



schedule

at a glance

LAS VEGAS CONVENTION CENTER

NOVEMBER 11, 2025

1:00 - 5:00 **Wedding Specialty Seminars**

Venues

Wedding Planners / Designers

DJ / MC / Photo Booth

Florists

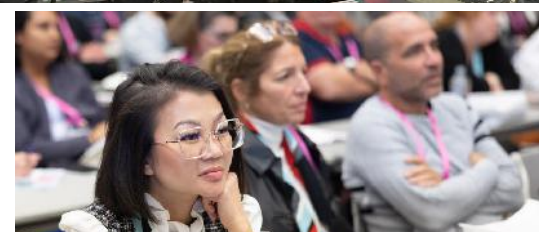
Catering / Cakes / Mixology

Photographers / Videographers

Gown / Tux

Officiants

5:00 - 5:30 Interactive Workshop Experiences



NOVEMBER 12, 2025

8:30 - 5:00 Wed-Con Exhibits

8:45 - 8:55 Wed Talks on Exhibit Stages

9:00 - 12:00 Wedding Business, Tech, and Trend Seminars

12:00 - 2:00 Wed-Talks on Exhibit Stages

12:30 - 1:30 Best Floral Designer Contest

2:00 - 5:00 Wedding Business, Tech, and Trend Seminars

6:00 - 7:30 Speaker Meet and Greet

7:30 - 12:00 Kickoff Party - Hard Rock Cafe on the Strip



NOVEMBER 13, 2025

8:30 - 3:00 Wed-Con Exhibits

8:45 - 8:55 Wed-Talks on Exhibit Stages

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

11:00 - 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 - 5:00 **Wedding Specialty Seminars**

Venues

Wedding Planners / Designers

DJ / MC / Photo Booth

Florists

Catering / Cakes

Photographers / Videographers

Gown / Tux

Officiants





VENUES TUESDAY 1:00 2:00 3:00 4:00

Tuesday 1:00 pm - Birchwood Room

TOUR DE FORCE

Powerful Open Houses

Tirzah Caffé, Owner, Alexander Homestead

Over 90% of engaged couples tour venues before they book. The average couple looks at four venues before they make a final decision. How do you increase the chances they choose your venue over your competitors? Without hiring mermaids, tap dancers, or a full orchestra, how do you make your open houses and tours memorable without breaking your budget?

- Customized tours that increase booking ratios
- Food, fashion, music, and florals
- Open house alternatives

Tuesday 2:00 pm - Birchwood Room

ON THE MONEY

Venue Revenue Streams

Kristin Binford, Owner, Haue Valley

Wedding couples book their venue before any other wedding service. Your timing is perfect for add-ons and up-sell opportunities. With research from 3,000 venue owners, discover the science behind making the highest profit, the psychology of when to ask for upgrades, and which services are the most lucrative. Watch your venue and bank account grow.

- Venue price lists and add-ons
- Nine ways to add profit
- All-inclusive vs ala carte

Tuesday 3:00 pm - Birchwood Room

SMOOTH OPERATOR

Time-Saving Venue Systems

Joe Rare, CEO, Wedding Booking System

You lead a venue team, but the process seems to get more and more complicated. With so many emails, spreadsheets, calendars, and event details, something is bound to get overlooked. What is the best way to prioritize sales and new bookings? How do you create smooth business processes that save you time and increase your revenue?

- Top venue time wasters and how to avoid them
- Get the right people into the right positions
- Automation that saves time and money

Tuesday 4:00 pm - Birchwood Room

THE FUTURE OF VENUES

Trends That Shape The Industry

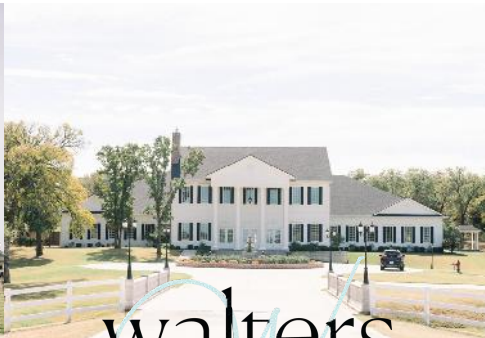
Shannon Tarrant, Co-Founder, Wedding Venue Map & Venue Help Desk

They dream of how their wedding will look...you dream about the potential profits. With competing venues to your north, south, east, and west, it feels like they're all out to block your bookings. To future-proof your venue, it's not about walking to the next trend...it's time for a full-blown sprint.

- Tech-driven experiences
- High-profit venue ad-ons
- Top 5 trends that drive venue books



Venue Track sponsored by Wedding Booking System & Curate



walters
HOSPITALITY

EXCEPTIONAL EXPERIENCES & LIFELONG MEMORIES

That's our business! Walters Hospitality opened with one venue. Nearly 20 years later, Walters manages over 40 wedding venues, in addition to hotels and resorts, and several vendor ventures. Walters is proud to have over 500 team members in 5 thriving markets, and would love to welcome your business into our family.

WE BUY BEAUTIFUL VENUES

Need more support, or resources? Ready to retire? Maintenance costs too high? Low profit? Unmanageable debt? Want to focus on other business ventures?

CONTACT US TO DISCUSS HOW WE CAN HELP YOU

www.waltershospitality.com | tamra@waltershospitality.com | 903.467.7682



PLANNERS / DESIGNERS TUESDAY 1:00 2:00 3:00 4:00

Tuesday 1:00 pm - Cedar Room

SELL THE DREAM

The Psychology Of Sales

Renee Dalo, CEO, Moxie Bright Events

Wedding couples' power has passed a tipping point. They have more information and options than ever before. The average couple inquires with multiple planners before setting an appointment. How do you secure a consultation and ultimately the sale?

- Sales psychology through emotion
- Sample planner packages
- Craft your compelling planner stories

Tuesday 2:00 pm - Cedar Room

MAGNETIC

Attract And Book Luxury Clients

Andrea Eppolito, Owner, Andrea Eppolito Weddings & Events

Luxury is never sold on logic. It's based on aspiration, storytelling, and status. Every planner wants to work with the One-Percenters. But where do you start? How do you create demand? Discover the best methods to sell using emotion, not price.

- Luxury leads and where to find them
- The power of exclusivity
- Strategies to command premium pricing

Tuesday 3:00 pm - Cedar Room

WEDDING TRENDSETTER

Create, Don't Follow

Margaux Fraise, Owner & Creative Director, Harmony Creative Studio

As a wedding planner, it's your job to stay up on trends, social media shifts, and industry changes. Being up-to-date isn't just a flex - it's a strategy. Sharpen your awareness for better pipelines, stronger sales, and more referrals.

- Trend inspiration through pop culture and social media
- Top trends to increase sales
- Practical tools to stay current without burnout

Tuesday 4:00 pm - Cedar Room

INVOICED

Real Planner Price Lists

Terrica, CEO, Terrica Inc & Wedding Pro Workshop

If you hear another lecture about charging what you're worth, you'll roll your eyes and walk out the door. You need a practical approach to evaluate your planner price list. Maximize your profit while maintaining a realistic price point for your area.

- All-inclusive, day-of, and hourly packages

eWed Insurance

Planners Track sponsored by eWed Insurance

PLANNERS, SAY GOODBYE TO WEDDING CEREMONY CHAOS.

WHEN YOUR COUPLE ASKS THEIR ZERO-EXPERIENCE FRIEND OR RELATIVE TO OFFICIATE, ALL THE EXTRA WORK AND QUESTIONS FALL TO THE PLANNER, RIGHT?

NOT ANYMORE.

Unboring!
WEDDING ACADEMY

TELL YOUR COUPLE ABOUT THE ONLINE COURSE FOR NEW AND LEADING-EDGE OFFICIANTS THAT GUARANTEES THEIR FRIEND OR RELATIVE WILL BE ONE OF THE BEST - ON THEIR VERY FIRST TIME!

Unboring! Wedding Academy teaches rookie officiants the proven system to design the ceremony, tell the love story, run the rehearsal, and deliver on the day - like a pro to rave reviews.





