



**LAS VEGAS 2024**



## LAS VEGAS CONVENTION CENTER

### NOVEMBER 12, 2024

- 1:00 - 1:30 Get The Most From Wedding MBA & Networking
- 1:30 - 2:00 How To Get Certified - Cedar Room
- 2:00 - 6:00 Wedding Specialty Seminars

### NOVEMBER 13, 2024

- 9:00 - 12:00 Wedding Business, Tech, and Trend Seminars
- 11:30 - 5:00 Wed-Con Exhibits Open
- 12:00 - 2:00 Wed Talks on Exhibit Stages
- 2:00 - 5:00 Wedding Business, Tech, and Trend Seminars
- 7:00 - 12:00 Kickoff Party - Hard Rock Cafe on the Strip *(Bring Your Badge)*

### NOVEMBER 14, 2023

- 9:00 - 11:00 Wedding Business, Tech, and Trend Seminars
- 9:00 - 3:00 Wed-Con Exhibit Hours
- 11:00 - 1:00 Wed-Talks on Exhibit Stages
- 1:00 - 2:00 Wedding Business, Tech, and Trend Seminars
- 2:00 - 3:10 Wed-Talks on Exhibit Stages
- 3:10 - 5:00 Wedding Specialty Seminars

Seminar titles, topics, and speakers subject to change.

## Get Certified AT THE WEDDING MBA

### What is Wedding MBA certification?

Wedding MBA Certification is exclusively for wedding pros. Certification is received after classes and testing are complete. Certification gives engaged couples a compelling reason to trust and hire you. Your certification will designate your wedding specialty.

\$135

### Certification

\$170

### Elite-Level Certification

\$250

### Master-Level Certification

### What do you receive when you are certified?

You will receive an online badge that can be used on your website, email signatures, and social media. You will also get a certificate file that may be printed to frame and display your certificate.

Certification fee is separate from convention fee.

## Sign Up Today!

[www.WeddingMBA.com](http://www.WeddingMBA.com)  
or at Registration in the lobby

# REGISTER TODAY

for the **2024 WEDDING MBA**

Register for the 2024 Convention  
AND BECOME A  
**DIAMOND MEMBER**

Wedding MBA  
LAS VEGAS CONVENTION CENTER  
**NOVEMBER 12-14, 2024**

**LOWEST PRICE OF THE YEAR**

## WHAT'S NEW FOR 2024?

Brand New Content  
Expanded Specialty Training  
50+ New Speakers  
30% More Exhibits  
Certification Program  
Wedding Confidential Panel

## SPECIALTY TRACKS

New Specialty Speakers  
Internationally Recognized Specialty Experts  
Fresh Topics  
Hands-On Workshops  
Networking Opportunities  
Cutting-Edge Business, Tech, and Design Trends

## SALES

Buyer Behavior  
Storytelling Sales  
Content Sales Revolution  
Neuromarketing  
Modern Branding  
Unconventional Influencer Sales Strategies

## TECH

Cool Tech Wedding Tools  
Website Testing Workshop  
Instagram, Snapchat, and Pinterest  
Social Media Analytics  
Tech-Centered Marketing  
Tech Ecosystems

## TRENDS

Meaningful Ceremony Touches  
Unexpected Reception Details  
Wedding Dress Fashions  
Customized Music Tracks  
Planner Influencers  
Culinary-focused Weddings  
Floral, Invitation, and Linen Trends  
Cake and Dessert Showstoppers



**REGISTER TODAY!**

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

2024 DISCOUNT CODE: **Earlybird**



## VENUES - BIRCHWOOD - TUESDAY 2:00 3:00 4:00 5:00

2:00 pm

### VENUE LOVE

*New Looks We Love So Much It Hurts*

Fall in love with top-to-bottom immersive venue looks that leave you obsessed and wanting more. Dream about dramatic dance floors, interactive action stations, and exclusive signature looks. Discover crave-worthy designs for your wedding venue that leave your couples breathless.

- Non-traditional floor plans, ideas, and outdoor spaces
- Inspired design space transformations
- Venue trends that lock in your success

3:00 pm

### VENUES EVERYWHERE

*Survive In A Crowded Market*

Marriage rates are at an all-time low. Competing wedding venues are at an all-time high. Couples demand to be the architects of their own universe. Your venue has to feel like it is custom-built just for them. You're not knocking down walls and starting again for every customer. But there are things you can do.

- Negate competitors who over-promise and under-charge
- Sell to the Amazon generation
- Present your venues as their blank canvas

4:00 pm

### VENUE VERDICTS

*Solid Contracts For Wedding Venues*

Do you sleep well at night? If your venue's future is uncertain, it's hard to get peace of mind and impossible to get a good night's sleep. Solid contracts protect your venue from financial destruction. Learn the clauses you must have to protect you from injuries, cancellations, and inclement weather.

- Contracts for cancellations, refunds, and deposits
- Up to date venue contracts
- Protections from outside/preferred vendors

5:00 pm

### THE NEGOTIATION GAMES

*Strategies To Win The Sale*

Realtors, FBI agents, and even venue pros negotiate daily. Couples are conditioned to ask for a deal. A good negotiator knows how to leverage their unique services to make buyers happy and protect an excellent profit margin.

- When win-win is possible
- Indicators that they're ready to book
- Venue negotiations

## PLANNERS / DESIGNERS - CEDAR- TUESDAY 2:00 3:00 4:00 5:00

2:00 pm

### PLANNER PRICING ESSENTIALS

*Get Paid For ALL Your Time*

Rent the chairs, confirm the couple's toasts, double-check that everything is the desired Pantone shade of peach. As a planner, you manage more details than any other wedding specialty. All you have to sell is your expert time. Get paid for all the time you invest in each wedding.

- Planner price list samples and templates
- Day-of, full service, and à la carte packages
- Which prices to list on your website

3:00 pm

### TRENDS BY TUTERA

*Five-Star Wedding Details*

Learn from world-renowned wedding planner/designer David Tutera. He is lauded as a visionary whose attention to detail produces unforgettable elements and award-winning designs for celebrity clients around the world.

- Theme, color, and floral inspirations
- Overcome design, venue, and budget obstacles
- Never before seen ceremonies and receptions

4:00 pm

### PLAN FOR PROFIT

*Strategies To Win The Sale*

One-third of wedding couples hire a planner. The bigger the spend, the more likely they are looking for you. With over 80% of couples seeking a planner referral or positive review, the sales game has changed. How do you cultivate warm leads, build a network of venue referrals, and increase your closing rate?

- Increase your volume of hot leads
- Indicators they are ready to book
- Wedding vendor referral strategies

5:00 pm

### KEEPING UP

*Don't Fall Behind*

Search algorithms and social media change in a flash. Before an engaged couple signs with you, they want to see that you "get it." If your social media, website, or images need a refresh, they'll simply say "Next!". Be the planner that they envision.

- On-trend planner photos
- Next year's latest trends
- The number one trait they want in a planner







## DJ / MC - ASPEN - TUESDAY 2:00 3:00 4:00 5:00

2:00 pm

### ROCK THE HOUSE

*Master Level DJ Skills*

You are only as good as your last performance. And every crowd has future customers for their wedding or party. Personalize your production style and give your music an unmatched personality. Enter the DJ-sharpening, skill-learning, and performance-amping zone that makes you unstoppable.

