM 5:00PM

Tuesday 2:00 pm - Birchwood Room

AI FOR VENUES

Lead, Follow, or Get Out Of The Way

Alan Berg, *CSP, FPSA, Global Speaking Fellow, Author, Consultant*

AI is changing how venues respond to inquiries, communicate, and manage their sales process. Some venues already use AI to save hours, respond faster, and turn more conversations into booked events. Discover practical ways AI helps you work smarter without losing the personal touch that makes your venue unique.

- Use AI to improve inquiry replies and follow-ups
- Turn reviews and website into stronger sales messaging
- Simple AI tools to save time and sell more effectively

Tuesday 3:00 pm - Birchwood Room

SMOOTH OPERATOR

How To Run A Venue Like A CEO

Tirzah Caffee, *Venue Owner & Coach*

The best-run venues don't rely on luck. They build leadership and systems. Discover the exact team-building and operational strategies that help venue owners scale with clarity and confidence.

- Venue roles and hiring strategies
- Lead a venue team that lasts
- Scale venue operations without burn-out

Tuesday 4:00 pm - Birchwood Room

THE VENUE REPORT

Exclusive Data And Strategies

Shannon Tarrant, *Co-Founder, Wedding Venue Map*

Venues share what works, what fails, and what they do to fill their calendars right now. From booking patterns to buyer behavior and AI-driven search, this report shares exclusive insights from real data and practical strategies that you can apply immediately.

- 100+ venues share their struggles and solutions
- How AI is changing venue search
- Cringe venue mistakes that lose bookings

Tuesday 5:00 pm - Birchwood Room

JUST ONE LOOK

Close On Their First Visit

Ian Ramirez, Co-Owner, Madera Estates and Venue Coach

Venue choice is a couple's biggest decision. More than ever, they decide on their own, without input from parents or friends. They gravitate toward multiple site tours to feel they've considered enough options. However, once they've left your property, your chance of booking goes down. How do you calm their anxieties and have them feel comfortable enough to book you during their first visit?

- Setup the close before they arrive
- Reflect their story and style
- Speed up the path to "Yes"

Venue Track sponsored by Curate & Wedding Venue Map

PLANNERS / DESIGNERS TUESDAY 2:00PM 3:00PM 4:00PM 5:00PM

Tuesday 2:00 pm - Cedar Room

PRICED AND POWERFUL

A Pricing Framework That Works

Terrica, *CEO, Wedding Pro Workshop*

Pricing is the most asked-about topic in the wedding industry. Pricing is also one of the most misunderstood, regardless of how long you've been in business. New planners undercharge because they're afraid to ask for more. Experienced planners undercharge because their pricing hasn't kept up with their value. Get a clear, actionable framework for evaluating, building, and presenting pricing with confidence.

- Audit your pricing against your real costs and market position
- Steps to structure packages that reflect your expertise
- Exact wording that makes higher prices feel natural

Tuesday 3:00 pm - Cedar Room

SIGNATURE SOIREES

Design Styles That Increase Bookings

Andrea Eppolito, *Andrea Eppolito Events*

With so many planners to choose from, your designs and portfolio become your irreplaceable selling point. Top planners don't follow trends, they create them. Discover how your aesthetic sets you apart from your competition.

- Planner portfolios that convert into new bookings
- Luxe floral, linens, and details
- Advanced design strategies that elevate your brand

Tuesday 4:00 pm - Cedar Room

WHO'S THE BOSS

Every Couple Thinks They're A Planner

Renee Dalo, *Speaker, Educator, Author*

Does TikTok teach couples everything about wedding planning? No, no, and no. Endless scrolling can't replace your years of experience, industry connections, and problem-solving under pressure. Educate your couples on the value of booking a professional - because a two-hour YouTube scroll doesn't come with a degree in wedding planning.

- Reframe your value as a professional planner
- Sales techniques for know-it-all couples
- What they can't do without you

Tuesday 5:00 pm - Cedar Room

VISUAL HARMONY

Color Theory

Brian Green, *Chief Event Architect, ByBrianGreen*

Color theory is the cornerstone of visual design, and few occasions demand design precision more than weddings. Thoughtfully chosen color combinations set the structure, mood, and tone that shape the entire aesthetic.

- How wedding colors evoke emotion
- Color wheel fundementals and color harmony
- Playful and seasonal combos

Planners Track sponsored by eWed Insurance

DJ/MC TUESDAY 2:00PM 3:00PM 4:00PM 5:00PM

Tuesday 2:00 pm - Aspen Room

NEXT LEVEL MC

Master The Grand Introduction

Chris Washburn, *Owner, Washburn Entertainment*

Set the reception tone with an impactful grand introduction to create a connection with the guests. Done properly, it sets you apart and elevates you to a top-tier performer, beyond just a music curator. Charge more and open the doors to high-end events.

- Breakdown live examples
- Learn next level tips
- Integrate your own style

Tuesday 3:00 pm - Aspen Room

GAME ON

New Reception Revenue

Rob Ferre, *Founder, Life Of The Party Entertainment*

Not every couple wants a reception built entirely around dancing. Many prefer ways to engage guests of all ages. Add games into the reception, rehearsal dinner, or after-party in ways that boost energy, engage non-dancers, and create new entertainment upgrades that add both value and revenue.

- Interactive games that involve the whole guest list
- Position game experiences as premium upgrades
- Fresh ideas to engage all audiences

Tuesday 4:00 pm - Aspen Room

TRANSFORM YOUR SETS

Stems 2.0

DJ Hapa, *Head Coach, The DJ Coach*

Do you have a track that makes you feel claustrophobic? It's too long, or chaotic, or won't stay in time. Stems might be your answer. Isolate what you like about the track and create a mix that your couples and their guests will love.

- Master busy mixes with these 2.0 stem tips
- Chop and re-arrange with speed and precision
- Unlock your creativity and make something new

Tuesday 5:00 pm - Aspen Room

AND THE DJ WINNER IS

Single Op, Multi-Op, or Agency Model

Matt Radicelli, *Founder and Executive Coach, Mentor Pods*

Which business model fits your goals? Compare profitability, scalability, stress levels, brand control, and exit potential. Don't just copy what someone else is doing. Define your income goal, lifestyle preference, and exit strategy. Choose the business structure that gives you the best chance to win.

- Compare profit structures, operational complexity, and risk
- Systems, leadership shifts, and financial benchmarks
- Single-operator vs multi-operator vs agency

DJ / MC Track sponsored by Chris Washburn

CATERING / CAKES TUESDAY 2:00PM 3:00PM 4:00PM 5:00PM

Tuesday 2:00 pm - Ponderosa Room

FEAST MODE

Increase Catering Profits

Mickey King, *President, Like A King Hospitality*

Booking more events isn't always the answer. Increasing your revenue and profitability per event is. Apply proven sales frameworks used by high volume venues to boost conversion, handle price pressure, and guide clients to decisions without chasing or over negotiating. Take control of your catering bookings.

- Increase revenue per event through strong sales
- Proven language to handle price objections
- Manage indecision and shorten the sales cycle

Tuesday 3:00 pm - Ponderosa Room

WELL DONE

Close On The First Visit

Reuben Bell, *President and Co-Founder Blue Elephant Catering*

Wedding couples and their guests say food is their top priority. But you still struggle to get couples to commit during their first meeting. How do you effectively show your menu options without creating a sales barrier?

- Sales and package conversations shifts
- High-profit menu add-ons
- Best catering-focused sales software

Tuesday 4:00 pm - Ponderosa Room

TASTY BYTE

Food In The Digital World

Jamie Lee Quickert, *Board of Sales, Hilton Columbus*

A beautiful event is no longer enough. In today's digital world, your menu isn't just tasted. It's seen, shared, and judged in seconds. Does your current online presence actually drive bookings?