DJ/MC TUESDAY 1:00 2:00 3:00 4:00

Tuesday 1:00 pm - Aspen Room

FIVE STAR DJ

Reviews That Get You Bookings

Matt Radicelli, Founder, Mentor Pods Group Coaching

For DJs, word-of-mouth is everything. Five-star reviews help, but truly successful businesses turn happy couples, vendors, and past clients into a non-stop referral engine. In this session, we'll go beyond just collecting reviews and show you how to build a system that drives repeat business, vendor partnerships, and high-value referrals—without spending a fortune on ads. Plus, you'll walk away with free tools and templates you can implement immediately to start seeing results

- Leverage other wedding pros' evaluations
- Motivate more couples to review you
- Reviews as a marketing technique

Tuesday 2:00 pm - Aspen Room

HIGH ENERGY TRANSITIONS

Live DJ Workshop

DJ Hapa, Head Coach, thedjcoach.com

Music and technique options are endless. With AI, new tech, software, and social media, you are more connected than ever. So why do you feel so lost? Simplify what it means to be a top-tier performer. Sharpen your DJ skills and find out what sets you apart from your competition and books the job.

- Jaw-dropping transitions
- Mixing skills that fill the dance floor
- Trends to follow - trends to ignore

Tuesday 3:00 pm - Aspen Room

MIC DROP

Premier MC Skills

Mike Walter, Owner, Elite Entertainment

There's no doubt... the MC makes or breaks a wedding reception. You move the wedding smoothly from intros to exits. You have the responsibility of bringing the couples' story to life. How do you push your MC skills past the limit?

- Stand out without stealing the spotlight
- User personality and humor
- Fresh segues for a smooth flow

Tuesday 4:00 pm - Aspen Room

DJ SALES APPROACH

Best Presentation Mindset

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

Do you get sales inquiries, but not convert as many as you think you could (or should)? Was it your website? Your price list? Maybe your outfit? You have no idea, but your closing ratio needs a boost.

- Convert online leads into appointments
- Close the sale faster
- Common DJ sales mistakes

DJ / MC Track sponsored by
Chris Washburn & ADJA



FLORISTS TUESDAY 1:00 2:00 3:00 4:00

Tuesday 1:00 pm - Magnolia Room

BUY THE BUNCH

Close The Floral Sale

Bron Hansboro, Owner, The Flower Guy Bron

The floral game has changed. Social media, reviews, and referrals have removed so many steps from the sales process. How do you decide which sales skills still matter - and which ones aren't worth keeping?

- Turn inquiries into signed contracts
- When to introduce up-sells
- Floral pricing menu

Tuesday 2:00 pm - Magnolia Room

FOAM, WIRE, GLUE, TAPE

Dramatic Floral Install

Susan Davis, Owner, Fresh Designs Flora & Events

Feeling intimidated by large-scale installations? Or maybe you're just over the same safe looks you've done a million times? With the right supplies and a little technique, you can bring any dream to life.

- Mechanics for backdrops and hanging looks
- Product handbook
- Time saving tips for large structures

Florist Track sponsored by
Details Flowers Software



Tuesday 3:00 pm - Magnolia Room

PETAL PLAY

Inspired Floral Trends

Lauren Berclier, Co-Founder and CEO, Something Borrowed Blooms

Flowers are the scene-stealers of the wedding day. Wedding couples are looking for a florist who's up on the latest trends. Be that florist using textured flowers, single-color arrangements, and faux options.

- Cake meadows and floral runners
- Grounded ceremony arches meet hand-picked bouquets
- Mix fresh and faux seamlessly

Tuesday 4:00 pm - Magnolia Room

STEMISTRY

Hands-On Floral Workshop

Elizabeth Fisher, Owner + CEO Lizzie B's Flower Shoppe

It's time to stretch your mind and body and get moving. Try out the latest floral techniques and leave with an arrangement you create in this hands-on workshop.

- Practice time-saving techniques
- Floral construction in real time
- Color, layers, and texture look book



CATERING / CAKES TUESDAY 1:00 2:00 3:00 4:00

Tuesday 1:00 pm - Ponderosa Room

SIZZLING HOT

Latest Catering Trends

Fausto Pifferrer, Co-Owner, Blue Elephant Events & Catering

Wedding personalization is hot and getting hotter. The best ways to customize are food-forward and customer-centric. Tell their love story through cuisine, and embrace the dishes that resonate with them emotionally and drive future bookings.

- Sit-down meal service
- Cocktail style menus
- Table fashion and room decor

Tuesday 2:00 pm - Ponderosa Room

PALETTE AND PALATE

Elevated Food And Drinks

Chef Chris Evans, Owner/Executive Chef, Chris Evans Events and Catering

Modern couples put a lot of thought into planning their wedding menus, to tell their love story through food. Culinary components will lead the way, with a concentration on presentation, trends, design, and intentionality.

- Menu options that look as good as they taste
- What's on the way out
- Presentation and color inspiration

Tuesday 3:00 pm - Ponderosa Room

CATERING PLAYBOOK

Hiring, Firing, And Seasonal Help

Anthony Lambatos, Owner, Footers Catering

Your success requires a stable and motivated catering staff. In today's full-employment economy, it's hard to find good people who aren't already employed. High turnover can be a time-consuming nightmare. How do you hire and keep the right people?

- Unconventional interview techniques that work
- Red Flags that are deal-breakers
- Incentives that reduce turnover

Tuesday 4:00 pm - Ponderosa Room

THE DISH

Catering Sales Closers

Reuben Bell, Co-Owner, Blue Elephant Events and Catering

The biggest part of the wedding budget is food and beverage. With such a huge spend, details, and menu options, some couples drag their feet during the sales process. How do you close the sale on their first visit?

- Profitable menu options
- In-person demo
- Open houses, expos, and tasting

Catering Track sponsored by
Connie Duglin Design



OFFICIANTS TUESDAY 1:00 2:00 3:00 4:00

Tuesday 1:00 pm - Evergreen Room

SOCIALLY WED

Officiant Advertising Guide

Bethel Nathan, Owner, Ceremonies By Bethel and Elevate By Bethel

Officiants don't have the same advertising budget that other wedding businesses do. Find out how you can have a substantial marketing impact without draining your bank account.

- Officiant advertising when to save/spend
- Niche, destination, online, social media marketing
- Visual branding dos and don'ts

Tuesday 2:00 pm - Evergreen Room

SACRED SCRIPTS

Customized Vows

Mark Allen Groleau, Founder, UnBoring! Wedding

Couples want to tell their love story. As the officiant, it's your job to make their ceremony unique, fun, and personal. Discover the story-writing formula that cuts the time to develop and produce a customized ceremony.

- Questions to ask every couple
- Insider tips to guarantee a perfect story
- When to use AI

Tuesday 3:00 pm - Evergreen Room

FOR RICHER OR POORER

Officiant Price Lists

Laura Cannon, President, IAPWO

Officiants average only 1% of the wedding budget. How do you get a bigger piece of the pie? The market landscape for professional officiants has undergone substantial changes. Unprofessional competitors pop up everywhere. They undercut your pricing. How do you price for profit?

- Build officiant package pricing
- Price for max profit
- Become the only officiant they trust

Tuesday 4:00 pm - Evergreen Room

PROCESSIONAL

Officiant Marketing

Donna Forsythe, Director, Celebrant Academy

As an officiant, you are the only wedding-related service that isn't optional. Couples can get married without the rings, cake, or flowers. But they can't get married without you. How do you convince the couple that you are their best choice?

- Paid advertising vs organic SEO
- Most effective marketing tools for officiants
- Profitable networking with wedding pros

Officiant Track sponsored by IAPWO





PHOTOGRAPHERS TUESDAY 1:00 2:00 3:00 4:00

Tuesday 1:00 pm - Redwood Room

VISUAL ARTS

Photojournalism That Inspires Bookings

Twah Dougherty, Founder & Creative Director Twah Dougherty Photography

Editorial photojournalism creates images that draw people in like a cinematic movie, leaving an unforgettable impact that becomes an emotional journey. Master how to shoot a full wedding day with high-style techniques that fill your portfolio, calendar, and bank account.

- Direct imagery narrative
- Award-winning poses, angles, and backgrounds
- Creative photojournalistic portfolios

Tuesday 2:00 pm - Redwood Room

SNAP CASH

Sure Fire Sales Closers

Vanessa Joy, Owner, Vanessa Joy Photography

You see the same photographer at every wedding expo, Instagram post, and venue open house. Their work is mediocre, but they consistently book more weddings than you do. Why? Expert sales skills. They know how to close the sale.

- Closing techniques in person vs online
- How to present prices and packages
- The real reason couples don't book you

Tuesday 3:00 pm - Redwood Room

EDIT EVOLUTION

AI Post Production

Nina Cornelison, Expert Editor & Educator

You see a one-way ticket to burnout in your future. You are overbooked and backlogged with no hope of catching up. Every hour you save editing frees you up to concentrate on building fresh business. How do you cut your post-production work in half?