- MC skills that make you unique
- How to read every room
- Steps to create your own DJ style

3:00 pm

### DON'T STOP THE MUSIC

*Mashups, Edits, Remix, Transitions*

Blend, mix, repeat. The right edits, mashups, and transitions make your music sets seamless. Break out of your music rut and step into something new, different, and exciting.

- Advanced mashups, edits, and transitions
- Common remix pitfalls and solutions
- Create, record, and produce your music

4:00 pm

### THE SOCIAL DJ

*TikTok, Insta, And VLOGS*

DJs live online. You know that if you don't post often, your competitors swoop in and steal your potential customers. Engaged couples spend 2.5 hours on social media daily. Become part of their screen diet.

- TikTok, FB, Insta, and YouTube
- DJ social media makeovers
- Tips on algorithms to increase engagement

5:00 pm

### MUSIC MANIA

*Stems. Harmonic Mixing, A.I.*

Wedding couples hire DJs who sound club-inspired. They have an aversion for the bow-tie-wearing guy who shows up with a just-hit-play mentality. This cutting-edge performance-based seminar expands your mixing skills and maxes out your calendar.

- Software and A.I. that makes your job easier
- Stems and harmonic mixing strategies
- Master-level techniques



## My Wedding Songs

## FLORISTS - LAUREL - TUESDAY 2:00 3:00 4:00 5:00

2:00 pm

### BLOOMSCAPE

*Floral Technique Makeovers*

You've designed floral arrangements and installations for years. You know that trends move fast, and if you don't keep up, you'll be buried in stems. Precise floral constructions make your designs come to life.

- Clustering, layering, terracing, and Pave'
- Secret techniques to extend your blooms' lives
- Real-life before-and-after floral makeovers

3:00 pm

### FLORISTS FLORISTS EVERYWHERE

*Survive In A Crowded Market*

Marriage rates are at an all-time low. Competing wedding florists are at an all-time high. Couples demand to be the architects of their universe. Your floral installations and proposals have to feel custom-built just for them.

- Stand out in a crowded floral field
- Negate competitors who over-promise and under-charge
- Sell to the pickiest generation of buyers

4:00 pm

### FLOWER FANTASY

*Arches, Centerpieces, Ceilings*

The only constant is change. Just as fashion, home decor, and food trends evolve, so does floral design and styling. A non-traditional floral backdrop demands deconstructed, floating, and suspended installations that surprise and excite.

- Dressed-up chandeliers and garland
- Step-by-step to hanging and grounded floral structures
- Centerpieces that dazzle and dominate the reception

5:00 pm

### FLORAL LOVE

*Looks We Love So Much It Hurts*

Flowers are the eye candy for weddings and special events. Floral minimalism is over, and it's time to add in the drama, layers, and textures. Embrace the latest in floral trends and amplify your designer creativity.

- Cascading floral table runners and inspired backdrops
- Texture combos that feel organic and decadent
- Surprising high-fashion floral menus





## CATERING / CAKES - REDWOOD - TUESDAY 2:00 3:00 4:00

2:00 pm

### DECADENT PROFITS

*Increase Your Per-Event Margins*

With the cost of food at an all-time high and marriage rates at an all-time low, competition for catering business is intense. See how top caterers find solutions where others see problems.

- Negate competitors who over-promise and under charge
- When to charge for tastings
- Where to spend and where to save

3:00 pm

### HOME COOKING

*Geo-Specific Trends*

The food and drinks you serve on their wedding day offer more than just good flavors. Part of each menu's role is to tell a story about the couple and enhance the overall atmosphere. Personalize your dishes to make it feel like they are coming home.

- Food trends from different regions around the world
- Presentations that taste as good as they look
- Fusion foods that appeal to a wide palette

4:00 pm

### LIKE BUTTER

*Smooth Sales Techniques*

The same old sales techniques can create more problems than they solve. Long sales cycles, catering price objections, and no-decision customers are challenges that demand fresh sales solutions. Learn the professional techniques that help you smash through sales roadblocks. as it looks in-persons.

- Results-based catering sales
- Book clients on the first visit
- Extremely profitable add-ons and upsells

5:00 pm

### BOILING POINT

*Managing Difficult Customers*

They call themselves Foodies, but you call them Moodies. They send emails at 2:00 am, invite 20 people to their tasting, and tell you how to do your job. How do you set clear expectations and boundaries?

- Proven strategies to handle difficult clients
- Rules, contract clauses, and the no-surprise motto
- Phrases to de-escalate angry clients

## OFFICIANTS - TUESDAY 2:00 3:00 4:00 5:00

2:00 pm

### OFFICIALLY YOURS

*Sure-Fire Sales Techniques*

Officiants are the spirit of every ceremony. But the worldly reality is that you still need to gather leads and close sales. Good quality sales leads have become harder to find. The pressure is on to close every sale. How do you book more weddings and up your sales game?

- Best ways to find new leads
- Sales techniques for officiants
- Overcome sale objections

3:00 pm

### AFTER THE CEREMONY

*Level Up Your Officiant Reviews*

It's unfair that wedding budget guides tell couples to allocate only 1% of their total budget to the officiant. Without you, there would be no wedding. You infuse meaning and history into every ceremony. How do you get paid more without losing business to your competitors?

- Pricing analysis per region
- Officiant templates
- A la carte pricing vs packages

4:00 pm

### UNOFFICIANT

*Outshine Unqualified Wannabees*

Five years ago 30% of ceremonies were officiated by friends or family members; now the number has reached over 50%. How do you compete with their best friend, brother, sister, or parents?

- Proven techniques to show your level of expertise
- Social media game plan
- Officiant referral program to increase bookings

5:00 pm

### TRADITION EVOLUTION

*New Vows And Stories*

It's a lot of pressure to communicate a couple's love story through words. The process of writing takes diligence, creativity, and hard work. As an officiant telling their story, grace and humor are paramount. How do you make every ceremony feel custom-written for each couple?

- First impression meeting
- Couple-centered questionnaires
- Vow templates and story-telling guide



## PHOTOGRAPHERS - EVERGREEN - TUESDAY 2:00 3:00 4:00 5:00

2:00 pm

### PHOTOGENIC

*Candid + Posing Techniques*

Weddings by definition are a mix of action and arrangement. Candid shots freeze the action and emotion of a moment in time. Posing images of the wedding couple challenge your creativity to produce personalized art that they share with their children and grandchildren. Join this seminar to push your skills to the next level.

- Six photo directing techniques
- Master-level spontaneous portraits
- Creative themed styling

3:00 pm

### WEATHER REPORT

*Lighting In Any Condition*

Photographers are artists who paint with light. The best lighting illuminates your art and makes your photos majestic and other-worldly. But the weather doesn't cooperate with every outdoor wedding. What's your plan when the sun, wind, and rain are out to get you?

- All-weather lighting techniques
- Three lighting elements for every good photo
- Equipment that converts adequate into award-winning

4:00 pm

### FLASH SALE

*Advanced Closing Tips*

You love photography, the smile of your couples, and how your images look after post-edit. You love the satisfaction of creative fulfillment. But first, you have to close some sales. Hear from an expert how to lead every couple to sign a contract on the first visit.