- Social media that attracts the right clients
- Build a portfolio that sells your value
- Move beyond pretty pictures to tell your brand story

Tuesday 5:00 pm - Ponderosa Room

LET US EAT CAKE

The New Dessert Experience

Jenae Cartwright, *Owner, Cake & Crumble*

Beyond the design, the cake-cutting moment is evolving into an interactive and fun event. Guests love being part of the energy, and the dessert scene is the perfect way to create a magic moment. We will immerse ourselves in an interactive cake experience. Come ready for a sugar boost.

- Cake parades
- Latest design, color, and flavor trends
- Interactive cake and dessert presentations

Catering Track sponsored by Connie Duglin Design & Curate

FLORISTS TUESDAY 2:00PM 3:00PM 4:00PM 5:00PM

Tuesday 2:00 pm - Magnolia Room

NO TIME TO WILT

Time-Saving Design Techniques

Donald Yim, *AIFD, CFD, PFCI*

Install day. Tight timelines. Zero room for error. When the pressure is on, your design process needs to be on point.

- Streamline floral design methods
- Prep techniques that reduce day-of stress
- Smartest systems for floral design and delivery

Tuesday 3:00 pm - Magnolia Room

HAND PICKED

Marketing Techniques For Florists

Adrienna McDermott, *Founder, Ava and the Bee*

Consider this your modern-day society paper, uncover the marketing missteps quietly costing you bookings. In a world where couples are researching and forming opinions before they ever inquire, beautiful florals alone are no longer enough. Create content that converts, increase your visibility, and position your brand to be chosen.

- Why your marketing is inspiring but not converting
- What couples need to see before they reach out
- Where you're losing bookings (and how to fix it)

Tuesday 4:00 pm - Magnolia Room

LUXURY IN BLOOM

Statement Floral Installs

Sarah Campbell, *Founder, Intrigue Designs and Intrigue Teaches*

Luxury clients aren't gone - they're just evolving. Learn exact strategies to survive in every economic season through large-scale florals that command a price worthy of your most discerning clients.

- Scale from bouquets to architectural florals
- Statement installs with big impact and simple mechanics
- Lux pricing strategies

Tuesday 5:00 pm - Magnolia Room

PICK ME

Social Media Floral Photography

Susan Davis, *Fresh Designs Florist and BloomVision*

You spent months planning and refining floral designs. Your team pulled ideas from past portfolios and from her Pinterest account…and finally it's the wedding day. The flowers are breathtaking in person, but the photos don't do them justice. How do you capture that in-person Wow Factor that makes your designs stand out online?

- Techniques to make your flowers more photogenic
- Blend design with photo-friendly techniques
- Imagery that boosts your sales

Florist Track sponsored by Details Flowers Software

PHOTOGRAPHERS TUESDAY 2:00PM 3:00PM 4:00PM 5:00PM

Tuesday 2:00 pm - Redwood Room

FORGET BASIC PRICING

You Deserve Extra

Don Mamone, *Speaker / Identity Coach / Consultant*

When photographers compete on price alone, it's a race to the bottom. This is exactly where you NEVER want to be. How do you attract your dream clients? When do you take the leap to ultra pricing?

- Leverage your authentic edge
- Increase leads and conversions
- Create premium collections with max profits

Tuesday 3:00 pm - Redwood Room

MILLION DOLLAR IMAGES

Make Every Wedding High-End

Twah Dougherty, *Owner, Twah Dougherty Photography*

Luxury isn't about budget. It's about perspective. Discover the secret system that makes any wedding feel high-end. Make your portfolios look premium even if you're not shooting big-budget weddings…yet.

- What luxe clients look for in a portfolio
- Edit while you shoot for a high-end look
- Angles that transform the photo story

Tuesday 4:00 pm - Redwood Room

UNFILTERED

Modern Wedding Photo Trends

Chris J. Evans, *Owner, Chris J. Evans Photography*

Couples are rewriting all the old rules for wedding photography. Out with stiff poses, cheesy checklists, and perfectly-filtered shots. In with the movement, the motion blur, the happy tears, and the chaos of the day. Couples don't just want to see their wedding photos, they want to feel them.

- Beyond the golden hour
- Images that tell real stories
- High-energy group photos and iconic candids

Tuesday 5:00 pm - Redwood Room

FLASH CASH

Photographer's Guide To More Money

Vanessa Joy, *Vanessa Joy Photography*

Photographers emphasize getting more leads to increase their income. But the real problems are how the consult, pricing, and processes are structured. Discover new ways to increase your profits.

- Price presentations and trial closes
- Easy album and upgrade options
- Add $1,000-$3,000 with simple changes

Photographers Track sponsored by Spot My Photos

Register Now
www.WeddingMBA.com

GOWN / TUX TUESDAY 2:00PM 3:00PM 4:00PM 5:00PM

Tuesday 2:00 pm - Laurel Room

DRESS REHEARSAL

Your Brand Is Performing Whether You Planned It or Not

Amanda Shuman, *Founder and CEO, Carrylove Designs*

Every boutique is on Instagram. Most of them look exactly the same. Brides aren't choosing based on who posts the most. They're choosing based on who they feel something for.

- The three-post test
- Why trend-chasing quietly costs you
- Why the right bride should find you - and the wrong one shouldn't

Tuesday 3:00 pm - Laurel Room

FASHIONABLE MARGINS

Why Busy Bridal Shops Still Go Broke

Mindi Linscombe, *Owner, Something New: Bridal & Formalwear*

Many bridal shops appear successful on the surface. They have full appointment calendars, busy teams, and racks of inventory. Yet they still feel financially strained. Discover the keys to bigger profit margins, better inventory performance, and the best team sales motivations.

- Identify where cash quietly slips away
- Key metric toward intentional, profitable growth
- 3 silent profit leaks costing you cash

Tuesday 4:00 pm - Laurel Room

IN VOGUE

Gown Sales Training

Nayri, *Wedding Fashion Expert, Lovella Bridal*

Gown selection starts long before a bride steps into your salon. With fierce competition and no guarantees, rejection is part of the process. What is the best approach to turn lookers into buyers?

- Guaranteed gown closers
- Upsells that increase ROI
- Sales staff incentives

Tuesday 5:00 pm - Laurel Room

BUYING POWER

Closing Techniques That Work

Jessica Limeberry, *Owner, Sophia's Bridal*

Are you connecting well with brides but they still don't convert? Discover the three different decision making styles and create a sales process that works for each so you can convert more inquiries into sales.

- The right questions to ask
- Psycology of sales
- Adapt to what the bride needs

Gown Track sponsored by Association of Gown Specialists

OFFICIANTS TUESDAY 2:00PM 3:00PM 4:00PM 5:00PM

Tuesday 2:00 pm - Evergreen Room

FOREVER HOLD YOUR PRICE

Break Your Current Price List

Laura Cannon, *President, International Association of Professional Wedding Officiants*

The market landscape for professional officiants has undergone substantial change. Inexperienced online officiants are popping up everywhere. They undercut established pros and undermine your role as the officiant. How do you earn the higher prices you are worth?

- Price competitively for profit
- Differentiate your services as a pro
- Build officiant package pricing

Tuesday 3:00 pm - Evergreen Room

ENDLESS LOVE

Level Up Your Reviews

Chris Shelley, *Wedding Celebrant and Author*

Future wedding couples look closely at officiant reviews. They trust those who have been married before them to guide their decision to pick the best officiant. They want to feel secure that you share their values and can bring their ceremony vision to life.

- Motivate couples and guests to review you
- Best written and video trestimonials
- Market and promote through reviews

Tuesday 4:00 pm - Evergreen Room

CELEBRATIONS

Officiant Sales Techniques

Bethel Nathan, *Ceremonies by Bethel and SD Marriage Services*

Couples have more choices than ever in selecting who officiates their wedding. How do you book more weddings and become the most sought-after officiant in your area?