- AI tools - when to use when to skip
- Culling wedding images with AI
- Editing software comparisons

Tuesday 4:00 pm - Redwood Room

NAKED TRUTH

Boudior Photos Uncovered

Katie Cotton, Owner, Cotton Rouge And Company

Yes, it's sexy. Yes, it's fun. Don't shy away from adding boudoir packages because you don't know where to start. How much should you charge? What photos are appropriate to use online? How do you maintain your wedding brand while adding this new profit stream?

- Technical lighting tips for boudoir
- Flattering poses and props
- Tasteful and effective marketing

Photographers Track sponsored by
Spot My Photos



SpotMyPhotos

GOWN / TUX TUESDAY 1:00 2:00 3:00 4:00

Tuesday 1:00 pm - Laurel Room

OPEN FOR BUSINESS

First Visit Sales Closers

Nayri, Wedding Fashion Expert, Lovella Bridal

The entire gown sales process has changed. The conversation begins online even before she sets up her first appointment. If she walks out your door without buying, you only have a 20% chance for the sale. How do you instantly connect with the bride and become the only one she trusts to help her choose her gown?

- First-visit sales
- Words to use and avoid
- Guaranteed effective incentives

Tuesday 2:00 pm - Laurel Room

STYLIZED STAFFING

Hiring, Training, And Commissions

Mindi Linscombe, Owner, Something New Bridal & Formalwear, Bridal Owner Success

Hiring the right people at the right time is essential for scaling your bridal shop. This session will guide you in designing roles with growth KPIs, creating compensation plans that fit your budget, and building a team that drives sustainable revenue growth.

- Learn how to structure roles effectively for team expansion
- Discover strategies to create compensation plans that align with your financial goals
- Build a team that contributes to both short-term success and long-term growth

Tuesday 3:00 pm - Laurel Room

BUYING POWER

Optimize Inventory Investments

Ingrid Heilke, Co-Founder, Bridal Vision Financial

At Market, it's easy to get excited and over-buy for the upcoming season. Before you commit to your next collection, discover the action plan that keeps your bank balance high and excess inventory low.

- Set and stick to a market budget
- The life-cycle of a dress
- Tough inventory challenges and solutions

Tuesday 4:00 pm - Laurel Room

VEILS AND COCKTAILS

Your in-Store Experience

Jacquie Westney, Owner, Wedding Angels Bridal Boutique

Today's bride lives online. She can find anything, including wedding gowns. Your gown shop must provide what the internet can't: In-Person Experiences. Make your bridal boutique her first stop after the engagement ring.

- Double your qualified shop traffic
- Trunk shows and limited-time offers
- Celebrity-level VIP experiences

Photographers Track sponsored by
Association of Gown Specialties





INTERACTIVE CLASSES TUESDAY 5:00 - 5:30

Tuesday 5:00 pm - Birchwood Room

SPEED NETWORKING

Holly Gray, WIPA National Director of Membership Retention

- Build genuine connections
- Interactive networking activities

Tuesday 5:00 pm - Cedar Room

TABLETOP TRENDS

Margaux Fraise, Founder, Wedding Summit Series

- Hands-on tablescape styling
- Interactive high-impact designs

Tuesday 5:00 pm - Aspen Room

ELEVATED CANDLE EXPERIENCE

Julia Lova, Owner, Lova Candle Pearls

- Trendy candle decor ideas for 2026
- Interactive candle-making and staging

Tuesday 5:00 pm - Ponderosa Room

SCENT SCAPING

Tiffany Rose Goodyear, Owner, Scentex

- Design for the 5 senses
- Interactive scent stations

Tuesday 5:00 pm - Magnolia Room

TIKTOK DANCE CLASS

Elizabeth Marberry, Social Media Coach and Dance Studio Owner

- Get out of your seat and learn trending TikTok dances
- Interactive content creation ideas

Tuesday 5:00 pm - Redwood Room

PHOTOGRAPHY POSING

Tamara Gibson, Owner, Tamara Gibson Photography

- Distinctive posing techniques
- Interactive posing styles

Tuesday 5:00 pm - Laurel Room

IMPROV FOR BUSINESS

Chris Shelley, Owner, Illuminating Ceremonies

- Humor to build connections
- Interactive improv games

Tuesday 5:00 pm - Evergreen Room

EVENT DRAPING

Precious Stevens, The Posh Academy

- Draping equipment, fabric, and accessories
- Interactive draping designs



Exhibit Stage Stage 1

Exhibit Stage Stage 2

Exhibit Stage Stage 3

WEDNESDAY 9:00 AM

Wednesday 9:00 am - Cottonwood Room

PATH OF MOST RESISTANCE

Turn Sales Objections Into Bookings

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

"Why are you so expensive?" "Can you just email me your pricing?" "What makes you better than the competition?" Sound familiar? The toughest objections aren't deal-breakers—they're your best opportunities to close the sale. Learn how to take the most common roadblocks and turn them into buying signals.

- Overcome the common sales objections
- Proven responses that keep the conversation going
- Handle objections in emails, texts, and DMs

Wednesday 9:00 am - Birchwood Room

APPILY EVER AFTER

Next Year's Hot Apps

Tanisha Lee, Owner, Alui Social

Studies show that Americans check their phones over 80 times a day. When your phone isn't next to you might wonder what you are missing. Take the power back and make your phone work for you, not the other way around. Find the best apps that will save you time, money, and your sanity.

- Next year's best apps
- Apps that assist on budgets, projects, and schedules
- Brand new apps you've never heard of

Wednesday 9:00 am - Cedar Room

LEGALLY YOURS

Reduce Your Litigation Risk

Braden Drake, Attorney, Not Your AVG Law

You meet with the wedding couple. You're excited. They're excited. Ideas are floating. Questions are flying. Language is vague. Promises are made, but not written down. What could possibly go wrong?

- Verbal commitments that are binding

- What to include in your contracts
- Conversations that get you in legal trouble

Wednesday 9:00 am - Aspen Room

INQUIRY GOLDMINE

Convert Leads Into Bookings

Elizabeth and Nora Sheils, Co-Founders, Rock, Paper, Coin

Wedding pros are fixated on lead volume, but the real game changer is mastering the sales close. Modern, high-converting sales techniques and software builds trust and turns inquiries into bookings.

- Sales without sleaze
- Psychology backed techniques
- Automation, software, conversions

Wednesday 9:00 am - Ponderosa Room

AI APPRENTICE

Employees That Don't Talk Back

Ryan O'Neil, CEO, Curate

The Jetsons TV show accurately predicts chatbots, smartwatches, self-driving cars, and AI assistants. It shows how tasks can be simplified with a bit of automatic help. Jump into the world of AI and see how yesterday's imagination becomes today's reality.

- Efficiency with social media, data entry, and lead follow-ups
- Where AI should not be used



WEDNESDAY 10:00

Wednesday 10:00 am - Cottonwood Room

THE FUTURE OF TECH

Predictions To Connect You With Gen Z Couples
The Knot Worldwide

Gen Z couples are different; understand their buying behaviors and how to meet their digital expectations. Stay ahead of tech trends that shape the future of weddings.

- AI applications save time and reduce costs
- Gen Z couples marketing strategies
- Industry innovations and reports

Wednesday 10:00 am - Birchwood Room

MODERN MARKETING

Strategies That Work
Becca Pountney, Wedding Industry Marketing Consultant

Marketing is everywhere. From your first memories to the last thing you noticed online, it's inescapable. The right marketing can make you more: money, market share, and connections. Each one of us is a marketer but are you putting out a brand narrative you can be proud of?

- Wedding industry case study before/after
- Brand identities that match your services
- Risk/reward-driven marketing tips

Wednesday 10:00 am - Cedar Room

10X YOUR REFERRALS

Less Work - More Money
Matt Radicelli, Owner, Mentor Pods

If at least 50% of your revenue isn't coming from repeat business and referrals you're working too hard. Referrals are the easiest way to grow... but only if you generate them consistently. How do you get high-value referrals without being pushy or salesy?

- Ready to use templates
- Stay top of mind effortlessly
- Low-cost and high-return referral program guide

Wednesday 10:00 am - Aspen Room

SHOW STOPPER

Design A Magnetic Wedding Show Booth
Lindsay J. Williams, Owner, Lindsay J. Williams

They read your reviews. They visited your website. There is only one thing left to do...meet you in person. A wedding expo puts you in front of hundreds of wedding couples all in one weekend. Make sure you attract the right customers with a booth that reflects your brand.

- Psychology of the wedding show buyer
- Pre-show and post-show marketing
- Booth ideas that attract and convert

WEDNESDAY 11:00

Wednesday 11:00 am - Cottonwood Room

LUXE MINIMALISM

Merge Opulence With Simplicity

The wedding aesthetic means everything but more doesn't always equal luxury. Next year will be defined by refined colors, tablescapes, and details, with understated elements that look expensive.