- In-person vs. online appointments
- Navigate conversations about price, add-ons, and discounts
- Sales through storytelling

5:00 pm

### THAT'S SICK

*Viral Images For TikTok, Insta, And FB*

Your social media accounts are insatiable monsters. They demand your attention around the clock and distract you from getting your images edited. TikTok, Insta, and FB scream more, more, more. No matter how much you feed them. Strengthen your photography brand without losing your head or heart in the process.

- 12 months of planned social media content
- Mistakes most photographers make online
- Increase visibility, rankings, and sales

## GOWN / TUX - LAUREL - TUESDAY 2:00 3:00 4:00 5:00

2:00 pm

### FIRST LOOK

*Latest Gown Designs*

Dive head-first into gown trends for next season. Designers showcase their best collections. Throwback looks are getting redesigned and they look oh so good. The colors are scrumptious and go beyond snow white, boring beige, and indecisive ivory. Discover the creative looks that float off the racks.

- Increase your margin with these haute looks
- Market trends that push the envelope
- Design accessories, structural shapes, bows, 3-D details

3:00 pm

### ZIP IT UP

*Close On Their First Visit*

The client experience means everything. A first-visit experience that feels customized builds rapport and trust, but some brides and grooms are difficult to connect with. If they walk out the door, your success rate plummets. How do you close on their first visit?

- Real life salon strategies
- Incentives for first-visit purchases
- Avoid these closing killers

4:00 pm

### PROFITABLE

*Inventory, Overhead, Inflation*

Gown and Tux shops supposedly have a higher profit margin than a typical retail store. Why doesn't it feel that way? Some seasons, you feel defeated and overextended. How do you boost your profit margins to pay your employees, buy new merchandise, and actually take a vacation?

- Inventory makeovers and money-savers
- Inflation, overhead, and supply chain issues
- Highest margin designers

5:00 pm

### LITTLE SHOP OF HORRORS

*Why They Chose Your Competitors*

Weddings are down. Gown competitors are up. For menswear, you are competing with big box shops, online retailers, and department stores. How do you stand out when there are so many different options?

- When to do a trunk show
- Salon secret shopper report
- Successful referral programs





## Cottonwood Room

### MAKE IT RAIN

#### *6-Figure Salary For Wedding Pros*

What separates a hobby from a business? It's the number of zeros. Instead of a sprinkling of profit, turn your wedding business into a downpour of cash generations. Learn how to adapt and stay ahead of the curve.

- Tips to increase profit and take-home pay
- Profit-boosting strategies and cost-cutting hacks
- Money management streamline

## Birchwood Room

### SEEING IS BELIEVING

#### *Visual Storytelling*

Sales are won and lost early in the process. Qualified leads disappear without you even knowing about them. Successful lead generation is complex, but the right images are the largest factor in lead generation and new bookings. Ninety percent of information transmitted to the brain is visual. Curate photos to attract the right couples, elicit strong brand recognition, and drive social media algorithms that result in new sales.

- Photo road map to improve your visual brand
- Proven marketing, social media, and website imagery
- Online photos that convert to appointments and sales

## Cedar Room

### POSH

#### *Extravagant Celebrations*

Sales are won and lost early in the process. Qualified leads disappear without you even knowing about them. Successful lead generation is complex, but the right images are the largest factor in lead generation and new bookings. Ninety percent of information transmitted to the brain is visual. Curate photos to attract the right couples, elicit strong brand recognition, and drive social media algorithms that result in new sales.

- Impactful hanging decor, dance floors, and lounges
- Maximalist decor, linens, and centerpieces
- Social worthy inspiration and images

## Aspen Room

### THE ONE THAT GOT AWAY

#### *Why They Picked Your Competitor*

Put on your detective hat and take out your magnifying glass. You are about to channel Sherlock Holmes. Why didn't they book you for their wedding? The mystery remains, but we won't let it become a cold case. Follow the clues to a perfect close.

- Immersive data that predicts buying behavior
- Trends and stats that solve the case
- Deadly behavior that kills the sale

## Ponderosa Room

### TIK TIK BOOM

#### *Use TikTok Like A Pro*

With its colossal reach, engaging ads, and suite of marketing tools, TikTok is an essential platform for wedding businesses. TikTok is easy to use, but mastering the organic and paid campaigns is a big challenge.

- Completing call-to-action ideas
- Target engaged couples in your market
- Video dos and don'ts







## WEDNESDAY 10:00 AM

Cottonwood Room

### MOVE THE GOAL POSTS

*Next Year's Tech Predictions*

Your SEO and social media campaigns just started to click for you. Then they changed the rules. You used to appear on the top of Google searches, but now you're buried. Search engines speak a language all their own. Fortunately, we have the inside scoop that helps you get to the top and stay there.

- 7 deadly algorithm mistakes
- Stellar site visibility and rankings
- Harsh truths that save you money

Birchwood Room

### PITCH PERFECT

*High-Performance Salespeople*

What once gave salespeople a competitive advantage: controlling the booking process, command of product knowledge, and a great sales pitch, are no longer guarantees for success. An elite group of the top 1 percent of salespeople are crushing it. Top salespeople are acutely aware that the experience of buying is far more than just price, product, features, and solutions.

- Five questions that get couples to say yes
- Redirect resistance, conflict, and objections
- Micro commitments that lead to big sales contracts

Cedar Room

### SCALE OR FAIL

*Build Your Business*

Scaling up a wedding business is not for the faint of heart. It's a journey that can leave you breathless and feeling out of control. Some wedding businesses fail with expansion because they don't have the structure or framework or systems in place. If you're ready to grow, replicate, or expand, this is your year.

- Correct time to expand

- Run your business from afar
- Cash flow with consistent profits

Aspen Room

### DREAM ON DREAMER

*Wedding Design Board Discoveries*

Design boards get the ideas out of your head and onto paper (or the computer screen). Design Boards are your most powerful non-verbal tools to book the sale, keep your couples happy, and maintain a consistent look.

- Define the wedding mood before you start the pinterest binge
- Make sense of your couples chaotic and nonsensical visions
- Presentation day dos and don'ts

Redwood Room

### BRAAAAAAINS

*A.I. And The Content Apocalypse*

Look over your shoulder, check under the bed, and lock your door. The content apocalypse is right behind you. The onslaught of new channels, devices, and platforms can strain your brain. Get fresh methods to stay ahead of your bloodthirsty competitors. Convert videos to blogs, pamphlets to e-books, and social media snippets to emails with your new A.I. assistant.

- Reduce creative burnout and save time
- Use A.I. for efficient content strategies
- Boost your content reach and audience size

## WEDNESDAY 11:00 AM

Cottonwood Room

### THE NEGOTIATION GAMES

*Strategies To Win The Sale*

Realtors, FBI agents, and even wedding professionals negotiate daily. Couples are conditioned to ask for a deal. A good negotiator knows how to leverage unique services to make buyers happy and protect an excellent profit margin.

- When win-win is possible
- Signs that they're ready to sign
- Negotiation strategies





## WEDNESDAY LUNCH

*We recommend you stay on property for lunch.  
Numerous on-property food options are available for purchase.*

## WEDNESDAY WED-CON EXHIBITS & WED-TALKS

### WED-CON EXHIBITS

11:30 am - 5:00 pm

250 exhibitors with wedding industry products and services.