- Break through to preferred vendor lists
- What top planners look for in an officiant
- First meeting closing techniques

Tuesday 5:00 pm - Evergreen Room

INSPIRATION

Ceremony Vows And Trends

Maria Romano, *True Love Knots*

Wedding vows are deeply personal. They add meaning to the most important part of the wedding day. Couples want to write their own vows but rarely know where to start. Be the guide your couples need and help them to create vows that are heartfelt and unforgettable.

- Vow checklist
- Sample vows
- Unique ceremony trends

Officiant Track sponsored by IAPWO

* SPEAKER MEET AND GREET * TUESDAY 6:30PM

NETWORK *with the* **BEST**

HARD ROCK CAFE

on the Strip

3771 Las Vegas Blvd S, Suite 120,
Las Vegas, NV 89109

Wear your name badge for entry.

* WEDDING MBA PARTY * TUESDAY 7:30PM

Hard Rock CAFE LAS VEGAS

HARD ROCK CAFE
ON THE STRIP

**3771 LAS VEGAS BLVD S, SUITE 120,
LAS VEGAS, NV 89109**

Wear your name badge for entry
Food and beverage available for purchase

Register Now
www.WeddingMBA.com

Wednesday 9:00 am

FROM GHOSTED TO BOOKED

Why Your Leads Go Silent

Alan Berg, *CSP, Global Speaking Fellow, Author, Consultant*

Ghosting isn't rejection. It's confusion, uncertainty, or information overload. Most objections aren't pushback. They are buying signals that are not being handled well.

- Tips to re-start stalled conversations
- Handle objections without getting defensive
- How wedding couples really make decisions

Wednesday 9:00 am

INDUSTRY INTEL

Wedding Pros' Secret Weapon

Margaux Fraise, *Founder and Host, Wedding Industry Pulse*

The wedding world is moving fast — and the pros who stay informed are the ones booking more, building trust, and leading the market. Real-time industry insights that sharpen your sales, strengthen client relationships, and give you a serious competitive edge.

- Where couples actually get their info
- Economy, pop culture, and socials impact on decision making
- Systems and strategies to increase leads and bookings

Wednesday 9:00 am

TWO TRUTHS AND A LIE

Unlock The Signals To Know Who's Lying And Get To Yes

Traci Brown, CSP, Body Language Expert, Behavior Analyst, Author

You thought you had the sale, but the contract was never signed. What are your clients really
thinking without saying a word? Uncover the hidden signals to read the room, build instant
rapport, and influence buying decisions.

- Three questions to instantly connect with your couples
- Use body language to get others like you
- Phrases to persuade and close the sale

Wednesday 9:00 am

EMAIL EMPIRE

The Force Is With You

Erica Jankowski, *Marketing Coach, Wedding Pro CEO*

Email is your secret weapon to short booking cycles, more referrals, and keeping your brand top-of-mind. When done correctly, every email brings your prospective clients closer to booking. Create emails that motivate clients to take action without overwhelming their inbox.

- Subject lines that increase open rates
- Build intentional and automated client and referral partner emails
- Sample templates that convert

Wednesday 9:00 am

STRANGER THINGS

Disaster-Proof Your Weddings

Susan Southerland, Founder and CEO, Just Events! Group

Every fairytale wedding is one flickering light away from disaster. A guest turns violent. A groom disappears in handcuffs. A family feud holds your reception hostage. When the perfect day goes sideways, one wrong move could cost you everything.

- What to do in the first 60 seconds of a crisis
- The liability mistakes that could end your business
- Keep your team from walking out and you from giving up

Wednesday 10:00 am

THE NEW WEDDING ERA

Driven By Intention And Heart

Raina Moskowitz, *CEO, The Knot Worldwide*

Join Raina Moskowitz, CEO of The Knot Worldwide, for a candid and energizing look at the state of the wedding industry and how pros can turn today's shifts into real opportunities. As couples demand more with fewer resources, it's time to unpack the latest changes in couples' behavior. How do they find their vendors? What is their overall planning methods? How can pros meet these changes?

- Expectation shifts and their impact on vendor relationships
- Wedding pro insights and their impact
- What makes successful pros stand out

Wednesday 10:00 am

MARKETING MISTAKES

Errors That Kill Bookings

Becca Pountney, *Wedding Industry Marketing Consultant*

Wedding pros now spend more time and money on marketing, but see fewer results.They chase trends that don't convert. They ignore the platforms that drive real inquiries.The gap between effort and ROI keeps growing. Replace tired strategies with new methods that work.

- Marketing habits that silently cost you bookings
- Trends that actually convert couples
- A simple audit to fix your marketing

Wednesday 10:00 am

WEDTOK

How TikTok Affects Your Wedding Business

Renee Dalo, *Speaker, Educator, Author*

Thanks to Tik Tok, couples already envision how weddings should look, cost, and feel before they first contact you. Powerful narratives streaming from Tik Tok shape client expectations, language, and decision making.

- Tik Tok effects on wedding planning
- Which expectations you must manage
- Stay one step ahead of savvy clients

Wednesday 10:00 am

COPY THAT

Real AI Workflows To Use Today

Ryan O'Neil, *CEO, Curate*

Skip the theory. You'll see how a working wedding professional uses AI every single day. Real tools, real prompts, real results. No jargon. No fluff. Just a behind-the-scenes look at a workflow that saves hours every week.

- Live demo of real AI tools in action
- Prompts you can swipe and use immediately
- Where AI helps most (and where it falls short)

Wednesday 10:00 am

LAW LAW LAND

Cover Your Assets

Braden Drake, *The Aisle Advisory*

The last thing you want is a lawsuit. Even if you're in the right, going to court can cost you thousands. State and federal employment laws are complex. Employees and customers are more litigious. How do you protect your assets and minimize your liabilities?

- Liability waivers and insurance
- Minimize exposure to your subcontractors' mistakes
- Contract language you need to add immediately

WEDNESDAY WED-TALKS

WEDNESDAY WED-TALKS 10:45AM

Exhibit Stage Stage 1

RUNNING EVENTS WITHOUT CHAOS

LinkMy.Wedding by Foxie

- Centralize communication, coordination, and client collabs
- Scale without more apps, spreadsheets, and manual tracking

Exhibit Stage Stage 2

THINK LINENS FIRST

Choice Party Linens

- Sub-rent specialty linens to increase your profits
- Free shipping nationwide - no contract minimums

Exhibit Stage Stage 3

HUMAN-CENTERED AI

Releventful

- AI supports hospitality
- Automate administrative tasks while teams focus on couples

Register Now

www.WeddingMBA.com

Wednesday 11:00 am

BOOKED AND BANKED

Generate Income Beyond Your Booked Calendar

Terrica, *CEO, Wedding Pro Workshop*

Every wedding pro knows how to get booked. But what happens in the off-season, the slow months, or when inquiries go quiet? The most profitable pros aren't just booking weddings — they're building strategic experiences that generate income, attract warm leads, and position them as the go-to expert in their market. Discover three proven revenue expansion strategies you can activate without a big following or a packed calendar.