- Luxe elements on a budget
- Design pieces paired with bold combos
- Simple trends for max impact

Wednesday 11:00 am - Birchwood Room

GOLD RUSH

The TikTok Frontier

TikTok is the wild west of social media because it's rapidly evolving, less regulated, and unpredictable. There is room to grow your wedding business in this new frontier.

- Viral videos that gain millions of views overnight
- Fast-moving opportunities with TikTok trends

Wednesday 11:00 am - Cedar Room

REVENGE PARTY

Make Your Competition Pay

They lie, cheat, and talk about you behind your back. Your competitors don't fight fair and now you decide to not so cordially invite them to watch you fight back and gift them the biggest present of all... your success.

- What to do about copycats
- Low-price sales comparisons
- Words to arm against meanies and wannabees

WEDNESDAY WED-CON EXHIBITS & WED-TALKS

WED-CON EXHIBITS

250 exhibits with wedding products and services.

8:30 am - 5:00 pm

WED-Talks

Exhibit Floor Stages 1-3

8:45 - 9:00 am
11:30 - 2:00 pm

www.WeddingMBA.com

DISCOUNT CODE: **DOWNLOAD**



WEDNESDAY WED-CON EXHIBITS & WED-TALKS

11:30 PM - WEDNESDAY WED-TALKS

Exhibit Stage Stage 1

CHILDCARE IS THE NEW PLUS ONE

Destination Sitters

- Discover the hidden reason many parents skip weddings
- See how childcare can transform not just an event, but a memory

Exhibit Stage Stage 2

YOUR BRAND: BEYOND THE BIG DAY

LoTech Sales

- Leverage custom-branded gifts and accents to extend your brand beyond traditional marketing
- Discover how tangible keepsakes build enduring connections within a competitive market

Exhibit Stage Stage 3

FLORAL FASHION

Fitz Design

- Latest in floral bouquet holders, bracelets, pocket squares
- FloraStick allows you to add flowers anywhere

11:45 PM - WEDNESDAY WED-TALKS

Exhibit Stage Stage 1

REV UP THE WEDDING TECH

The Wedding App

- Elevate your services by upselling a luxury wedding app experience
- Live Updates. Real-Time Communication. Socially Connected

Exhibit Stage Stage 2

ELEVATE CLIENT EXPERIENCES & STREAMLINE OPERATIONS

Honeybook

- Seamless bookings and automate personalized client communications
- Organize your team, receive real-time alerts, and automate tasks

Exhibit Stage Stage 3

STRESS LESS. CELEBRATE MORE.

LinkMy.Wedding By Foxie

- Simplify event planning, stay connected with guests and customers effortlessly
- Learn about our affiliate options to grow and earn more

12:00 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

TABLEWARE TRENDS

Artisan Tableware Co

- Unique shapes, textures, finishes and colors to showcase your table presentation
- Give Away – chance to win 12 chargers

Exhibit Stage 2

MEANINGFUL VOWS FOR MODERN COUPLES

Celebrant Academy

- Address common challenges couples face when writing personal vows
- Help couples find their own words while providing structure and inspiration

Exhibit Stage 3

THINK LINENS FIRST

Choice Party Linens

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

12:15 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

AI AND MARKETING

Enji

- The easiest way to get started with AI
- Using AI to level up your strategy

Exhibit Stage 2

BOOKED SOLID AT WEDDING SHOWS

Lindsay J. Williams, Bridal Show Strategies

- Pre-show marketing so couples arrive primed and ready to book
- Booth strategy to fill your calendar with real appointments

Exhibit Stage 3

CRAFT PERSONALIZED EXPERIENCES WITH TECH

Rock Paper Coin

- Customize contracts and payment schedules to suit individual client needs
- Use data-driven insights to provide a personalized experience

12:30 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

WEDDING TIMELINE AND CHECKLIST MAGIC

Timeline Genius

- Deliver seamless wedding timelines and checklists—65% faster than before
- Build trust and earn praise from clients and vendors with your professionalism

Exhibit Stage 2

WEBSITE MISTAKES COSTING YOU CLIENTS

Wedding And Party Websites

- Common website errors that drive customers away—and how to fix them
- Improve your website for better engagement and more bookings

Exhibit Stage 3

EVENTS BEYOND "I DO"

828 Venue Management

- How to fill your calendar with events beyond weddings
- Update your marketing, create new packages & pricing, and sell effectively



WEDNESDAY WED-TALKS CONTINUED...

12:45 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

SECURING EVERY "I DO"

EventGuard

- Ensure weddings go on, no matter what challenges arise
- Win-win for couples and venues—security, trust, and peace of mind

Exhibit Stage 2

SECRETS OF TOP EVENT FLORISTS

Details Flower Software

- Proven strategies for profitable, stunning floral designs that exceed client expectations
- Create breathtaking event designs while expertly managing budgets and maximizing profitability

Exhibit Stage 3

#1 CRM FOR VENUES

Relevantful

- Simplify bookings and increase revenue with our full CRM with SMS Automation
- Optimize and streamline your venue with over 25+ tools in one program

1:00 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

NON-SPILL VASE FLOWER ARRANGEMENTS DEMO

Dream Farms

- Easy-to-carry, spill-proof flower arrangements for weddings and events
- Save time and money decorating your weddings with farm-made flower

arrangements

Exhibit Stage 2

FIVE WAYS TO 10X YOUR PROFITS

Mentor Pods

- Profit-boosting secrets every business needs to thrive in the wedding industry
- Includes a free template and guide to grow your event

Exhibit Stage 3

BREAK THE SPIRAL - BUILD SYSTEMS

Aisle Planner

- Take the mental power back - focus on what you can control
- Create an unbeatable productivity ecosystem with the right systems and support

1:15 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

BOOST YOUR VENUE BOOKINGS

Hitched Venue Marketing

- Discover a marketing strategy to get more leads, tours, and bookings
- Generate a deluge of quality leads

Exhibit Stage 2

OASIS® RENEWAL™ FLORAL FOAM

Smithers-Oasis

- Plant-based floral foam for all your event floral design needs
- Save time and money with this revolutionary new floral foam

Exhibit Stage 3

FASTER, MORE AFFORDABLE WEDDING INSURANCE

BriteCo Wedding and Event Insurance

- Comprehensive liability & cancellation coverage designed with planners & venues in mind
- Save clients' time & money today, plus big partnership perks

1:30 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

LOCKING IN LEADS

Zola For Vendors

- Make that first reply work
- Build profiles that tell your story

Exhibit Stage 2

TABLETOP TRENDS & NEW LINEN DESIGNS

CV linens

- Where texture meets trend—2026 linens redefined
- Get inspired by fabrics shaping next year's event design

Exhibit Stage 3

INSURANCE FOR YOUR VENUE

Markel Event Insurance

- Overcome unforeseen challenges that impact your venue's reputation
- Affordable one-day liability insurance and request your free brochure kit

1:45 PM - WEDNESDAY WED-TALKS

Exhibit Stage 1

EVENT INSURANCE - BEYOND THE BASICS

EventHelper.com

- What's covered? What's not?
- Common misconceptions

Exhibit Stage 2

VIRTUAL SALES TEAMS FOR VENUES

Event Sales Pro

- Your team sucks at sales but is great at hosting events
 - You need a sales specialist to book 100 weddings a year
- Exhibit Stage 3

CHAIR TRENDS

Chivari Chair Company

- Hot wedding trends: samples of chairs on stage
- Giveaway! Chance to win a 1,000 and sample chair program



WEDNESDAY 2:00

Wednesday 2:00 pm - Birchwood Room

CRUNCH THE NUMBERS

Seven Metrics For Financial Success

Anthony Lambatos, Owner, Footers Catering

The difference between a successful business and a hobby is determined by the number of zeros. With the cost of goods at an all-time high, it's time to put profit first. Define your ideal revenue benchmark in this smart and interactive workshop.

- Tips to increase profit and take-home pay
- Advanced tax and finance strategies to increase profits
- Cash flow shortcuts to streamline your money systems

Wednesday 2:00 pm - Cedar Room

WEB-CENTRIC

Website Trends And Tips

Marc McIntosh, Co-Owner, Team Wedding Marketing

Websites are the center of every wedding business. They never get a day off and are even open on weekends and holidays. Make your website work for you, not against you.