### WED-TALKS

Exhibit Floor Stages

12:00 - 2:00 pm

#### 12:00 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

##### WEDDING VENUE GROWTH WITHOUT BURNOUT

- Book more amazing couples without working 24/7
- Where to focus your time and money to win in 2024 and beyond

Exhibit Stage 2

##### MAKE \$\$\$ WITH PHOTO BOOTHS

- Every professional in the wedding industry can benefit from adding a photo booth
- Photo booths can generate you new leads AND make you more money

Exhibit Stage 3

##### STREAMLINE YOUR SEO

- How to take advantage of A.I. without harming your SEO strategy
- How to streamline your SEO strategy with AI

#### 12:15 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

##### EFFECTIVE TEAM COMMUNICATION

- Florist freelancing dos and don'ts
- Identify red flags when hiring freelance designers

Exhibit Stage 2

##### DESIGN & PLANNING SOFTWARE

- Bring your clients' vision to life in a simple, drag & drop 3D design software
- Collaborate with clients and vendor partners on floorplans, designs, rental orders, and guest lists

Exhibit Stage 3

##### CREATE A VENUE SALES SYSTEM

- Text, email, phone, tours, closing, oh my! How to create a sales system that brings it all together!
- A virtual sales manager can run a sales system and help you close contracts faster!

#### 12:30 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

##### CUSTOM NEON SIGNS

- Made in USA, superior quality
- Signs for weddings, birthday, or special events

Exhibit Stage 2

##### CREATE WEDDING TIMELINES LIKE A GENIUS

- Create your wedding day timelines in 65% less time
- Produce timelines that get you rave reviews and referrals

Exhibit Stage 3

##### KEEP YOUR COUPLES ON TREND

- Suit pairings & colors trends we're predicting for 2024
- Suit up a wedding party with a mix of genders, in a wide range of sizes, when they're spread out across the country





## WEDNESDAY WED-TALKS CONTINUED...

### 12:45 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

#### **MAKE MONEY WITH A.I. TECHNOLOGY**

- A.I. tech is all over the news, so how can you use it in your business
- Make money using A.I. tech and give customers what they want

Exhibit Stage 2

#### **EMBRACING SUSTAINABLE FRESH FLOWERS**

- Tell the couple's story through flowers
- Tips to include sustainable fresh flowers

Exhibit Stage 3

#### **GOOGLE YOUR ONLINE REPUTATION**

- Double your Google reviews in 90 days
- How to get more positive Google reviews

### 1:00 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

#### **THINK LINENS FIRST**

- Sub-renting specialty linens - make money & grow your business
- Free round trip shipping nationwide with no minimums

Exhibit Stage 2

#### **PLAN YOUR NEXT EVENT**

- Manage your vendor contracts, invoices, and custom timelines
- The only planner app with all the details

Exhibit Stage 3

#### **EXCEED THE DEMANDS OF TODAY'S COUPLES**

- Automate + digitize your processes
- Put the purchasing power in your clients' hands

### 1:15 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

#### **BE A LITTLE EXTRA**

- Ways to offer extra value to your clients
- Offer extra value to wedding pro vendors

Exhibit Stage 2

#### **GET CERTIFIED**

Wedding MBA

- Build credibility with couples
- Benefits and details to get certified

Exhibit Stage 3

#### **ONE SOLUTION, BOUNDLESS POSSIBILITIES**

- One lifelong system to save event pros time, energy, and stress
- More than just software - we're your partners in business success

### 1:30 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

#### **WHAT DID YOU SAY?!**

- Good review, bad review, no review - learn how to navigate them all
- Everyone is looking at your reviews - make a good impression

Exhibit Stage 2

#### **SAY YES TO TEXT**

- Communication tools that convert online traffic into foot traffic
- Texts, chats, reviews, payments, missed calls, and more-all in one text thread

Exhibit Stage 3

#### **A.I. AND MARKETING**

- A.I. supported marketing strategy
- Creating targeted content

### 1:45 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

#### **BUILD QUALITY LEADS**

- Auto response to start the conversation
- Leads from any online source into your CRM

Exhibit Stage 2

#### **BOOKING HOTELS WILL NEVER BE THE SAME**

- How I booked my complimentary wedding block on GroupSync in 10 minutes
- Save time and reduce stress with quick tools for wedding planners

Exhibit Stage 3

#### **HOW TO BUILD A SALES TEAM**

- Build an automated sales funnel and create a better customer experience
- Spend more time on what grows your business and less time on what doesn't



WEDNESDAY 2:00 PM

Cottonwood Room

### APPY HOUR

*This Year's Best Apps*

Sometimes you feel like a marionette being controlled by your phone. It dings when it shouldn't, buzzes when you're trying to concentrate, and lights up when you are trying to wind down. It's time to be the boss of your technology. Use your phone as a tool to improve communication, manage data, and keep track of your expenses. Get the best new apps without the hard work.

- Apps that track hours, schedules, and projects
- Top 5 productivity apps
- Apps every wedding pro must have

Birchwood Room

### DOUBLE OR NOTHING

*Bet On Your Wedding Business*

Step on up, wedding entrepreneurs. It's playtime in the gambling capital of the world. Whether you visit a casino or not, you're a gambler. When you created your wedding business, you rolled the dice that wedding couples would pay for your service. Take your bet to the next level and place your bets to hit the jackpot on your ROI.

- How much/where to spend on advertising
- The fast lane to expansion and growth
- Business purchase pitfalls

Cedar Room

### EPIC BUSINESS FAILS

*Wedding Business Stories*

The best horror movies are full of suspense. Tension builds as the music crescendos and you know something bad is around the next corner.

Owning a wedding business can also be terrifying. You risk everything when you start or expand your wedding business. Avoid these horrifying entrepreneurial fails.

- The day no one showed up
- Unexpected business emergencies
- Bad reviews from hell

Aspen Room

### POWER PALETTE

*Color Trends And Predictions*

After choosing one's partner one of the most important initial decisions is picking wedding colors. A designated color palette helps all the details fall into place. From your bridesmaid dresses and bouquets to your linens. Color is a powerful communication tool. It tells you how to feel, what to look at, and what to ignore.

- Ideal number of color combos for each event
- Disguise undesirable element with this color tactic
- Color trends and predictions for next year

Ponderosa Room

### GET GRAPHIC

*Become An Instant Expert In Graphic Design*

You're creative. You're visual. You're talented. Add brand flair to your website, literature, emails, and social media posts. Graphic design uses visual compositions to communicate ideas through typography, imagery, and color.

- Graphic design case studies and how-tos
- Art school hacks that increase your bookings
- Brand your company with social media







WEDNESDAY 3:00 PM

Cottonwood Room

### **SLOTH GENERATION**

*Sell To Lazy Buyers*

They're indecisive. They delay buying decisions. In today's market, couples don't have to work hard to find buying choices. Blame Amazon, targeted ads, and the internet for entitled consumers who expect to wait until the last minute and still get everything they want. Are you, as a small business owner, ready to pick up the slack?

- Motivate sluggish customers with incentives
- Find and book your customers online
- Cutting-edge sales techniques

Birchwood Room

### **OUTRANKED**

*Dominate The First Page Of Google*

In this information age, SEO is a method of marketing and is one of the most successful and cost-effective ways to obtain business. Ranking higher in search engines leads to better visibility and increased sales.