- Turn your expertise and vendor relationships into new income streams
- Expert strategies that attract ready-to-book couples
- Revenue moves for any market or business stage

Register Now
www.WeddingMBA.com

WEDNESDAY WED-TALKS

WEDNESDAY WED-TALKS 11:30AM

Exhibit Stage Stage 1

ELEVATE CLIENT EXPERIENCES & OPERATIONS

Honeybook

- Automate personalized client communications
- Organize your team, receive alerts, automate tasks

Exhibit Stage Stage 2

WEDDING TIMELINE & CHECKLIST MAGIC

Timeline Genius

- Seamless wedding timelines & checklists 65% faster
- Build trust and earn praise from clients & vendors

Exhibit Stage Stage 3

PROFESSIONAL OR HOBBYIST

Association of Bridal Consultants

- The gap-killing planner credibility
- Why certification changes everything

WEDNESDAY WED-TALKS 11:45AM

Exhibit Stage Stage 1

WEBSITE MISTAKES COSTING YOU CLIENTS

Wedding and Party Network

- Fix website errors that drive customers away
- Improve your website for better engagement & bookings

Exhibit Stage Stage 2

MARKETING OUT = MONEY IN

Enji

- Marketing that just works for wedding pros
- The simple routine to do your own marketing

Exhibit Stage Stage 3

BUILDING NETFLIX-WORTHY VENUES

The Wedding Venue Masterclass

- Advertising techniques that captured "Love Is Blind" executives
- Luxury venue-building strategies from blueprint to business

WEDNESDAY WED-TALKS 12:00PM

Exhibit Stage 1

BATCH BETTER COCKTAILS

Cooler Keg

- Learn pre-batching ratios for scaled recipes
- How temperature, pressure, and time affect carbonation

Exhibit Stage 2

CHAIR TRENDS

Chivari Chair Company

- Hot chair trends & samples on stage
- Giveaway - chance to win

Exhibit Stage 3

WEDDING TEAMS THAT THRIVE

Details Flowers Software

- Reduce burnout during peak season
- Build systems that elevate performance

WEDNESDAY WED-TALKS 12:15PM

Exhibit Stage 1

THE 3-MINUTE INSURANCE SOLUTION

Eventhelper.com

- A simple solution to special event insurance
- Protection for your couples and your venue

Exhibit Stage 2

COVER WHAT COUNTS

BriteCo Wedding & Event Insurance

- Liability insurance covers damage, injuries, host liquor
- Cancellation covers change-of-heart, deposits, postponements

Exhibit Stage 3

OWN YOUR OWN TAP TRUCK

TapTruck.com

- Mobile bartending trends - what couples are looking for
- Tap Truck allows you to serve anything/anywhere

WEDNESDAY WED-TALKS 12:30PM

Exhibit Stage 1

CHOOSE THE BEST WEDDING GOWN CARE

Association of Wedding Gown Specialists

- Safe Choices for short or long-term storage
- Protect against air, light, plastic, sugar, and perspiration

Exhibit Stage 2

WEDDING MBA CERTIFICATION

Wedding MBA

- Benefits and requirements for certification
- Giveaway, chance to win free certification

Exhibit Stage 3

UNLIMITED ROSE POSSIBILITIES

Jet Fresh Flowers

- Chocolate-scented to rainbow with glitter roses
- Unlimited rose possibilities & trends

WEDNESDAY WED-TALKS 12:45PM

Exhibit Stage 1
FLORIST AI PLAYBOOK
FlowerBuddy
- Recipes, pricing, images, ordering and more with AI
- Work smarter, save time, and increase your profits

Exhibit Stage 2
LUXURY COLOR FINISHES
Smithers-Oasis
- Refined color elevates luxury event environments
- Designer spray finishes for polished upscale details

Exhibit Stage 3
RENTAL BUSINESS GROWTH
EventPartyCo.com
- Turn inventory into predictable profit
- Simple systems that increase bookings

WEDNESDAY WED-TALKS 1:00PM

Exhibit Stage 1
TREND FORWARD FLORAL INSTALLS
Something Borrowed Blooms
- Luxury ceremony installs & profit-conscious design
- Maximize clients' floral budgets while maintaining margins

Exhibit Stage 2
BOOKING EVOLUTION
Rock Paper Coin
- Deliver digital contracts and payments seamlessly
- Move inquiries to signed clients faster

Exhibit Stage 3
TABLETOP DESIGN AND TRENDS
Artisan Tableware Co.
- Use trends and traditions to provide perfect settings
- Grow your inventory to maximize rentability

WEDNESDAY WED-TALKS 1:15PM

Exhibit Stage 1
CONTENT THAT CONVERTS
Wed Society
- What drives real leads across digital platforms
- Performance insights to improve your marketing

Exhibit Stage 2
LINEN FASHION
CV Linens
- New products & services to grow your brand
- Sneak peek at upcoming linen trends

Exhibit Stage 3
HOW TO END BURNOUT
Venue Nest
- 5 proven systems to eliminate burnout
- Connect more with clients and coordinate less

WEDNESDAY WED-TALKS 1:30PM

Exhibit Stage 1
NO BS SOCIAL MEDIA
AGA Business Solutions
- Post with purpose, not pressure
- Focus on what actually matters

Exhibit Stage 2
BOOST YOUR VENUE BOOKINGS
Venue Scaling System
- Marketing strategy for more leads, tours, & bookings
- Generate a deluge of quality leads

Exhibit Stage 3
PRESERVED FLOWERS - THE NEW HEIRLOOM
Wild Coast Flower Preservation
- Transform bouquets into home decor and art
- Win a $500 preserved flower serving tray

WEDNESDAY WED-TALKS 1:45PM

Exhibit Stage 1
VENUE INSURANCE - WHY YOU'RE FRUSTRATED
Nuptial
- Manage risk without insurance to create better outcomes
- Why products without plans leave you vulnerable

Exhibit Stage 2
GLASS-BLOWING ENTERTAINMENT
Hot Glass Entertainment
- Energetic and dynamic entertainment for events
- Beautiful pieces of art as favors

Exhibit Stage 3
2030: THE AI-FIRST STUDIO
Visualist
- How AI will reshape professional workflows
- Build a future-ready wedding pro business

WEDNESDAY 2:00PM

Wednesday 2:00 pm

THE NEXT ERA

Winning Gen-Z Couples

Shan-Lyn Ma, *Co-Founder and Co-CEO, Zola*

As Gen Z becomes the dominant force in the wedding market, the standard playbook no longer applies. Discover how to enhance your brand to meet the values of the most diverse, tech-native, and intentional generation of couples yet.

- Why authenticity and transparency drive today's booking decisions
- Streamline your sales funnel to match the pace of today's couples
- Maximize your brand identity to win over the next generation

Wednesday 2:00 pm

THE FORMULA

Convert Leads From IG, TikTok, YouTube Shorts

Nayri, *Wedding Fashion Expert, Novella Bridal*

Today's wedding couples are experience-driven, visually-influenced, and emotionally-led. Your content must feel personal, elevated, and instantly resonate with their vision. Discover how to create short-form videos that build authority, trust, and sales.

- Build intentional content
- Blend relatability, transformation, and education
- Create one video for TikTok, IG, and YouTube

Wednesday 2:00 pm

SALES ON FIRE

Proven Closers

Vanessa Joy, *Vanessa Joy Photography*

Another lead, another lost sale. Wedding pros think they need more inquiries to increase their revenue. In reality, the biggest opportunities lie in how the consultations are executed.

- Lead consults for increased pricing trust
- Sales presentation structures
- Tecchniques that turn interest into bookings

Wednesday 2:00 pm

WATCH THIS

A Website And A CRM Built In 17 Minutes

Matt Radicelli, *Founder and Executive Coach, Mentor Pods*

Watch real business tools, websites, and dashboards get built live from scratch in minutes. Understand AI tools, assistants, and agents in straightforward terms.

- If you can think it, we'll teach you how to build it
- Cut through the AI noise: no code required
- Everything built on stage goes home with you

Wednesday 2:00 pm

COVER STORY

How To Get Published

Sonja Babich, *CEO, Iron Diamond Media*

The publishing world has changed. Editors still love a great story, but media platforms must operate as a sustainable business. The division between advertising and organic stories are fading… replaced by collaborations that create inspiring content while reaching your target audience.