- Common website mistakes to avoid
- Website trends
- Contact pages that result in conversions

Wednesday 2:00 pm - Aspen Room

CLIENT CHEMISTRY

Sell To All Personality Types

Andrea Shah, Copywriter and Marketing Consultant for Wedding Pros

A wedding industry myth is that you should only work with clients you love. Not true. They aren't moving into your guest room, and they don't have to be your best friend. Learn how to be the vendor they need.

- How personality affects buying decisions
- Client techniques for different personality types
- Red flags to avoid

Wednesday 2:00 pm - Ponderosa Room

THE DISAPPEARING ACT

Keep Couples Engaged After They Inquire

Amanda Shuman, Founder/CEO, Carrylove Designs

You get an inquiry. They seem excited. And then... nothing. What happened? The truth is, most couples aren't ghosting you—they're booking someone else first. Stop losing leads and start turning inquiries into booked clients—without feeling pushy or desperate.

- One action rule to combat decision fatigue
- Real scripts and strategies that equal bookings
- Follow up without being aggressive (but still get a response)

Notes:

Let's Sell & Grow Your Venue Together

Venue Sales Consulting & Virtual Sales Team



Event Sales Pro

— VENUE CONSULTANT —

✉ kristen@eventsalespro.com

www.eventsalespro.com



WEDNESDAY 3:00

Wednesday 3:00 pm - Birchwood Room

TELL ME A STORY

Narratives Into Profits

Vanessa Joy, Owner, Vanessa Joy Education

The right story packs an emotional punch that routine presentations and social media posts can't match. But how do you uncover your brand story's emotional core? How do you craft and refine a bulletproof narrative that connects and converts?

- Psychology-based sales techniques
- Storytelling on social/website/emails
- Get clients to see themselves in your story

Wednesday 3:00 pm - Cedar Room

FACTS OVER FEELINGS

Data-Driven Decisions Drive More Bookings

Tom Chelednik, Associate Director of Vendor Engagement

Many wedding professionals make decisions based on gut feelings instead of facts. Real data helps you better understand your business performance. Information helps you forecast future sales, recognize what's working, and pinpoint what needs improvement. Discover vital tips to improve your lead follow-up and overall sales strategy.

- Key metrics and strategies drive success
- New leads, starting conversations, and closing the deal
- Boost follow-up, improve sales, and book more weddings

Wednesday 3:00 pm - Aspen Room

EMOTION IMPOSSIBLE

Social Media That Sparks Emotion

Nayri, Wedding Fashion Expert, Lovella Bridal

What's more emotional than a wedding? In social media, powerful, story-driven messages that spark real emotions are the key to getting clients to click and convert. With all the noise online, emotional connections are the only way to break through the clutter.

- Emotional triggers
- Brand imaging examples
- Posts that convert higher bookings

Wednesday 3:00 pm - Ponderosa Room

CALL ME NEVER

Smarter Tactics = More Bookings

Colleen Carswell, Owner, Structured To Scale

They carry their phone everywhere, but rarely use it to make a phone call. Over 90% of text messages are read within three minutes and texting is the most used feature on any cell phone. It is the number one form of communication in the world. How do you create a sales funnel that features the benefits of text messages?

- Text marketing that increases customer engagement
- Website chat widgets that feel authentic
- Most effective text marketing



Why Attend

TECH UPDATES

NEWEST SALES & MARKETING IDEAS

LATEST WEDDING TRENDS

STAY AHEAD OF YOUR COMPETITION

REGISTER
TODAY FOR YEAR'S
LOWEST
PRICE

www.WeddingMBA.com

DISCOUNT CODE: **DOWNLOAD**



WEDNESDAY 4:00

Wednesday 4:00 pm - Cottonwood Room

THE CONNECTION

Create A Bond - Close The Sale

Terrica, CEO, Terrica Inc & Wedding Pro Workshop

Selling an experience is a strategy that focuses on creating a relationship with your couple by offering an experience instead of just a product or service. The goal is to create a lasting bond between you and your clients.

- Sell the experience not just the service
- Workflow strategies that boost sales
- Proposals that sell

Wednesday 4:00 pm - Birchwood Room

TREND FORECAST

The Future Of Luxury Weddings

Andrea Eppolito, Owner, Andrea Eppolito Weddings & Events

Next season's weddings will be about immersive experiences, cutting-edge technology, and weekend-long celebrations. Uncover the innovative trends that shape the future of luxury weddings. Elevate your events and stay ahead of the curve with the trends that define the wedding industry.

- Interactive culinary experiences
- AI-powered personalization
- Emerging wedding and event trends

Wednesday 4:00 pm - Cedar Room

INSTA RESULTS

Turn Instagram DMs into Big Dollars

Elizabeth Marberry, Social Media Coach

Instagram is a powerful lead-generation tool where wedding couples discover and connect with businesses they love. Learn how to work with the algorithm, attract engaged couples, and turn followers into paying clients—without spending on ads.

- Content ideas to grow your audience
- Boost visibility to show up authentically
- Simple IG hacks to turn clicks into clients

Wednesday 4:00 pm - Aspen Room

PASSPORT TO PROFIT

Destination Wedding And Honeymoon Panel

Sara Margulis, Chief Executive Officer, Honeyfund

While home is often where the heart is, travel and adventure is the vibe for modern wedding couples. It's not just extravagant honeymoons taking couples on far-away adventures...an estimated 20% of weddings are destination. What do you need to know about the growing popularity of lavish honeymoons and destination weddings?

- What destination wedding couples want
- Honeymoon market growth
- Travel experts Q & A panel

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Speaker Meet and Greet

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WEDNESDAY 7:30 PM - MIDNIGHT



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on the Strip

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Association of
Wedding Gown Specialists





THURSDAY 9:00

Thursday 9:00 am - Cottonwood Room

HIDE AND SEEK

Target Audience Advertising

Mark Chapman, Owner, The I Do Society

Couples now search in more places than ever to find exactly what they want. When they search, they are ready to connect. The right demographic targeting on Google, Instagram, and TikTok ads ensures that your ideal couples find you first.

- Top search platforms
- Best demographic targeting strategies
- Ads that command attention and trust

Thursday 9:00 am - Birchwood Room

YOUR AI SUPERPOWER

Market Faster and Better with AI

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

You already have the content: your reviews, website, and emails, but AI uses its full potential. Learn to use AI (like ChatGPT) as your virtual assistant. AI helps update your website, sharpen your marketing, and uncover your true brand voice based on what clients already say about you. Don't sound like every other vendor. Stand out by letting AI help you sound more like you.

- Maximize reviews into persuasive marketing copy
- Use AI to analyze your competitors instantly
- Stand out from the competition using AI

Thursday 9:00 am - Cedar Room

IMPRESSIONS

The Seven-Second Rule

Troy Adams, Owner, Carolina DJ Professionals

First impressions matter. On your sales. Your vendor relationships. Your reputation. Our brains are wired to make snap judgments. Make the first seven seconds work for you not against you.

- Guide to make the best first impression
- Visual messages and what they mean

- Decipher micro-expressions and body language

Thursday 9:00 am - Aspen Room

TOXIC

Manage Difficult Clients

Susan Southerland, President, Just Events! Group

Every wedding pro has difficult clients. Some couples don't understand that their wish list just doesn't fit their budget. Others expect you to drop everything when you get their text or email. How do you deal when your couples are unreasonable?

- Warning signs to manage difficult clients
- Strategies for high stress situations
- Effective ways to turn around a bad situation

Thursday 9:00 am - Ponderosa Room

BUY-OLOGY

The Marketing And Sales Team

Taylor Cusick Hollman, Founder, Enji

Sales don't happen without marketing. The right message to the right audience results in increased sales leads and bookings with less buyer hesitation. How do you get your marketing and sales to work together?

- Core marketing you're missing
- Marketing updates for 2026
- Ideal number of marketing messages that result in sales



THURSDAY 9:00 - 3:00

WED-CON EXHIBITS

250 exhibitors with wedding industry products and services.

Thursday 8:30 am - 3:00 pm

THURSDAY 10:00

Thursday 10:00 am - Birchwood Room

WATCH ME

Ten Instagram Reel Techniques

Renee Dalo, CEO, Moxie Bright Events

You are missing out on leads and business growth if you don't have a social media strategy. What do you know about your audience? How do you motivate them to watch your reels and contact you after?

- Time-saving reel strategies
- What wedding couples click on
- Video creation and conversion

Thursday 10:00 am - Cedar Room

NON-FICTION

The Truth Behind Time Management

Bethel Nathan, Owner, Ceremonies By Bethel and Elevate By Bethel

There are many books about 4-hour work weeks, absentee entrepreneurs, and endless vacations. But let's get real... no successful business runs itself. All you want is a date night, a day off, and a stress-free holiday. It's possible to get your life back, even during your busiest season. Find out how to cut hours off your work week.

