



# schedule at a GLANCE

LAS VEGAS CONVENTION CENTER

2026

## TUESDAY - NOVEMBER 17, 2026

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

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

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

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

## WEDNESDAY - NOVEMBER 18, 2026

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

9:30 - 5:00 **Wed-Con Exhibits**

11:00 - 11:30 **Keynote on Main Stage**

11:45 - 2:00 **Wed-Talks on Exhibit Stages**

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

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

## THURSDAY - NOVEMBER 19, 2026

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

9:30 - 3:00 **Wed-Con Exhibits**

11:00 - 1:00 **Wed-Talks on Exhibit Stages**

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

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

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

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





Tuesday 2:00 pm - Birchwood Room

### AI FOR VENUES

*Lead, Follow, or Get Out Of The Way*

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

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

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

Tuesday 3:00 pm - Birchwood Room

### SMOOTH OPERATOR

*How To Run A Venue Like A CEO*

Tirzah Caffee, Venue Owner & Coach

Tirzah Caffee, Venue Owner & Coach

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

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

Tuesday 4:00 pm - Birchwood Room

### THE VENUE REPORT

*Exclusive Data And Strategies*

Shannon Tarrant, Co-Founder, Wedding Venue Map

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

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

Tuesday 5:00 pm - Birchwood Room

### JUST ONE LOOK

*Close On Their First Visit*

Ian Ramirez, Co-Owner, Madera Estates

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

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



## More Bookings, Less Busywork.

The only platform built for venues that unifies sales, planning, and team operations —so you can scale with ease.

Book faster with visual proposals, e-signatures, and Quick-Close invoicing built to convert leads instantly.

Run your business end-to-end with automated planning, BEOs, inventory, and team scheduling—all in one place.

**COME SEE US @ BOOTH 4530!**

We don't just help you book.  
We help you run your entire event business.



## PERSONALIZED ONBOARDING & SETUP

Looking to modernize or transition from your current CRM?  
We got you covered!

[www.relevantful.com/demo](http://www.relevantful.com/demo)



Tuesday 2:00 pm - Cedar Room

## PRICED AND POWERFUL

*A Pricing Framework That Works*

Terrica, CEO, Wedding Pro Workshop

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

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

Tuesday 3:00 pm - Cedar Room

## SIGNATURE SOIREES

*Design Styles That Increase Bookings*

Andrea Eppolito, Andrea Eppolito Events

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

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

Tuesday 4:00 pm - Cedar Room

## WHO'S THE BOSS

*Every Couple Thinks They're A Planner*

Renee Dalo, Speaker, Educator, Author

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

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

Tuesday 5:00 pm - Cedar Room

## VISUAL HARMONY

*Color Theory*

Brian Green, Chief Event Architect, ByBrianGreen

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

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

**eWed Insurance**

Planners Track sponsored by eWed Insurance



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

Tuesday 2:00 pm - Aspen Room

## NEXT LEVEL MC

*Master The Grand Introduction*

Chris Washburn, Owner, Washburn Entertainment

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

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

Tuesday 3:00 pm - Aspen Room

## GAME ON

*New Reception Revenue*

Rob Ferre, Founder, Life Of The Party Entertainment

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

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

Tuesday 4:00 pm - Aspen Room

## TRANSFORM YOUR SETS

*Stems 2.0*

DJ Hapa, Head Coach, The DJ Coach

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

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

Tuesday 5:00 pm - Aspen Room

## AND THE DJ WINNER IS

*Single Op, Multi-Op, or Agency Model*

Matt Radicelli, Founder and Executive Coach, Mentor Pods

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

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

DJ / MC Track sponsored by  
Chris Washburn



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

Tuesday 2:00 pm - Ponderosa Room

## FEAST MODE

*Increase Revenue And Profit Per Event*

Mickey King, President, Like A King Hospitality

How do you sell more, close faster, and increase value without compromising your brand? Booking more events is not always the answer. Increasing revenue and profitability per event is where the real opportunity is. Increase conversion and guide clients to decisions without chasing or over-negotiating. Control the sales process, manage indecision, and consistently drive higher-value bookings.

- Practical sales frameworks from high-volume venues
- Proven language to handle price pressure
- Manage indecision and shorten the sales cycle

Tuesday 3:00 pm - Ponderosa Room

## WELL DONE

*Close On The First Visit*

Reuben Bell, President and Co-Founder Blue Elephant Catering

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

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

Tuesday 4:00 pm - Ponderosa Room

## TASTY BYTE

*Food In The Digital World*

Jamie Lee Quickert, Board of Sales, Hilton Columbus

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

- Social media that attracts the right clients
- Build a portfolio that sells your value
- Open houses, networking, and expos