- Photos that get you featured
- What editors are looking for in submissions
- Advertising and editorial collaborations

WEDNESDAY 3:00PM

Wednesday 3:00 pm

CONTROL YOUR NARRATIVE

Turn Your Website Into Your Best Marketer

Marc McIntosh, *Team Wedding Marketing*

When it's structured as the clear authority on your business, your website shapes how search engines and AI find you—and how they describe you.

- The critical mistake most wedding pros make with their website
- How to influence the answer AI gives about you
- The website changes that turn visitors into inquiries and bookings

Wednesday 3:00 pm

INSTA LEADS

Automate Your Instagram Sales Funnel

Elizabeth Marberry, *CEO, Instagram Marketing Strategist*

Busy wedding pros don't have time to chase leads or live in their DMs. Learn how to turn your Instagram content into a simple, automated system that drives conversations, qualified leads, and booked consultations.

- Turn your content into real conversations
- Automate follow-ups without losing the personal touch
- Use tech to scale your Instagram presence

Wednesday 3:00 pm

AMBITIOUS AND EXHAUSTED

Running A Business While Raising A Family

Elizabeth Sheils, *Co-Founder, Rock Paper Coin*
Nora Sheils, *Co-Founder, Rock Paper Coin*

The wedding industry is built on passion, precision, and presence. For parents, it's often like running two full-time jobs at once. Leverage-proven business systems, smart home strategies, and an automated framework to drive sustainable growth. Hustle culture won't save you, but systems will.

- Automation tools that save 5+ hours weekly
- Systems that protect revenue and relationships
- Prepare for the unexpected

Wednesday 3:00 pm

REPUTATION ERA

Rumors, Reviews, Resilience

Meghan Ely, *Owner, OFD Consulting*

Reputation is built slowly, and tested quickly. One comment, one post, one review can shift momentum overnight. If you don't actively manage your narrative, someone else will.

- Build credibility and social proof before you need it
- Negative review responses that protect your brand
- Systems that keep your reputation solid, even under pressure

Wednesday 3:00 pm

FEARLESS

Paid Advertising Strategies

Mark Chapman, *The I Do Society*

Boosting posts, talking with a Google rep in a faraway land, wondering if TikTok Ads work, are ChatGPT Ads the next thing?... it's all SO confusing. Eliminate the confusion and fast track your way to real results. Learn what works right now with paid advertising to convert couples.

- How paid ad strategy is completely different
- What actually works on each paid ad platform
- How (and how not) to use AI to help you

WEDNESDAY WED-TALKS 4:00PM

Exhibit Stage 1

ROOM BLOCKS, UNBLOCKED

Engine

- Save couples up to 22% on hotel rates
- Track every rsvp and booking in one place

Exhibit Stage 3

YEAR-AHEAD WEATHER FORECASTING

Weather Trends Internations

- Predict wedding weather RISK one year in advance
- Wedding weather giveaway: win promo prizes

WEDNESDAY WED-TALKS 4:15PM

Exhibit Stage 1

TURN INQUIRIES INTO BOOKINGS

Breezit

- Convert 50% more leads into bookings
- Save 20+ hours per week

Exhibit Stage 2

GHOSTED TO BOOKED

Mikla AI

- Why couples ghost your venue, and the fix
- Turn dead leads into booked tours

Exhibit Stage 3

HOLLYWOOD MEETS WEDDINGS

Green Set

- When love takes root: Plants, Props, and Decor
- The environment is the silent storyteller

WEDNESDAY WED-TALKS 4:30PM

Exhibit Stage 1

EVERYONE DESERVES A TÖST

TÖST Beverages

- Meet growing demand with an elevated beverage experience
- Create inclusive celebrations without compromising the guest experience

Exhibit Stage 2

THE INTERACTIVE WEDDING EXPERIENCE

Putts Mobile Mini Golf

- Why couples are prioritizing guest participation
- Entertainment trends changing how guests celebrate

THURSDAY 9:00AM

Thursday 9:00 am

REEL ROCKSTAR

Create Show-Stopping Reels That Convert

Shantel Campbell, *Owner, I Do Marketing Group*

Reels aren't a trend. They're the backbone of your Instagram growth and engagement strategy. Are yours actually grabbing attention and converting? Learn how to structure high-performing reels designed to attract couples and turn viewers into actual inquiries.

- How the new Instagram algorithm works
- Formula for structuring scroll-stopping reels
- Reels that attract your ideal couples

Thursday 9:00 am

HELP WANTED

AI - Your New Personal Assistant

Lyndzi Barnes, *Owner, The Organized Executive*

AI isn't coming to the wedding industry; it's already here. Are you using AI to save time, increase profit, and elevate your client experience? Integrate AI without replacing the personal touch that wedding couples want. Discover the clear plan to work smarter so you can focus on creating unforgettable celebrations.

- Simple, practical ways to implement AI
- Real tools and workflows
- A clear plan to work smarter

Thursday 9:00 am

INFINITE WORKDAY

When Your Day Never Ends

Cherie Yang, *Visualist*

Good news: Couples have many ways to discover you. Bad news: They compare you to everyone else. Most wedding pros respond by doing more: more emails, more edits, more explaining. That's how you end up always on.

- Handle high inquiry volume without constantly replying
- Set boundaries - no free ideas
- Re-use proposals with smart setups

Thursday 9:00 am

BUSINESS ARMOR

Shield Your Assets, Income, And Future

Michael Wedaa, *Augmentus Business Solutions*

You didn't work this hard to lose it all. When things go wrong in your business, everything you own is a target. Insurance helps, but how do you protect your house and your retirement?

- Tax saving strategies
- Business equipment asset protection
- Real estate safeguards

Thursday 9:00 am

RED FLAG ALERT

Unseen Client Dangers

Jen Trotter, *CEO, Lip Service Makeup*

That uneasy feeling you get with certain clients isn't overreacting...it's valuable information. Discover why your instincts recognize risk, the subtle warning signs that many pros miss, and how to use those signals to make smarter decisions before problems escalate.

- Why red flags are valuable
- Spot subtle red flags
- Strategies to decide next steps

THURSDAY 9:30AM

Thursday 9:30 am

THE NETWORK

Become An Indsutry Favorite

Bron Hansboro, *The Flower Guy Bron*

Most wedding businesses grow by word of mouth. But the strongest industry connections aren't built through quick introductions. They are based on genuine conversations, trust, and shared experiences.

- Create authentic relationships that lead to referrals
- Smart strategies at networking events
- Networking strategies that feel genuine, not forced

Thursday 9:30 am

DREAM WEDDING

One Booking That Changes Everything

Andrea Eppolito, *Andrea Eppolito Events*

Uber-successful wedding pros often name a single event that changed everything. A client who elevated their brand. The fortunate event that took their business from average to extraordinary.

- Ads and word-of-mouth that secure dream weddings
- Portfolios that drive better bookings
- Exclusive wedding pro networks - where to start

Thursday 9:30 am

HAVE YOU REDDIT

Know Exactly What Couples Want

Emily Rochotte, *Owner and Head Marketing Strategist, Emily Rochotte LLC*

Reddit isn't just a forum. It's a goldmine of honest feedback, questions, and trends straight from your target clients. Discover what couples really want. Use those insights to shape your messaging and services.

- Uncover what couples say about you and your competitors
- Insights to craft offers, content, and custom messages
- Reddit strategies to boost sales

Thursday 9:30 am

BOOKED OUT

Ready To Expand

Sara McCall, *Stunning And Brilliant Events*

Do you have the enviable problem of turning down new clients because you are booked up? You may be ready for a big step. Scaling up your wedding business is both exciting and challenging. Discover how to evaluate whether your business is truly ready to expand.