- Solutions that don't cost you sales
- Time-saving tech, software, and AI
- Efficiency guide to determine where to start

Thursday 10:00 am - Aspen Room

STAR POWER

New Take On Online Reviews

The Knot Worldwide

Today people can't even get out of bed without checking their phones-let alone choose a place to eat without asking Siri. Now imagine the stakes for couples planning their wedding, a much bigger decision than the usual day-to-day. Be part of the top picks with shining online reviews everywhere they look.

- Track and manage online reviews
- Personalized review requests and prompts
- Reviews and conversions

Thursday 10:00 am - Ponderosa Room

THE TANGLED WEB

Make Sense Of Your Analytics

You spend too many hours trying to get wedding couples' attention. But if you don't use tools to track your website traffic you never know what efforts were worth it. Which ads convert into sales? What pages are your customers visiting?

- Platforms that make data analysis easy
- Track traffic sources and organize data
- Acquisitions and conversions

Thursday 10:00 am - Magnolia Room

THE UNRIGHT THING

Create Breakthrough Weddings

Steve Fredlund, Author, Speaker, Officiant, Humanitarian

Step away from the ordinary and embrace the unexpected. When you do the "unright" thing it's not about breaking the rules-it's about breaking through limitations. For people-pleasers, doing the right thing as defined by others, can bury your passions under layers of expectations.

- When to break the wedding/event rules
- Creative revenue opportunities
- Transform from playing it safe to innovation



Interested in
Exhibiting?

Talk to
Shannon Underwood
CONFERENCE DIRECTOR
Shannon@WeddingMBA.com



THURSDAY 11:00

WED-TALKS

Exhibit Floor Stages

11:00-1:00

2:00 - 3:00

11:00 AM - THURSDAY WED-TALKS

Exhibit Stage 1

DIGITAL TRANSFORMATION IN EVENT PLANNING

Rock Paper Coin

- Leverage digital contracts, invoices, and payment systems for smoother processes
- Streamline communication with clients using one central platform

Exhibit Stage 2

UNLIMITED ROSE POSSIBILITIES

Jet Fresh Flowers

- Unlimited Rose Possibilities and trends
- Chocolate-scented to rainbow with glitter roses & everything in between

Exhibit Stage 3

THE COST OF CHAOS

Structured To Scale

- Maintain revenue with straightforward business safeguards
- Simple systems that save you money and time when the unexpected hits

11:15 AM - THURSDAY WED-TALKS

Exhibit Stage 1

VIRTUAL ASSISTANTS

AGA Business Solutions

- What to delegate, how to prep, and what makes the relationship work
- Discover how a few weekly VA hours can fuel major business growth

Exhibit Stage 2

TRENDING FLORAL INSTALLS ON A BUDGET

Something Borrowed Blooms

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

Exhibit Stage 3

INSIDE THE WEDDING PUBLISHING WORLD

Iron Diamond Media

- How to get published in print through a publisher's eyes
- Showing off your talent and brand through timeless quality content

11:30 AM - THURSDAY WED-TALKS

Exhibit Stage 1

THE BOUTIQUE ADVANTAGE

Visualist

- Build your brand on taste, trust, and tailored experiences
- Tools to package your taste into assets that work while you rest

Exhibit Stage 2

EVENT MARKETING SECRETS THAT SELL

Event Party Co.

- The secret sauce: value-based content
- Lead magnets that actually work

Exhibit Stage 3

JOIN. LEARN. GROW. THRIVE.

Association of Bridal Consultants (ABC)

- How ABC supports wedding planners with education, certification, and business growth tools
- We aren't just education & networking-we provide income opportunities

11:45 AM - THURSDAY WED-TALKS

Exhibit Stage 1

FIVE WAYS TO 10X YOUR PROFITS

Mentor Pods

- Profit-boosting secrets every business needs to thrive in the wedding industry
- Includes a free template and guide to grow your event

Exhibit Stage 2

CAPTIVATE COUPLES- VISUAL STORYTELLING MAGIC

Savvy Social Slayers

- Transform followers into clients with powerful visual narratives to showcase wedding expertise
- Engage couples with story-driven content

using Instagram and TikTok's creative potential

Exhibit Stage 3

TIPS FOR HOTEL ROOM BLOCKS

LM Media Worldwide, LLC/ Kleinfeld Hotel Blocks

- Insider tips for finding the best hotel room blocks for your weddings
- Win 2 free hotel nights anywhere in the world



THURSDAY 12:00

12:00 PM - THURSDAY WED-TALKS

Exhibit Stage 1

THE VENUE SIDE HUSTLE

Tirzah Caffee Venue Coach

- Simple, profitable add-ons—no extra events required
- Make money while you sleep

Exhibit Stage 2

STREAMLINE WEDDING BOOKINGS

Tripleseat

- Transform wedding management with powerful booking & planning tools
- Boost revenue while simplifying your entire event workflow

Exhibit Stage 3

VENUE INSURANCE: WHY YOU'RE FRUSTRATED

Nuptial

- Why products without plans are leaving you vulnerable and needlessly strained financially
- How managing risk without insurance creates better insurance outcomes

12:15 PM - THURSDAY WED-TALKS

Exhibit Stage 1

KEEPING YOUR GOWNS FRESH

Association Of Wedding Gown Specialists

- Worst enemies are air, light, plastic, sugar, and perspiration
- Make safe choices for short- or long-term storage

Exhibit Stage 2

PRESERVED FLOWERS-THE NEW HEIRLOOM

Wild Coast Flower Preservation

- Transform wedding bouquets into stunning home decor pieces and functional art
- Win a luxury preserved flower serving tray, valued at \$500

Exhibit Stage 3

AI FOR VENUES

Curate

- Use AI to increase bookings and elevate guest experiences
- Cut down admin without losing the

12:30 PM - THURSDAY WED-TALKS

Exhibit Stage 1

FIND, FUND, FILL YOUR VENUE

Event Space Elite

- Make 10k extra a month in 90 days
- Find a profitable location and fund using 0% interest capital

Exhibit Stage 2

AUTOMATE. DELEGATE. DOMINATE.

Total Party Planners

- Life-changing AI tips that work 24/7 without burnout
- Maximize profit per event, not just volume

Exhibit Stage 3

PACKAGES THAT PAY BIG

Vow To Grow

- Breakthrough income ceilings with strategic packages & upsells
- Proven systems to double revenue without booking more weddings

12:45 PM - THURSDAY WED-TALKS

Exhibit Stage 1

BLOOMING VALUE IN BUDGET CONSTRAINTS

Poppy Flowers

- A new competitive edge: Technology-driven personalization without the premium price tag
- Delivering floral excellence in an era of shrinking timelines and budgets

Exhibit Stage 2

THE FUTURE OF WEDDING BARS

TheCoolerKeg.com

- Trends transforming wedding bar service and guest experience
- How innovative solutions boost profits while cutting costs

Exhibit Stage 3

VENUE AND PLANNER ESSENTIALS

Wedding Venue Owners and Planners

- Daily access to ongoing training, workshops, and courses
- Get a FREE copy of our "Business Goal Calculator"



THURSDAY 1:00

Thursday 1:00 pm - Cottonwood Room

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 - Birchwood Room

SOCIAL SEARCH

Social Media Search And SEO

Nikita Thorne, Head Of Strategy, Guides For Brides

Google gatekeepers, move over. A new search method wants to share the stage. TikTok, Instagram, and Pinterest are all about wedding info discovery and these platforms are the new way to search.

- What and why of social search
- Secret behind the post and ghost strategy
- SEO-friendly posts and profile to TikTok, Insta, Pinterest

Thursday 1:00 pm - Cedar Room

POWERFUL PURPOSE

Courageous Ways To Avoid Burnout

Don Mamone, Speaker/Identity Coach/ Consultant

Some days feel like a dream. Life drives you forward and everything goes your way. Other days feel more like a nightmare - riddled with self-sabotage, imposter syndrome, confusion, and burnout. There is a better way. Learn to protect yourself from destructive setbacks and move forward with purpose and clarity.

- Unleash your superpowers

Thursday 1:00 pm - Aspen Room

MANIC MONDAY

Time Hacks For Busy Pros

Broc Barton, Owner, Lifestyle Leadership

We all have the same 24 hours to work with. Why do some people get a lot done while others feel defeated by 5:00 pm? Fight through the mental clutter and get more done with less stress.