- Tools and techniques for effective SEO
- Optimize your website to outrank your competition
- Keywords dos and don'ts

Cedar Room

### **THE WEDDING WISH**

*Curated Styled Shoots*

Social media swallows your images whole and then asks for more. How do you keep up with the constant and insatiable need for more, more, more? Get the creative ideas flowing and produce marketable images that get you better inquiries and bookings.

- Themes, teams, and dreams for visual storytelling
- Styled shoot timeline, mood boards, and shot lists
- Tested images that generate new leads

Aspen Room

### **WEDDING FRENEMIES**

*Deal With Difficult Fellow Pros*

You see the many of the same florists, caterers, photographers, and planners every month. You have your favorites. Supportive colleagues you can count on to smooth a wedding day, help you out, and be your friend. Then there's the pro who charms the wedding couple, but shows a whole other (not-so-pleasant) side when dealing with you. How do you make your wedding workplace sane?

- Avoid conflict and address gaslighting
- Establish wedding goals and consistent boundaries
- Comebacks when they don't respect you

Ponderosa Room

### **ADULTING**

*Guide To Work/Life Balance*

Do you have too much to do and not enough time? Are you struggling with personal and professional time demands? Do you feel tired, overwhelmed, and overworked? Statistics show that over 75% of wedding pros feel like their work/life balance is off. Get your life back on track.

- Personal time and audit problems and solutions
- 8 worst time management mistakes
- Practical tips for emails, text, meetings, and social media





Cottonwood Room

## POWER PERSUASION

*Lesser-Known Sales Techniques*

The success of a business depends on persuasion. You must convince engaged couples (and other wedding pros) that you are the only choice to fulfill their dreams. Learn the focus and precision that you need to master the art of persuasion.

- Responsive sales objection handling
- Master-level listening skills
- Psych techniques that motivate quick decisions

Birchwood Room

## PAYCHECK TO PAYCHECK

*3 Ways To Stabilize Cash Flow*

Weddings are seasonal. For wedding pros, that means it's always feast or famine. Your financial universe revolves around urgent obligations like payroll, overhead, and ordering new merchandise. What if your income and expenses could be stabilized?

- Stay financially afloat during your off-season
- Best ways to spread out your monthly expenses
- Remove the temptation of using tax money to bridge the gap

Cedar Room

## THE VERDICT

*Solid Sales Contracts For Wedding Pros*

You work hard to make every couple happy, but some think you promised more. We're talking they ordered beer, but claim you promised champagne. Then they dispute what you charged to their credit card. You can lose major money because of what you leave out of your agreements. Get the law to work on your side.

- Steps to draft strong, tight, and comprehensive contracts
- How small claims court helps
- Wording you must include in every argument

Aspen Room

## RODEO DRIVE

*Luxury Wedding Styles*

Top-tier weddings are filled with trending inspiration. From upscale decor to flowers, cakes, and invitations. Couples want to feel rich and famous even though their budget says differently. How do you meet their design dreams and charge enough for your services so there is money left for your lululemons and lattes?

- Creative transformations
- Translate high-end looks to fit any budget
- Rich decor, florals, tablescapes, and linens

Redwood Room

## HELP WANTED

*The Full-Employment Blues*

You're so busy you don't even have the time to interview and find good help. Stop trying to do everything yourself and attract quality candidates who make your life easier. Which tasks can you delegate so you can concentrate on sales?

- Best places to find good candidates
- Contract, part-time, and seasonal employee searches
- Interview questions that avoid grief later on



THURSDAY 9:00 AM

Cottonwood Room

### DISRUPTER

*Digital Marketing For Small Business*

Digital disrupts traditional marketing. Social media promos dominate and traditional strategies struggle. Where should you spend and what can you cut? How to make sure your brand isn't so yesterday.

- The best sources for high-quality leads
- How email, direct mail, and SEO still matter
- Which digital platforms to engage

Birchwood Room

### CYBORG SPECIAL

*Human Connections In The Digital Age*

Social media is meant to be, well, social. Done right, it encourages a two-way conversation with your wedding couples. How do you strike the right balance between personality and professionalism?

- Define your company's voice
- Authentic on-brand company images
- 30-day social content cheat sheet

Cedar Room

### MAILED IT

*Wedding Invites With Personality*

In a world saturated with white noise, nothing feels special anymore. That is until a decadent wedding invite appears in the mailbox. Nothing says weddings more than a custom invite.

- Luxe fabrics, materials, and custom-painted selections
- Invites that tell a story
- Updated wedding invite etiquette

Aspen Room

### PRESS PLAY

*Video Testimonials*

Video testimonials showcase your wedding business, build brand awareness, and establish trust with nearly-weds. Video marketing helps your business stand out from your competition by delivering your message in a creative and memorable way.

- Testimonials for lead generation on social platforms
- Five reasons video testimonials are powerful
- Create watchable content that leads to sales

Redwood Room

### WEDDINGS 911

*Training For Emergencies*

It's a recurring nightmare and the theme only changes slightly. One night it's the best man that chokes while devouring his steak. Another night the bride slips on the dance floor and breaks her arm. The nightmares might be fake but real accidents are real. Danger lurks in every corner and can strike at any time. Prepare for rowdy guests, medical emergencies, fights, and more.

- Emergency prep training
- Safety checklist
- When to call the authorities





THURSDAY 9:00 - 3:00

## WED-CON EXHIBITS

250 exhibitors with wedding industry products and services.

Thursday 9:00 am - 3:00 pm

THURSDAY 10:00 AM

Cottonwood Room

### OH SNAP

*Business First Impressions*

In a fraction of a second, prospective couples form opinions about your company. This instant judgment happens when they look at your website, social media posts, email, or talk with you on the phone. How do you make a stellar first impression that ultimately leads to a sale?

- Proven first-impression digital techniques
- Repair a flubbed first impression
- In-person and virtual impression dos and don'ts

Birchwood Room

### CRYSTAL BALL

*Predict Next Year's Trends*

As we head towards next year, the wedding world is evolving to reflect the preferences of engaged couples. There are two types of trend forecasts; long-term macro trends and season-to-season predictions. Stop following others and learn to predict future wedding trends.

- Spot consumer interests, values, and motivation
- Identify, track, and analyze the trends in your market
- Prevent financial mistakes

Cedar Room

### RIGHT BRAIN PROFITS

*Unleash Your Creativity*

Creativity is the centerpiece of any wedding business. It is the ability to create something new, communicate effectively, and problem-solve in new ways. Spark the inspiration that unleashes your creative process.

- Strategies that stimulate creative thinking
- Creativity-born with or learned
- The six hats techniques

Aspen Room

### LUCKY 7

*Social Media Overload*

Engaged couples log into seven social media platforms a month. Among TikTok, YouTube, Facebook, Instagram, Pinterest, X, and Snapchat, the multi-platform predicament is real. Wedding pros struggle to maintain just one social network. Add six more and you barely have time to sleep. What should you do?

- Campaign metrics and budget worksheets
- Time-saving social media tactics
- Maximize social media ROI

Redwood Room

### CHEAT SHEET

*Google Analytics 4 Guidelines*

Confused and overwhelmed by Google Analytics 4? You're not alone. It takes experience, trial, and error (with an emphasis on error) to finally get it right. Let Wedding MBA experts guide you through the new behind-the-scenes world of Google. Google captures over 90% of searches... make sure you're covered.