- Track lost business opportunities due to availability
- When to franchise your wedding business
- Create systems and expectations for new hires

Thursday 9:30 am

SHOW ME

Wedding Expo Strategies

Sonja Babich, *CEO, Iron Diamond Media*

They visited your website and read your reviews. There's only one thing left to do...meet you in person. A wedding expo puts you in front of hundreds of wedding couples in just one day. Attract the right clients with a booth that makes you their only choice.

- Pre and post show marketing
- How to pick the right wedding expos
- Booth designs that attract and convert

THURSDAY 10:00AM

Thursday 10:00 am

SEARCH READY

Conquer Every Search Engine

Sara Dunn, *Wedding SEO Specialist, Sara Does SEO*

Your website is the foundation of every search strategy. Unfortunately, many wedding pros leave easy wins on the table. Find the exact changes that help you show up whether couples search on Google, ChatGPT, or any other platform.

- Simple website updates with big ranking payoffs
- What search engines and AI actually look for
- Leave with a prioritized action plan

Thursday 10:00 am

ASSUME THE SALE

Double Your Closing Rate

Brandee Gaar, *Business Coach, Wedding Pro CEO*

Wedding pros often unknowingly sabotage their own sales. They hope clients book instead of confidently leading them to a decision. Lead your consultations so clients expect to book without pressure, awkwardness, or chasing.

- Three-step framework that doubles your close rate
- Eliminate objections before they happen
- Close 5-figure clients without sending a proposal

Thursday 10:00 am

COMPETITIVE EDGE

Hidden Reasons Couples Choose Your Competition

Shannon Tarrant, *Co-Founder, Wedding Venue Map*

The hardest part about losing a booking is never knowing why. Was it your price? Your competition? Your availability? Most wedding pros are left guessing. In reality, couples make their decisions based on dozens of small interactions throughout their sales journey. Uncover the moments that matter most—and turn them into opportunities to book more weddings.

- Evaluate your market through the eyes of today's couples
- Turn competitive intelligence into smart busines decisions
- Position your business as the first choice

Thursday 9:30 am

TOP 5 CHALLENGES WEDDING PROS FACE

And Solutions That Actually Work

Tom Chelednik, Director Of Vendor Engagement, The Knot

Working in the wedding industry is becoming harder. Many pros put in more effort for the same results. You're facing ghosting couples, increased competition, pricing pressure, and overwhelming marketing challenges. After speaking with thousands of wedding professionals and analyzing industry trends, clear patterns have emerged. Discover the five challenges and proven strategies to overcome them.

- Identify the real causes and solutions for your business
- Techniques that improve conversions and help you stand out
- Clear action plan for growth in today's market

Thursday 10:00 am

HIDDEN GOLDMINE

Past Client Profit

Andrea Shah, *Marketing Strategist*

Nine out of ten engaged couples trust reviews as much as personal recommendations. Learn how to generate past-client reviews when they are most excited about your service. Improve search engine visibility to boost your local search rankings.

- When to ask for reviews
- Incentives for clients to post
- Tools to gather and share client feedback

THURSDAY WED-TALKS 10:45AM

Exhibit Stage 1
SELLING TO GEN Z
Zola For Vendors
- Stop the ghosting
- Speed to lead mastery

Exhibit Stage 2
PROTECT YOUR REVENUE
Rock Paper Coin
- Use clear, legally binding digital contracts
- Secure payments and reduce chargeback risk

Exhibit Stage 3
VENUE REVENUE SECRETS
EventPartyCo.Com
- Unlock hidden income inside your venue
- Increase revenue without raising rent

THURSDAY WED-TALKS 11:00AM

Exhibit Stage 1
STREAMLINE WEDDING BOOKINGS
Tripleseat
- Wedding management with powerful booking & planning tools
- Boost revenue while simplifying your workflow

Exhibit Stage 2
LESS MARKETING. MORE WEDDINGS.
The Wedding CMO
- You didn't get into this to be a marketer
- Now you don't have to be one

Exhibit Stage 3
SELLING TO GEN Z CLIENTS
Poppy Flowers
- What Gen Z couples actually want from florists
- Data from 10,000+ real wedding consultants

THURSDAY WED-TALKS 11:15AM

Exhibit Stage 1
PACKAGES THAT PAY BIG
Vow To Grow
- Break through income ceilings with packages and upsells
- Systems to double revenue without more bookings

Exhibit Stage 2
SAVE TIME IN YOUR WORKDAY
BOSS Cybernetics
- Automate emails, responses, and client communications
- Eliminate repetitions in scheduling, contracts, and follow-ups

Exhibit Stage 3
INSURANCE FOR YOUR VENUE
Markel Event Insurance
- Overcome challanges that impact your venue's reputation
- Affordable one-day liability insurance & free brochure

THURSDAY WED-TALKS 11:30AM

Exhibit Stage 1
SCALING WITHOUT BURNOUT
Aisle Planner Pro
- Burnout is a pricing and process problem
- Optimizing technology to scale smarter

Exhibit Stage 2
WORKLESS - MAKE MORE
FauxReal Flowers Franchise
- Custom faux flower rentals are going nationwide
- Higher profits that elevate performance

Exhibit Stage 3
10X YOUR PROFITS
Mentor Pods
- Profit strategies for wedding businesses
- Free tools & templates to increase profitability

THURSDAY WED-TALKS 11:45AM

Exhibit Stage 1
MILLION DOLLAR BLUEPRINT
Total Party Planner
- What separates $750K from $2M venues
- Infrastructure over hustle: systems drive profit

Stage 2
MAGIC OF RECEPTION PODCASTING
StoryBooth Experience
- Elevate your wedding experience through podcasting
- Create the authentic human connection guests want

Exhibit Stage 3
LIFE CHANGING CANDLE PRODUCT
Taper Grip
- New wedding industry product, live on-stage demo
- Order during Wedding MBA for 15% off first order

THURSDAY WED-TALKS 12:00PM

Exhibit Stage 1

PINTEREST TO PROPOSAL

FIORY.AI

- AI analyzes Pinterest boards and builds floral recipes
- Live demo with giveaways for attendees

Exhibit Stage 2

FREE LUXURY VENUE GUIDES

The Wedding Book

- Beautiful planning guides that venues receive completely free
- Premium print + interactive digital guides for your couples

Exhibit Stage 3

SECURE EVERY I DO

EventGuard

- Protect your wedding when challenges arise
- Security, trust, and peace of mind for couples and venues

THURSDAY WED-TALKS 12:15PM

Exhibit Stage 1

VENUE PROFIT PLAYBACK

Venue Mentor

- Services that drive venue revenue
- Pricing, systems, and high-impact upsells

Exhibit Stage 2

BOOK MORE. WORK LESS.

AlphaVenue.AI

- AI sales team that closes deals while you sleep
- Respond, follow-up, & plan 24/7…with no payroll costs

Exhibit Stage 3

AI EVENT WORKFLOWS

Curate

- Turn scattered tasks into one clean system
- Use AI to reduce hours per event

THURSDAY WED-TALKS 12:30PM

Exhibit Stage 1

THE BOOKED VENUE BLUEPRINT

EverBridal

- Live case study: How AI fills your calendar
- Attract more couples without listing sites

Exhibit Stage 2

ELEVATE YOUR CLIENT'S EXPERIENCE

VenVids

- Comprehensive venue video tours that inform and inspire
- Guid your client's planning process using AI tools

Exhibit Stage 3

FOLIA PLANNER SUITE

Folia

- A planning platform built for couples and planners
- 2027 preview : tools to scale your wedding business faster

THURSDAY WED-TALKS 12:45PM

Exhibit Stage 1

THE BOOKED VENUE BLUEPRINT

EverBridal

- Live case study: How AI fills your calendar
- Attract more couples without listing sites

Exhibit Stage 2

RUMOR, GUT-CHECK, DATA

The Bloom House

- Which conference advice survives real venue data
- Your gut is wrong, I proved it

Exhibit Stage 3

DITCH THE SPREADSHEETS FOREVER

AyeDu

- Stop juggling apps and start delivering seamless weddings
- Plan, coordinate, and execute from anywhere - fully mobile

THURSDAY 1:00PM

Thursday 1:00 pm

THE TREND EXPERIENCE

Next Year's Wedding Trends

Meghan Ely, *Owner, OFD Consulting*
Terrica, *CEO, Terrica Inc & Wedding Pro Workshop*

The hottest new wedding and event ideas come to life in this lively experience. This show-stopping presentation is a can't miss event. See the newest wedding trends, products, and entertainment that delight our audience of wedding pros. The Trend Experience features wedding decor, fashion, products, and inspirations that have staying power.