- Five productivity killers
- Time-saving hacks
- Prioritize like a CEO

Thursday 1:00 pm - Ponderosa Room

LISTEN UP

Podcast Driven Referrals And Bookings

Clint Hufft, Wedding MBA Podcast Host, Celebrity Official

Like any form of content, podcasts can help you reach your target audience with likeability, trust, entertainment, and education. With over 60% of wedding professionals and potential clients listening to podcasts daily, this platform presents valuable opportunities for referrals and sales. Leverage podcasting to expand your reach and grow your business.

- Guide to start your podcast
- Build personal and referral opportunities
- Content ideas and gain sponsorships



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THURSDAY 2:00

2:00 PM - THURSDAY WED-TALKS

Exhibit Stage 1

ROCKTAIL HOUR

String FX

- Transition the elegance of classical string players from ceremony to cocktail
- Beyond the music, where artistry meets entertainment, leverage your musicians for an impactful guest experience

Exhibit Stage 2

START & SCALE YOUR EVENT BIZ

Event Party Co.

- Stack cash with strategic inventory
- New revenue without new clients

Exhibit Stage 3

INDUSTRY CONNECTIONS

WIPA - Wedding Industry Professional Association

- Benefits and resources for joining WIPA
- Networking opportunities in your area

2:15 PM - THURSDAY WED-TALKS

Exhibit Stage 1

OWN YOUR OWN TAP TRUCK

TapTrucks.com

- Mobile Bartending Trends - What are couples really looking for
- Tap Truck allows you to serve anything/anywhere

Exhibit Stage 2

FIX YOUR BACKEND FAST

The Venue Assistant

- The automation system behind high-performing venues and planners
- Streamline, scale, and finally breathe, we are The Venue Assistant

Exhibit Stage 3

INDUSTRY CONNECTIONS

WIPA - Wedding Industry Professional Association

- Benefits and resources for joining WIPA
- Networking opportunities in your area

2:30 PM - THURSDAY WED-TALKS

Exhibit Stage 1

EARN AFFILIATE COMMISSIONS

HelloPrenup.com

- Prenup options for your couple
- Refer clients and earn straight cash, no caps

Exhibit Stage 2

EARN AFFILIATE COMMISSIONS

Venue Nest

- 5 proven systems to eliminate burnout
- Connect more with clients and coordinate less

Exhibit Stage 3

PROFITABLE FLORAL EVENTS

FlowerBuddy

- AI-powered software to price, order & deliver profitably—every time
- Start FREE. Only pay when your client books an event

2:45 PM - THURSDAY WED-TALKS

Exhibit Stage 1

DESTINATION WEDDINGS

Equador Tourism

- Top tips to get married in Ecuador
- Destination wedding hot spots

Exhibit Stage 2

DESTINATION WEDDING AND BOUDOIR PHOTOGRAPHER

Mossy Matriarch Photography

- Forest fantasy embodiment boudoir
- Elegant customizable self-service photo-

Exhibit Stage 3

SMART SYSTEMS

Frame Masters

- How automation and AI tools can save time
- Handle client communication. Editing, and lead generation without burnout



VENUES THURSDAY 3:00 3:40 4:20

Thursday 3:00 pm - Birchwood Room

LIGHTNING ROUND

Amp Up Your Venue Sales

Ian Ramirez, Co-Owner, Venue Help Desk and Venue Director, Madera Estates

Your venue sales have hit another plateau. You feel drained. It seems that every new inquiry is determined to ghost you. If you get them to your property and don't book them on the spot, your chances decrease dramatically.

- Real-world sales stories from venue pros
- Six techniques to get and close a new lead
- Proven guide to book the venue sale

Thursday 3:40 pm - Birchwood Room

VENUE-FULL

Follow Up And Follow Through

Julia Henning, CRO, Wedgewood Weddings

They researched you online. You are a match for their venue look, date, and budget. The tour exceeded their expectations. They appear to be all in. Why haven't they booked?

- Best time to follow up
- Match the message to the clients
- Leverage tech for bookings and sales

Thursday 4:20 pm - Birchwood Room

VENUE DREAM TEAM

Increase Sales And Decrease Stress

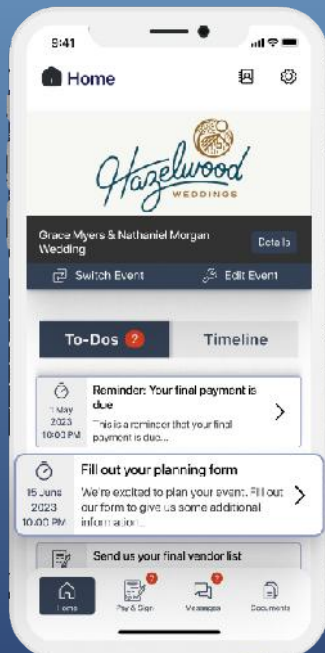
Dana Kadwell, Co-Owner Hustle & Gather

You didn't start your venue business to be stressed out working seven days a week. Your dream wasn't sleepless nights and constant headaches. Top-tier venues have strong leadership and systems. How do you build an unstoppable team, increase your closing ratio, and get your life back?

- Hiring practices to determine stellar candidates
- Management style quiz
- How to pay employees and how it impacts you



Venue Track sponsored by Wedding Booking System & Curate



VENUE MANAGEMENT SOLVED.

Simplify your day-to-day management activities by pulling together your

- Sales
- Payment
- Communications
- Two-Way SMS
- Multi-Brand Support
- Staff Management
- Event Planning Activities
- And More



SAVE TIME

Save hours each week with business automation. Say goodbye to those repetitive tasks.



RUN MORE WITH LESS

Save thousands each year with Releventful by unifying your business software. Manage your leads, book your clients, event planning, and your team.



TAKE CONTROL OF CLIENT PAYMENTS

Craft the buying journey with our automated payment solution.

- Credit Card, ACH, Affirm, Afterpay, Apple/Google Pay, & more.
- Add Tips
- Automatic recurring payments
- Pass on credit card fees

COME SEE US AT BOOTH 5104!



SCAN ME

AVAILABLE ON THE WEB, APPLE, AND GOOGLE PLAY STORES





PLANNERS / DESIGNERS THURSDAY 3:00 3:40 4:20

Thursday 3:00 pm - Cedar Room

MINUTES MATTER

Disaster-Proof Your Planner Timeline

Brian Green, Chief Event Architect, ByBrianGreen

Every timeline looks flawless the day BEFORE the wedding. But what happens when the officiant gets stuck in traffic, the kitchen sets off the fire sprinklers, and the photos go over by 30 minutes? Make your timelines indestructible.

- A detailed approach to better timelines
- Disaster-proof your events
- Sample timelines from award-winning planners

Thursday 3:40 pm - Cedar Room

HIGH STYLE

From Inspiration To Execution

It's easy to make a wedding look high-style when you live in NYC, but what if your market is small to mid-sized? How do you find the right resources when your local design options are limited? What's the best way to create a design deck that results in a flawless wedding look?

- Master the art of design decks
- Source in small to mid-size markets
- Execute stunning builds from tents to ballrooms

Thursday 4:20 pm - Cedar Room

EXPANSION

Scale Your Planner Business

Jordan Xu, Owner, Emily Jordan Events

As a planner, you're used to doing everything...but to really grow your business you can't do it alone. You need to expand your team but you're too busy to figure out an action plan. Are you ready? Where do you start?

- Optimal time to hire staff
- Where to find new talent
- Onboard new team members

eWed Insurance

Planners Track sponsored by eWed Insurance

PLANNERS, SAY GOODBYE TO WEDDING CEREMONY CHAOS.

WHEN YOUR COUPLE ASKS THEIR ZERO-EXPERIENCE FRIEND OR RELATIVE TO OFFICIATE, ALL THE EXTRA WORK AND QUESTIONS FALL TO THE PLANNER, RIGHT?

NOT ANYMORE.

TELL YOUR COUPLE ABOUT THE ONLINE COURSE FOR NEW AND LEADING-EDGE OFFICIANTS THAT GUARANTEES THEIR FRIEND OR RELATIVE WILL BE ONE OF THE BEST - ON THEIR VERY FIRST TIME!

Unboring!Wedding Academy teaches rookie officiants the proven system to design the ceremony, tell the love story, run the rehearsal, and deliver on the day - like a pro to rave reviews.





DJ / MC THURSDAY 3:00 3:40 4:20

Thursday 3:00 pm - Aspen Room

WEALTH WORKFLOW

Optimize DJ Processes And Elevate Pricing

Jessica McKelvey, Owner, DJ Jess McKelvey

You're got the talent. You've done the prep. You invested in the gear. The amount of hours you put into each event results in a truly customized experience. How do you determine your DJ/MC rate in your market? What factors make your services worth more than your competitors?