- Tag inbound links to uncover email, social, PPC, and traffic sources
- Gain a complete view of your customer behavior
- Google Ads and ROI calculators





THURSDAY 11:00 AM

## WED-TALKS

Exhibit Floor Stages  
11:00-1:00

### 11:00 AM - THURSDAY WED-TALKS

Exhibit Stage 1

#### GET CERTIFIED

Wedding MBA

- Build credibility with couples
- Benefits and details to get certified

Exhibit Stage 2

#### STREAMLINE YOUR BUSINESS

- How to get booked faster and save money
- Tips for an easy transition and minimal ramp-up period

Exhibit Stage 3

#### BOOST YOUR VENUE BOOKINGS

- Discover a step-by-step marketing strategy to get more leads, tours, and bookings
- Generate a flood of high-quality leads with our Facebook & Instagram ad blueprint

### 11:15 AM - THURSDAY WED-TALKS

Exhibit Stage 1

#### FROM SOCIAL MEDIA TO BRILLIANCE

- How social media visions are transformed into enchanting realities
- Learn how Bellevue Lighting approaches inspiration and personalization

Exhibit Stage 2

#### FROM FARM TO FLORIST

- What it takes for farm to marketplace
- Ecuadorian Rose journey

Exhibit Stage 3

#### FLORAL INSTALLS ON A BUDGET

- How to create ceremony spaces for less
- Save couples over 70% with rent & return premium silk florals from SBBlooms

### 11:30 AM - THURSDAY WED-TALKS

Exhibit Stage 1

#### CELEBRATE LOVE THROUGH EQUALITY

- Get seen by LGBT wedding couples
- Wedding ideas and inspiration

Exhibit Stage 2

#### WEDDING PROS & AI: A PERFECT MATCH

- Something new, something smart
- Say "I Do" - How A.I. revolutionizes workflows for wedding pros

Exhibit Stage 3

#### ELEVATE YOUR BRAND EXPERIENCE

- Use tech to create professional relationships
- Save time and reclaim hours in your workday

### 11:45 AM - THURSDAY WED-TALKS

Exhibit Stage 1

#### SUSTAINABLE WEDDINGS

- Sustainable wedding trends
- Green weddings are the weddings of the future

Exhibit Stage 2

#### \$25,000 IN 24 HOURS

- Fill your wedding calendar in one sitting at your next bridal show
- What to do before, during, and after the show to ensure success

Exhibit Stage 3

#### STACK THE DECK

- 4 ways every hire must align for better results
- Business owners can make the leap from being in control without being controlling





**THURSDAY 12:00 PM**

## 12:00 PM - THURSDAY WED-TALKS

Exhibit Stage 1

### **PROTECT YOURSELF TO SAVE TIME**

- What liability covers; basics, rough cost, and application experience
- Streamline the requirement and purchase process to save time

Exhibit Stage 2

### **SAY YES TO TEXT**

- Invest in communication tools that convert online traffic into foot traffic
- Texts, chats, reviews, payments, missed calls, and more - all in one text thread

Exhibit Stage 3

### **TRENDY BACKDROPS**

- Design backdrops like a pro with dazzling materials
- Giveaway...chance to win backdrop

## 12:15 PM - THURSDAY WED-TALKS

Exhibit Stage 1

### **ONLINE EXPOSURE TO INCREASE SALES**

- Convert sales with social media
- Benefits of working with a vendor

Exhibit Stage 2

### **SUPERCHARGE YOUR WEDDING VENUE**

- Tips on how to streamline and systemize your wedding venue for success
- How to buy back your time, book more weddings, and increase profits

Exhibit Stage 3

### **SHH! NO ONE TALK ABOUT THE BATHROOM**

- Number one and number two: the technical stuff
- From taboo to tasteful

## 12:30 PM - THURSDAY WED-TALKS

Exhibit Stage 1

### **MAXIMIZE YOUR LINEN BUDGET**

- How to mix different price points of linens
- Mixture of prints and solids to give you more bang for your \$

Exhibit Stage 2

### **CELEBRATE WEDDING LUXURY WITH APHRODISSE CHARMAT ROSE**

- Next-level sparkling wine trends
- Celebrate carefree luxury

Exhibit Stage 3

### **RISK: 150 PARTYING PEOPLE YOU DON'T KNOW**

- Keys to develop your venue's comprehensive risk management program
- Layering house rules, deposits & insurance to mitigate liability and risk

## 12:45 PM - THURSDAY WED-TALKS

Exhibit Stage 1

### **TEAMWORK MAKES THE DREAM WORK**

- Unite your event team with intuitive, user-friendly collaboration tools
- Minimize last-minute surprises and streamline your communication process

Exhibit Stage 2

### **DESTINATION WEDDINGS**

- Legal aspects, suppliers, logistics
- Best venues, local planner

Exhibit Stage 3

### **EMOTIONAL AMBIANCE**

- Revolutionize your candle game
- Stunning, reusable, eco-friendly





THURSDAY 1:00 PM

Cottonwood Room

### THE TREND EXPERIENCE

*Hottest Wedding Products*

The hottest new wedding and event ideas come to life in this lively on-stage 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 onstage
- Decadent decor, food, florals, and entertainment

Birchwood Room

### STARRING ROLE

*Spotlight Online Reviews*

Studies show that 84% of wedding couples trust online reviews as much as personal recommendations. Positive reviews help you book new customers. Negative reviews poison your sales. Don't stress about being constantly judged. Leverage your best reviews and neutralize the bad ones.

- Overcome bad reviews successfully
- How to ask for a five-star-review
- Which review site drives the most business

Cedar Room

### MIRROR MIRROR

*Profits Reflect Personalities*

What gets you the most sales? Is it the best price point, product, style, or brand awareness? None of these attributes get wedding couples to buy. You only need to look in one place to find your secret weapon... the mirror. People buy you, your products, and your services. Stop hiding behind the things that don't matter and start honing your "you" skills.

- Strategies to build better industry relationships
- Create long-term customers
- Guide to modern influence and persuasion

Aspen Room

### CLOSING TIME

*Overcome Customer Indecision*

The worst thing you can hear from a customer isn't "no." It's, "I need to think about it." Couple indecision is your biggest sales enemy. Nearly 87% of sales appointments contain some level of indecision and it is toxic. As indecision increases, closing rates decrease. Shatter customer indecision and close more sales.

- Identify and counteract indecision
- Ten biggest closing mistakes
- Project the best first impressions

Redwood Room

### THE TAX COLLECTOR

*What The IRS Doesn't Want You To Know*

Life is expensive. Your car needs repairs. Your child has yet another sports fee due. Your assistant wants a raise. How do you keep up? Legit tax deductions can lower your tax bill and keep more for yourself.