- Wedding influencer-inspired looks
- Trends come to life
- Decadent decor, food, florals, and entertainment

Thursday 1:00 pm

THE AI EFFECT

Show Up In AI Searches

Mike Lannen, *Eternity Marketing*

Search is changing fast. Couples aren't just using Google…they're asking AI tools for recommendations for which wedding pro to hire. If you're not set up for AI discovery, you may never appear in the results. Stay visible. Stay profitable.

- How AI picks wedding businesses
- Fast fixes to get found
- What's changed since AI showed up

Thursday 1:00 pm

FAILURE TO CLOSE

Why You're Losing Bookings

Broc Barton, *Owner, Lifestyle Leadership*

Couples enter the buying process with a new set of assumptions. They're shaped by social media, comparison culture, and tech tools. When these assumptions are ignored, vendors lose bookings without even realizing why.

- Behaviors that quietly reduce bookings
- Reframing price objections without discounting
- Confident closers that maintain premium pricing

Thursday 1:00 pm

SICK OF IT

Elevate Your Business, Health, And Wealth

Dr. Gregory Adaka, *Physician, COO Leendah Adaka Events*

The health of your business is only as robust as you are. But misinformation about healthcare is everywhere. The good news…if you get equipped with accurate and actionable insights it can change everything.

- Health and the impact on your business
- Tips on workouts, nutrition, and stress
- Increase productivity through health

THURSDAY 2:00PM

Thursday 2:00 pm

WATCH WHAT THEY SAY

Turning Clues Into Wedding Sales Intelligence

Traci Brown, CSP, Body Language Expert, Behavior Analyst, Author

Are your inquiries legitimate buyers, or just gathering information? Are wedding couples excited about your proposal or quietly holding back objections? Will they stay loyal, or are they already shopping for your competition? A deception detection expert shares proven behavioral techniques used by top investigators to help you recognize hidden cues that cost you the sale.

- Body language truth, lies, and buying intent
- Questions that reveal unspoken objections
- Close more sales with the power of body language

VENUES THURSDAY 3:00PM 3:20PM 3:40PM

Thursday 3:00 pm - Birchwood Room

VENUE TREND LOOKBOOK

Fresh Ideas For 2027

Brian Green, *Chief Event Architect, ByBrianGreen*

Couples aren't just booking a location, they are curating a vibe. It's not just about your floorplan, finishes, and color scheme. It's the experience your venue creates for your couples and their guests.

- Update your venue without renovations
- Custom looks that make a statement
- Hottest 2027 venue trends

Thursday 3:20 pm - Birchwood Room

CONTRACT PENDING

Handle Venue Sales Objections

Dana Kadwell, *Owner, Hustle + Gather*

"It's beautiful, but…" There aren't enough parking spots. The getting ready area is too small. It feels tight for our guest count. It's more than we wanted to spend. No venue is perfect. When a couple gets serious, objections are inevitable. Your job is to handle them with the expertise it takes to get a signed contract.

- Top 7 venue sales objections
- Specific phrases that build trust
- Framework for couples to compare venues

Thursday 3:40 pm - Birchwood Room

BE OUR GUEST

Ultimate Venue Tours

Shannon Tarrant, *Co-Founder, Wedding Venue Map*

Online articles tell couples which questions to ask on their venue tour. They ask about catering, prices, inclement weather, and rules. But you need to direct the tour and bring the magic they can only get from your venue. How do you handle their need for control, but still remain in the driver's seat?

- Lead tours with a clear structure
- What to say and what to skip
- Turn exclusive perks into booking decisions

Curate

Wedding Venue MAP.COM

Venue Track sponsored by Curate & Venue Map Wedding

PLANNERS / DESIGNERS THURSDAY 3:00PM 3:20PM 3:40PM

Thursday 3:00 pm - Cedar Room

DAYDREAM BELIEVER

Turn Creativity Into Profit

Irene Katzias, *Owner, Irene + Co Events*

Ideas come to you so quickly you barely have time to write them down. Before bed, in the shower, and when you don't expect it. Creativity is the part of wedding planning that attracted you to join the industry. It's the fun part. How do you monetize your ideas and get paid for your original designs?

- 2D and 3D tools that create market-ready visuals
- Sell your visions and designs
- Leverage tech to enhance your portfolios

Thursday 3:20 pm - Cedar Room

BESTIES

Onboard New Wedding Vendors

Jordan Xu, *Owner, Emily Jordan Events*

If you receive another email asking, "How do I get on your preferred vendor list?" you're going to scream. In your market there is untapped wedding talent. But after a full week of work, the last thing you want to do is spend the time recruiting. How do you keep your vendor list fresh without wasting time?

- How to vet the best local talent
- Interview questions for new vendors
- Set new vendors up for success

Thursday 3:40 pm - Cedar Room

ORGANIZED CHAOS

When Your Plan Falls Apart

Renée Dalo, *Speaker, Educator, Author*

Wedding planners are the first line of defense when everything goes sideways. Fire alarms during the ceremony, cake catastrophes, drunk guests, last-minute vendor no-shows. Your job is to stay calm and keep the day on track. Learn proven systems with real-life stories from elite planners. You'll be ready for anything.

- Prevent wedding disasters before they spiral
- Medical and emergency crisis plans
- Epic wedding disasters and solutions

eWed Insurance

Planners Track sponsored by eWed Insurance

DJ/MC THURSDAY 3:00PM 3:20PM 3:40PM

Thursday 3:00 pm - Aspen Room

PITCH PERFECT

DJ Sales Objections

Troy Adams, *Owner, Carolina DJ Professionals*

Objections are a good thing. Couples don't push back unless they're actually considering you. If they're not serious, they'll just ghost you. Learn how to recognize buying signals, respond with confidence, and turn common objections into bookings. Don't avoid the tough questions. Use them to close the sale.

- What to say when they want a lower price
- Red flags for time-wasters and non-bookers
- Best answers to DJ sales objections

Thursday 3:20 pm - Aspen Room

LUXE DJ

Break Into The High-End Market

Broc Barton, *Owner, DJ Broc Barton, Luxe DJ, Elevate Entertainment, and Lifestyle Leadership*

True luxury isn't just about the music. It's the decision to reject the ordinary. If you want to command a higher price tag you must justify the investment.

- Create personalized and emotional moments
- Videos that engage and book
- New ideas that command the luxe label

Thursday 3:40 pm - Aspen Room

GEARED UP

Newest DJ Tools

Dj Hapa, *Head Coach, The DJ Coach*

DJ equipment changes every year. What's the best new system for creative mixing? Which DJ software will save you time? Discover which gear keeps you competitive without breaking bank.