- Discovery calls that lead to sales
- Price lists for the talent plus production fee model
- Workflow that allows you to charge more

Thursday 3:40 pm - Aspen Room

MIX IT UP

Dj Techniques And Music Trends

Chris Washburn, Owner, Washburn Entertainment

The way wedding couples consume music has shifted. With shrinking attention spans and an ever-growing selection of songs, how do you stay up on music trends and techniques? What's the best way to curate an ideal playlist, mix seamlessly, and create an atmosphere that keeps guests dancing?

- Formulate a creative mindset
- Next level transitions
- Tips to showcase your talent

Thursday 4:20 pm - Aspen Room

ON BRAND

Marketing And Branding For DJs

Stephanie Rivkin, Owner, Royal Beats DJ Services

You are the main character of your business and your life- start acting like it. Your DJ brand relies on your signature vibe, sound, and personality to attract bookings and referrals. Own your brand and let it guide your marketing plan.

- Create shareable content with AI

DJ / MC Track sponsored by
Chris Washburn & ADJA



FLORISTS THURSDAY 3:00 3:40 4:20

Thursday 3:00 pm - Magnolia Room

FLORAL TIME

Save Time And Make More Money

Donald Yim, AIFD, PFCI, Floral Designer/Smithers-Oasis Design Director

Mother's Day is this weekend plus you have ten weddings. How do you create breathtaking designs without losing time or quality? Discover the exclusive guide that saves time without sacrificing beauty.

- In-person demo
- Shortcuts for high-impact florals
- Floral trends and techniques

Thursday 3:40 pm - Magnolia Room

FLOWER FOLLOWER

Social Media For Florists

Ace Berry, Floral Artist and Owner, Ace In Full Bloom

Florists have a visual business and are some of the most-followed accounts online by engaged couples. Hearts and likes come before bookings, and a strong social media following turns online inspiration into an appointment and ultimately a sale.

- Target followers in your market
- Posts that inspire appointments
- Six month plan of content ideas

Thursday 4:20 pm - Magnolia Room

LUXE BLOOMS

Wedding Floral Craze

Liza Roeser, CEO/Founder, FiftyFlowers, and Darin Bahl, Owner, Tailored Twig

The average couple spends 10% of their budget on blooms; which makes sense because flowers completely transform the look of any wedding venue. Whether the blooms are held, suspended, or placed their power radiates from each petal. From minimalistic to opulent, flowers can make or break the overall look.

- Dynamic floral displays and shapes
- Unexpected colors and new varieties

Florist Track sponsored by
Details Flowers Software



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leads, ever



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you say hello
first, for free



Start your free listing today



OFFICIANTS THURSDAY 3:00 3:40 4:20

Thursday 3:00 pm - Evergreen Room

MARRY ME

Advanced Officiant Sales Techniques

Chris Shelley, Wedding Celebrant, Speaker, & Author

Why do less-experienced, less-talented competitors book more weddings and command a higher price than you? Because they have better sales skills, and it's time to change that. Discover the highly-effective, yet still dignified, sales techniques that you can apply to your business today.

- Establish your role with potential couples
- Effective and flexible sales strategies
- Words that negate your competition

Thursday 3:40 pm - Evergreen Room

GUEST OF HONOR

Managing Family Drama

Maria Romero, Owner, True Love Knots

Weddings can be stressful. Your pre-wedding meetings with a wedding couple reduce day-of surprises, but now the stepmother wants to be in charge of the readings. How do you spotlight family members without surrendering the mic?

- Sample pre-wedding questionnaire
- Conflict-free rehearsals
- Exes, drunks, and egos

Thursday 4:20 pm - Evergreen Room

STORY WEAVER

Integrate Life Narratives Into The Ceremony

Steve Fredlund, Author, Speaker, Officiant, Humanitarian

Stories are life... and life is a series of stories. Draw out the narratives that bring your couple's love story to life while making each guest feel valued.

- Targeted interviews in your ceremony process
- Active listening strategies
- Creative storytelling methods



Officiant Track sponsored by IAPWO



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

Sizes Available

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

shannon@weddingmba.com

*Do you have a product or
service for wedding pros?*

*Contact us for booth and
sponsorship opportunities.*



CATERING / CAKES THURSDAY 3:00 3:40 4:20

Thursday 3:00 pm - Ponderosa Room

DELECTABLE PROFITS

Cost Control And Revenue Growth

Mickey King, President, Like A King Hospitality

Over 30% of the overall wedding budget is allocated to food. With entire TV networks, podcasts, and blogs dedicated to food trends and tastes; it's no surprise that the spotlight is on you. Food at a wedding impacts the overall guest experience and is a central part of the celebration.

- Targeted sales techniques
- Actionable steps to elevate your catering business
- Effective cost management strategies

Thursday 3:40 pm - Ponderosa Room

PIECE OF CAKE

Sweet Dessert Fashions

Jenae Cartright, Owner, Cake & Crumble

They say save the best for last... but what if the cake and desserts can be

a wedding centerpiece at the reception? Don't take desserts too seriously and you have a chance to inspire a sweet look that can be a feast for the eyes and the taste buds.

- Fun favor pairings
- Nostalgic cake toppers and designs
- Elevated cake vignettes

Thursday 4:20 pm - Ponderosa Room

FRESH SALES

Increase Your Catering Bookings

Chef Terry Matthews, Owner QFire Catering

Catering sales are complicated. The number of choices and menu options can stand in the way of a quick booking. How do you give an accurate catering quote without delaying the sale?

- Sales conversations that get results
- How to talk about your menu and pricing
- Catering closing techniques



Catering Track sponsored by
Connie Duglin Design

PHOTOGRAPHERS THURSDAY 3:00 3:40 4:20

Thursday 3:00 pm - Redwood Room

PANORAMA

Long-Term Photography Success

Bobbi Brinkman, Owner, Bobbi Brinkman Photography

You love your wedding couples but the workload never seems to free up. When you're not shooting you are handcuffed to the computer messaging new leads, editing images, and responding to emails. How do you get the mindset, motivation, and momentum to grow your business dramatically?

- Client acquisition and retention
- Business growth for photographer
- Client and career fulfillment

Thursday 3:40 pm - Redwood Room

LIGHTEN UP

Photographer Lighting

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

Not all wedding photography happens during the desired golden hour. You are typically challenged with a dark hotel room or harsh midday sun. Adaptability, technical skills, and a keen eye are essential to capture

stunning wedding photos.

- Natural light, reflectors, and portable lighting
- Strategic positioning for midday sun
- Low light tech, fast lenses, and off-camera flash

Thursday 4:20 pm - Redwood Room

NICHE CRAFT

Photography Specialization

Jen Sulak, Owner, Pink Light Images

Competition in the photography industry is fierce. With no shortage of skilled photographers, it's hard to stand out. An effective strategy is to focus on a clear market. Niche photographers are more likely to attract the right clients, leverage search on social media, and build local partnerships.

- Increase demand for your photography niche
- Build a strong brand identity
- Social media visibility



Photographers Track
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Spot My Photos

SpotMyPhotos

GOWN / TUX THURSDAY 3:00 3:40 4:20

Thursday 3:00 pm - Laurel Room

YOU'VE GOT THAT LOOK

Boutique Marketing And Advertising

Christie Osborne, Owner, Mountinside Media

Are you burning money on social media ads? Are you frustrated with unqualified leads? Discover predictable and consistent ways to grow your business without relying on outdated marketing tactics.

- Where to spend - where to save
- Measure your marketing efforts
- Create an appointment booking machine

Thursday 3:40 pm - Laurel Room

THE SHOPPING PARADOX

External Influences That Shape, Confuse, And Guide

Cassie LaMere, Owner, Cassie LaMere Events

Choosing wedding attire is no longer a simple joyful decision-it's a high-stakes, emotionally charged process shaped by social media, celebrity

culture, and external expectations. The most successful fashion pros help clients cut through the noise and find their dream look.

- Social media effect
- Power of personal validation
- Salon experiences that bring clarity

Thursday 4:20 pm - Laurel Room

SEAMLESS SUCCESS

Increase Gown/Tux Profitability With Alterations

Nadine Bozeman, Owner, Secrets Of A Bridal Seamstress

After trying on every new design...she finally found the dress. Ninety-five percent of wedding gowns need alterations. Increase your revenue and serve your clients with insider tips to bridge the gap between alterations and bridal boutiques.

- Source quality tailors and seamstresses
- Foster better relationships
- Expertise on alterations and customizations



Photographers Track sponsored by
Association of Gown Specialties

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!

www.WeddingMBA.com