- Little-known tax deductions
- Food and travel secrets
- Write-off dos and don'ts





THURSDAY 2:00 PM

## 2:00 PM - THURSDAY WED-TALKS

Exhibit Stage 1

### RECEPTION TRENDS

- The new wedding guest book
- Make memories with a vintage rotary phone at reception

Exhibit Stage 2

### SOCIAL MEDIA MANAGEMENT

- Content inspiration - how, why, where, when, and who
- Consistency leads to connections

Exhibit Stage 3

### TACKLING VENUE TURNOVER

- Optimize your ROI and boost productivity
- Cultivate a high-performing team for increased profitability

## 2:15 PM - THURSDAY WED-TALKS

Exhibit Stage 1

### DESIGN SMART, SELL SMART

- Designing and selling smart is easy, let us help with these simple tips and techniques
- Buying Sunburst Smart Translates into less stress and increased profit

Exhibit Stage 2

### FULL-SERVICE WEDDING FLORISTRY

- 500+ florists have joined Poppy and thousands of couples have trusted us
- Find out how to make more money as a florist, planner, or venue

Exhibit Stage 3

### BRINGING JOY TO YOUR BUSINESS

- Achieving growth through resilience
- Why the right partner matters

## 2:30 PM - THURSDAY WED-TALKS

Exhibit Stage 1

### BOOST YOUR VENUE BOOKINGS

- Drive more tours & bookings with A.I.
- Know your venue's key metrics

Exhibit Stage 2

### WHAT'S YOUR EXIT

- Position yourself for the next season of your business
- Do you sell, pass it on, dissolve

Exhibit Stage 3

### REDUCE SALES TIME BY 33%

- Tips to automate the work of your venue, catering, and floral proposals
- Ways to enhance your clients' sales experience

## 2:45 PM - THURSDAY WED-TALKS

Exhibit Stage 1

### DOUBLE YOUR PROFIT

- Save time and money with your virtual staff tailored to the wedding industry
- Assistants for lead generation, sales, customer service, social media, accounting

Exhibit Stage 2

### SAVE TIME AND MONEY

- Simplified web-based catering and event venue software
- Featuring S2K-the answer to the age-old question beef, chicken, or fish

Exhibit Stage 3

### THE IMPACT OF A.I.

- Discover what decades as a TV director can teach you about storytelling
- Learn how to be comfortable using A.I.







## VENUES - BIRCHWOOD - THURSDAY - 3:10 3:50 4:30

3:10 pm

### DISRUPTER

*Digital Marketing For Small Business*

Digital disrupts traditional marketing. Social media promos dominate and traditional strategies struggle. Where should you spend and what can you cut? How to make sure your brand isn't so yesterday.

- The best sources for high-quality leads
- Email, direct mail, and SEO still matter
- Which digital platforms to engage

3:50 pm

### LOST AND FOUND

*Stand Out Marketing Strategies*

Wedding couples get an average of 121 emails a day, 85 text messages, and spend 2.5 hours on social media updates. To stand out in this claustrophobically crowded marketplace, change up your marketing plan to fit the new wedding realities.

- Collaborate with influencers and engaged couples
- Branding strategies and resources
- Creative marketing campaign lookbook

4:30 pm

### THE ONE THAT GOT AWAY

*Why They Picked Another Venue*

Put on your detective hat and take out your magnifying glass. You are about to channel Sherlock Holmes. Why didn't they book your venue for their wedding? The mystery remains, but we won't let it become a cold case. Follow the clues to a perfect close.

- Wedding venue data that predicts buying behavior
- Venue trends and stats that solve the case
- Deadly behavior that kills the sale

Venue Track sponsored by  
Wedding Booking System

## PLANNERS / DESIGNERS - CEDAR - THURSDAY 3:10 3:50 4:30

3:10 pm

### DREAM ON DREAMER

*Wedding Design Board Discoveries*

Design boards get the ideas out of your head and onto paper (or the computer screen). Design Boards are your most powerful non-verbal tools to book the sale, keep your couples happy, and maintain a consistent look.

- Define the wedding mood before you start the pinterest binge
- Make sense of your couples chaotic and nonsensical visions
- Presentation day dos and don'ts

3:50 pm

### SALES PSYCH

*The Psychology Of Mindful Selling*

Supercharge your business with the psychology of sales. Understand why couples hire one business over another. Clients don't buy what you create. They buy what you represent.

- Connections that build trust
- Psychological triggers that poison sales
- Deciders, influencers, and gatekeepers

4:30 pm

### NIGHTMARES DO COME TRUE

*When Dream Weddings Go Bad*

No planner is safe. No wedding is immune. Sometimes nightmare weddings just happen. The venue floods. The DJ gets sick. The flowers arrive wilted. The cake gets knocked over. Your perfect plan turns into a nightmare. How do you react when you're out of time? What do you do when your backup plans collapse, catch on fire, and burst into flames?

- Real wedding nightmares with real solutions
- Disaster proof guide
- Creative strategies for last-minute emergencies





## DJ / MC - ASPEN - THURSDAY 3:10 3:50 4:30

3:10 pm

### LIGHTNING STRIKE

*Best New DJ Gear*

Every day could feel like your birthday if money was no concern. But the bills add up if you're constantly buying new DJ gear. You have a mental wishlist for your next turntable, mixer, and software, but you are running a for-profit business and have to consider your overhead. Our experts guide you through the best new DJ products based on price, features, reviews, and personal experience.

- DJ equipment price/quality lineup and comparison
- Live demos with the newest gear
- Top turntables, controllers, lighting, and special effects

3:50 pm

### NUMBERS DON'T LIE

*Survey Insight From 2025 Nearly-Weds*

Engaged couples behave predictably. Statistically they make decisions and take action similar to their peers. Wouldn't it be nice to know how, why, and when they search, meet, and buy their wedding products and services?

- When couples search for wedding pros
- Shocking buyer behavior changes
- Average spend in multiple markets

4:30 pm

### DISRUPTER

*Digital Marketing For Small Business*

Digital disrupts traditional marketing. Social media promos dominate and traditional strategies struggle. Where should you spend and what can you cut? How to make sure your brand isn't so yesterday.

- The best sources for high-quality leads
- Email, direct mail, and SEO still matter
- Which digital platforms to engage

## FLORISTS - LAUREL - THURSDAY 3:10 3:50 4:30

3:10 pm

### SNAP DRAGON

*Difficult Clients And Suppliers*

Some couples just don't respect boundaries. Others think your prices are just a suggestion, and they are entitled to a deep discount. Their planner demands winter flowers in the middle of July. Your supplier keeps raising prices and changes you more for less product.

- Price negotiations, boundaries, and contract must-haves
- Sample scripts and email responses
- Floral supplier strategies when the deliver is wrong

3:50 pm

### HANGOVER BRUNCH

*The Slightly Tame Morning After Party*

Celebrities do it, it's everywhere on social, even your college roommate hosted one. It's the morning after and everyone is still in town. Your couples are tired but they want to stretch out the celebration. The wedding weekend can be curated, exclusive, and profitable.

- Day after brunch trends for entertainment and decor
- Sample price lists for planners, venues, djs, and florists
- Venue, drink, and cuisine ideas

4:30 pm

### FLEUR DE LUXE

*High-End Floral Designs*

You are a floral artist. Your brushes are stems, your paint is your color scheme, and the canvas is your venue. Transform any space and transport the guests to a world of your creation.

- Luxe looks that make a statement
- Trends in high-end florals
- Rich and unexpected color combos





## CATERING / CAKES - REDWOOD - THURSDAY 3:10 3:50 4:30

3:10 pm

### CATERING VALUE

#### *Price List Strategies*

Your job is tough. Clients book you 18 months and longer before their event. You have to predict how much food, labor, and supplies will cost in the future. How do you create a profit buffer without pricing yourself out of weddings and corporate events?