- Lighting-software-accessories
- Gear with the highest ROI
- Dream DJ with lists

DJ / MC Track sponsored by Chris Washburn

CATERING / CAKES THURSDAY 3:00PM 3:20PM 3:40PM

Thursday 3:20 pm - Ponderosa Room

STOP SELLING FOOD

Sell The Experience

Alan Berg, *CSP, FPSA, Global Speaking Fellow, Author, Consultant*

Many caterers lead with menus, packages, and pricing assuming the food is what couples are choosing. The reality is that couples first choose the caterer they trust to handle their event, and then they choose the menu. How do you shift the conversation so couples are buying you and your team, not just comparing dishes and prices?

- Get them to choose you first
- Use your reviews to find what they value
- Shift the conversation from food to the experience

Thursday 3:20 pm - Ponderosa Room

HUNGER GAMES

Make The Odds Favor You

Fausto Pifferrer, *Co-Founder, Blue Elephant Catering*

Rising food costs. Exorbitant overhead. You booked the wedding at one price. Suddenly, you're paying much more for everything from fresh produce to proteins. With unpredictable costs, how do you know what to charge 18 months in advance?

- Seasonal menu flexibility to protect your margins
- Purchasing discounts that don't sacrifice quality
- Plated vs food stations vs buffets

Thursday 3:40 pm - Ponderosa Room

ORDER UP

Modern Menus That Convert

Roy Porter, *Activities Director, Engage Works*

Kate Foster, *President, Hospitality Marketing Solutions*

Effective menu writing can increase sales by 27%. Menus set expectations, justify pricing, and drive the sale. But too many menus fall short with generic wording and awkward layouts. Create intentional menus that convert leads into bookings.

- Three menu-writing techniques to increase perceived value
- Strategic descriptors and layouts that support pricing
- Menu trends and mistakes

Catering Track sponsored by Connie Duglin Design & Curate

Register Now
www.WeddingMBA.com

FLORISTS THURSDAY 3:00PM 3:20PM 3:40PM

Thursday 3:00 pm - Magnolia Room

BLOOMING FRENZY

Inspired Floral Trends

Bron Hasboro, *The Flower Guy Bron*

When it comes to weddings, flowers are what make a celebration feel truly magical. Trending wedding bouquets take shape as fashion accessories. Centerpieces skip the vases to form designs that awe. Create floral art that rewards you with five-star reviews.

- Unexpected color palettes with contemporary styling
- Sculptural blooms, distinctive textures, vintage details
- Sleek suspended garlands

Thursday 3:20 pm - Magnolia Room

FIRST IMPRESSION ROSE

Before They Book

Cortnie Dee, *Owner, CortnieDee.com*

Most florists lose the sale before the consultation begins…never even knowing it. Response time and the intake process either builds trust or quietly turns couples away.

- Turn floral inquiries into ready-to-book clients
- Sales inquiry workflow and tips
- Simple shifts that increase your closing ratio

Thursday 3:40 pm - Magnolia Room

FIFTY SHADES OF BOUQUET

Floral Workshops That Increase Revenue

Donald Yim, *AIFD, CFD, PFCI*

Get real - there are a lot of floral shops. Gorgeous flowers alone aren't enough to set you apart. Hands-on floral workshops and creative events turn your talent into experiences, position you as the expert, and add a fresh revenue stream that doesn't rely on the wedding season.

- Create and promote hands-on floral workshops
- Collaborate with other wedding pros for a joint event
- Convert attendees into wedding and corporate bookings

Florist Track sponsored by Details Flowers Software

PHOTOGRAPHERS THURSDAY 3:00PM 3:20PM 3:40PM

Thursday 3:00 pm - Redwood Room

HYBRID HERO

Rock Video And Photos At Your Next Event

Alea Shalae, *Stills to Films and Huckleberry Studio*

Hybrid is a word that is becoming more familiar in terms of wedding capture. It is the combined approach of photography and video at the same time. Due to tech and how we see and use media, the two are increasingly seen together, available in one package.

- Getting into hybrid flow
- Tips for smooth cinematic video
- Leverage hybrid for higher revenues

Thursday 3:20 pm - Redwood Room

STAND OUT

Your Photography Niche

Jen Sulak, *Owner, Pink Light Images*

Wedding couples believe that a specialist possesses a deeper understanding of their unique needs. They often choose a niche photographer when all other things are equal. A specific niche is easier to sell, easier to find clients, and simpler to know where clients can be found.

- Discover your unique photography niche
- Strategies to boost social media
- Where to find clients

Thursday 3:40 pm - Redwood Room

READY OR NOT

One Shot To Get It Right

Twah Dougherty, *Twah Dougherty Photography*

Weddings don't wait for perfect conditions. Light changes. Timelines shift. Weather happens. Sometimes even your gear fails. The processional and first dance only happen once, and you're working without a net. Learn new ways to be prepared, work decisively, and handle whatever fate throws at you.

- Techniques to anticipate potential challenges
- Tight timelines, undesirable spaces, poor lighting
- Manage disasters and missed moments

Photographers Track sponsored by Spot My Photos

GOWN / TUX THURSDAY 3:00PM 3:20PM 3:40PM

Thursday 3:00 pm - Laurel Room

TIKTOK BRIDAL SHOP

Fun Advertising Ideas

Ann Campeau, *Director, National Bridal Retailers Association*

You know your bridal shop should be on TikTok… but figuring out what to post can feel overwhelming. You don't have time to dance, overthink trends, or beg your team to make complicated videos between appointments. The good news? Some of the best bridal TikToks are simple, fast, and easy to repeat.

- Content brides actually want to see
- Reels that book appoinments
- Ways to feature dresses, accessories, and stylists

Thursday 3:40 pm - Laurel Room

REEL BRIDAL BOOKINGS

64 Tik Tok Templates

Ann Campeau, *Director, National Bridal Retailers Association*

Discover easy TikTok ideas designed specifically for bridal shops. Dress reveals and stylist moments that actually help brides feel excited to book.

- Quick video ideas that don't require dancing
- Guide for easy editing
- Behind-the-scenes bridal content

Thursday 3:40 pm - Laurel Room

WEDDING SHOWSTOPPERS

Turn Bridal Trends Into Sales Opportunities

Michelle Ellis, *Founder, McEllis Brides Design Studio*

Bridal trends may bring brides through the door, but experiences drive sales. Leverage the latest trends to create unforgettable appointments, uncover what brides truly love beyond the Pinterest board, and increase conversions without relying solely on having the "right" inventory.

- Identify trends that resonate with your brides and drive sales
- Consultation techniques that increase closing rates
- Inventory that sells

Gown Track sponsored by Association of Gown Specialists

OFFICIANTS THURSDAY 3:00PM 3:20PM 3:40PM

Thursday 3:00 pm - Evergreen Room

VOW TO SUCCEED

Marketing For Officiants

Alan Katz, *Presiding Officiant, Great Officiants*

Wedding couples have a plethora of officiants to choose from. How do you stand out in an over-crowded market?

- Marketing and PR for officiants
- Neutralize a bad review
- Network like a pro

Thursday 3:20 pm - Evergreen Room

OFF SCRIPT PART 1

Officiant Open-Mic Discussion

Clint Hufft, *Celebrant and Celebrity Officiant*

You are not alone. Officiants around the country experience the same frustrations that you do. This open-mic seminar brings together the best officiants to discuss ideas, problems, and solutions.

- Answers to officiant challenges
- AI - help or hinderance
- Who are your real competitors

Thursday 3:40 pm - Evergreen Room

OFF SCRIPT PART 2

Officiant Open-Mic Discussion

Clint Hufft, *Celebrant and Celebrity Officiant*

This seminar provides a collaborative space to share experiences, practical solutions, and creative approaches that strengthen confidence and professionalism.

- Personalize ceremonies
- Manage difficult family dynamics
- Ceremony delivery skills

Officiant Track sponsored by IAPWO

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