- Spotlight your most profitable food items
- Surprising high-margin dishes
- Sample menu and package templates

3:50 pm

### SEEING IS BELIEVING

#### *Visual Storytelling*

Sales are won and lost early in the process. Qualified leads disappear without you even knowing about them. Successful lead generation is complex, but the right images are the largest factor in lead generation and new bookings. Ninety percent of information transmitted to the brain is visual. Curate photos to attract the right couples, elicit strong brand

recognition, and drive social media algorithms that result in new sales.

- Photo road map to improve your visual brand
- Proven marketing, social media, and website imagery
- Online photos that convert to appointments and sales

4:30 pm

### TIP JAR

#### *Catering Referral Programs*

The old phrase "It's not what you know, it's who you know" has a place in cost-effective marketing. Successful caterers build a client base not just with advertising, but with a powerful referral strategy that even includes their competitors.

- Creative ways to get on catering referral lists
- Referral rewards and monetary percentages
- Effective thank yous and referral marketing plans

## OFFICIANTS - THURSDAY 3:10 3:50 4:30

3:10 pm

### HOLD YOUR PEACE

#### *Deal With Difficult Customers*

Sometimes you feel like your officiant role expands to therapist, planner, and best friend. What do you do when the wedding couple quarrels? Throw in four sets of parents who all want something different, and you're in for a wild ride. How do you restore the peace?

- Red flags, action plans, and resolutions
- Hostility clause for your contract
- Words that de-escalate conflict

3:50 pm

### FRIENDLY COMPETITION

#### *...Or Is It*

Competitors. Whether you admit it or not, they're out to get your customers. Your best competitors know all about you. In fact, they might

be talking about you right now. Uncover your competitor's strengths and weaknesses and use them to your advantage.

- Research with secret shopping
- Get ideas from your competitors without copying them
- The surprising win/win with frenemies

4:30 pm

### ELOPE

#### *Destination Ceremonies*

Twenty-five percent of all weddings are now destination events. Shake up the routine and escape to your client-paid adventure. Pack your bags and grab your passport. You're off to an exciting high-profit adventure.

- International ceremony guide
- Price structure for destination weddings
- Marriage license rules by state

### WEDDING MBA

## *Exhibit With Us*

Do you have a product or service for wedding pros? Contact us for booth and sponsorship opportunities.

Wedding MBA attendee stats:

**88%**

are owners

**94%**

have buying power

Earn **2x** more revenue than market average

**31%**

more spend on advertising than non-attendees

**73%**

have been in business for more than 5 years

Island	20' x 40'
End Cap	20' x 20'
A	30' wide
B	20' wide
C	15' wide
D	10' wide

Contact us at

**480-636-1066**

office@weddingmba.com



## PHOTOGRAPHERS - EVERGREEN - THURSDAY 3:10 3:50 4:30

3:10 pm

### TAKE IT OFF

*Boudior Photography*

Boudior photography is no longer a niche business. It's a proven pre-wedding must-have. You may have wanted to add boudior, but weren't sure where to start. Which images sell best? How do you market to a new audience without hurting your established photography brand?

- Profitable boudior price lists
- Pose without awkward moments
- Flattering lighting, posing, and editing

3:50 pm

### CHEAT SHEET

*Google Analytics 4 Guidelines*

Confused and overwhelmed by Google Analytics 4? You're not alone. It takes experience, trial, and error (with an emphasis on error) to finally get it right. Let Wedding MBA experts guide you through the new behind-the-scenes world of Google. Google captures over 90% of searches... make sure you're covered.

- Tag inbound links to uncover email, social, ppc, and traffic sources
- Gain a complete view of your customer behavior
- Google ads and ROI calculator

4:30 pm

### IMAGE CONSULTANT

*Backgrounds, Techniques, Inspo*

Directors, filmmakers, and photographers tell stories with visual images. They engage their audience through lighting, set design, and techniques. Go full-on Hollywood and upgrade your stories to a big-screen breakthrough.

- Cinematic lighting techniques
- Visual narratives that are irresistible
- Make every couple a legend

## GOWN / TUX - THURSDAY 3:10 3:50 4:30

3:10 pm

### WINDOW SHOPPING

*Layouts, Displays, Storefronts*

The right visuals help persuade brides to buy. Your salon environment directly impacts your clients' shopping decisions. Fortunately, gown shop owners can increase sales by using subtle psychological tools.

- Window displays that inspire big spends
- Best mirror placement, accessories, check-out stations
- Floor plans that maximize sales

3:50 pm

### FREE OR PAID

*Marry Organic And Paid Media*

Keeping track of tech trends is harder than tracking a celebrity's social calendar. Social media posts are time-consuming and don't always produce results. Strategically use your organic posts with a simple advertising strategy that decreases ad costs and increases sales leads.

- Adjust your organic strategy to support low-cost ads
- Social ads that build powerful lead pipelines
- Organic posts that set you apart

4:30 pm

### ALL DRESSED UP

*Social Media For Pros*

You manage your staff, keep track of shipments, and have endless sales appointments. There is never enough time to create an organized social media plan. Wedding dresses and men's formalwear are the most photographed elements of the wedding day. Unleash the power of your fashions and super-charge your social media posts.

- Video marketing strategies
- Social media action plan
- Sample stories, posts, and campaigns

# Get Certified

## AT THE WEDDING MBA

### What is Wedding MBA certification?

Wedding MBA Certification is exclusively for wedding pros. Certification is received after classes and testing are complete. Certification gives engaged couples a compelling reason to trust and hire you. Your certification will designate your wedding specialty.

### What do you receive when you are certified?

You will receive an online badge that can be used on your website, email signatures, and social media. You will also get a certificate file that may be printed to frame and display your certificate.

### What wedding specialties do you offer certification in?

Wedding Planner, Venue, DJ, Florist, Photographer, Caterer, Gown Shop, Tux Shop, Cake/Dessert, and Officiants

#### *Basic*

\$135

- Online or on-site education
- Nine videos or in-person classes
- Online or on-site test
- Badge for your website & social media
- Certificate suitable for framing

#### *Elite*

\$175

- Must complete basic certification
- Online or in-person classes
- Twelve videos online or convention attendance
- Three premium badges for your website & social media
- Premium certificate suitable for framing
- Bi-monthly webinar or industry report

### *Master-Level Certification*

\$250

- Must attend convention in-person
- Fifteen in-person convention seminars
- Must have advanced certification
- Must renew after 24 months

- Bi-monthly webinar or industry report
- Required to present education to others
- Portfolio comprised of two weddings
- Receives two coaching calls annually
- Two wedding pro or client short written references
- Three premium badges for your website & social media

Certification fee is separate from convention fee.

## Get Certified Today!

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Wedding Confidential Panel

## SPECIALTY TRACKS

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## SALES

Buyer Behavior  
Storytelling Sales  
Content Sales Revolution  
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Modern Branding  
Unconventional Influencer Sales Strategies

## TECH

Cool Tech Wedding Tools  
Website Testing Workshop  
Instagram, Snapchat, and Pinterest  
Social Media Analytics  
Tech-Centered Marketing  
Tech Ecosystems

## TRENDS

Meaningful Ceremony Touches  
Unexpected Reception Details  
Wedding Dress Fashions  
Customized Music Tracks  
Planner Influencers  
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Floral, Invitation, and Linen Trends  
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