Tuesday 5:00 pm - Ponderosa Room

## LET US EAT CAKE

*The New Dessert Experience*

Jenae Cartwright, Owner, Cake & Crumble

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

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

Catering Track sponsored by  
Connie Duglin Design





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

Tuesday 2:00 pm - Magnolia Room

## NO TIME TO WILT

*Time-Saving Design Techniques*

Donald Yim, AIFD, CFD, PFCI

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

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

Tuesday 3:00 pm - Magnolia Room

## HAND PICKED

*Marketing Struggles And Solutions*

Adrienna McDermott, Founder, Ava and the Bee

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

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

Tuesday 4:00 pm - Magnolia Room

## LUXURY IN BLOOM

*Statement Floral Installs*

Sarah Campbell, Founder, Intrigue Designs and Intrigue Teaches

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

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

Tuesday 5:00 pm - Magnolia Room

## PICK ME

*Social Media Floral Photography*

Susan Davis, Fresh Designs Florist and BloomVision

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

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

Florist Track sponsored by  
Details Flowers Software



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

Tuesday 2:00 pm - Redwood Room

## FORGET BASIC PRICING

*You Deserve Extra*

Don Mamone, Speaker / Identity Coach / Consultant

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

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

Tuesday 3:00 pm - Redwood Room

## MILLION DOLLAR IMAGES

*Make Every Wedding High-End*

Twah Dougherty, Owner, Twah Dougherty Photography

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

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

Tuesday 4:00 pm - Redwood Room

## UNFILTERED

*Modern Wedding Photo Trends*

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

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

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

Tuesday 5:00 pm - Redwood Room

## FLASH CASH

*Photographer's Guide To More Money*

Vanessa Joy, Vanessa Joy Photography

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

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

Register Now

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

Photographers Track sponsored by  
Spot My Photos



SpotMyPhotos



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

Tuesday 2:00 pm - Laurel Room

## DRESS REHEARSAL

*Your Brand Is Performing Whether You Planned It or Not*

Amanda Shuman, Founder and CEO, Carrylove Designs

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

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

Tuesday 3:00 pm - Laurel Room

## FASHIONABLE MARGINS

*Why Busy Bridal Shops Still Go Broke*

Mindi Linscombe, Owner, Something New: Bridal & Formalwear

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

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

Tuesday 4:00 pm - Laurel Room

## IN VOGUE

*Gown Sales Training*

Nayri, Wedding Fashion Expert, Lovella Bridal

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

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

Tuesday 5:00 pm - Laurel Room

## GOWNS GALORE

*Fashionable Marketing*

Jessica Limeberry, Owner, Sophia's Bridal

Are you wasting advertising dollars? Which posts convert into sales? Which online ads are a waste of money? Are you targeting brides who aren't ready to buy (or have already bought)? Implement a dependable system that brings qualified brides who buy on their first visit.

- Increase appointments and conversions
- Social media strategies
- Trunk shows, open houses, and expos

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

Tuesday 2:00 pm - Evergreen Room

## FOREVER HOLD YOUR PRICE

*Break Your Current Price List*

Laura Cannon, President, International Association of Professional Wedding Officiants

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

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

Tuesday 3:00 pm - Evergreen Room

## ENDLESS LOVE

*Level Up Your Reviews*

Chris Shelley, Wedding Celebrant and Author

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

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



Officiant Track sponsored by IAPWO

Tuesday 4:00 pm - Evergreen Room

## CELEBRATIONS

*Officiant Sales Techniques*

Bethel Nathan, Ceremonies by Bethel and SD Marriage Services

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

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

Tuesday 5:00 pm - Evergreen Room

## INSPIRATION

*Ceremony Vows And Trends*

Maria Romano, True Love Knots

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

- Vow checklist
- Sample vows
- Unique ceremony trends



Wednesday 9:00 am

## FROM GHOSTED TO BOOKED

*Why Your Leads Go Silent*

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

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

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

Wednesday 9:00 am

## EMAIL EMPIRE

*The Force Is With You*

Erica Jankowski, Marketing Coach, Wedding Pro CEO

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

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

Wednesday 9:00 am

## INDUSTRY INTEL

*Wedding Pros' Secret Weapon*

Margaux Fraise, Founder and Host, Wedding Industry Pulse

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

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

Wednesday 9:00 am

## STRANGER THINGS

*Disaster-Proof Your Weddings*

Susan Southerland, Founder and CEO, Just Events! Group

Weddings celebrate love and tradition. But every once in a while they can be as unpredictable as fiction. Like an episode of a cult classic where everything looks normal at first - until the lights flicker and reality feels a little upside down.

- Bizarre stories you won't believe
- Extreme themes and locations
- Solutions for the unexpected

Wednesday 9:00 am

## PERSONALITY PLUS

*Sell To Every Type*

Bethel Nathan, Ceremonies by Bethel, SD Marriage Services

You stress about sales calls. Obsess about a marketing plan. Feel overwhelmed by DM and email questions. You feel like you connect with some potentials, but are slightly off with others. It's all about making sense for your personality type and selling to theirs.

- Determine your personality and selling style
- Adapt when there is a personality clash
- Personality types and how to sell them

Register Now

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



Wednesday 10:00 am

### THE NEW WEDDING ERA

*Driven By Intention And Heart*

Raina Moskowitz, CEO, The Knot Worldwide

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

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

Wednesday 10:00 am

### WEDTOK

*How TikTok Affects Your Wedding Business*

Renee Dalo, Speaker, Educator, Author

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

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

Wednesday 10:00 am

### MARKETING MISTAKES

*Errors That Kill Bookings*

Becca Pountney, Wedding Industry Marketing Consultant

Wedding pros now spend more time and money on marketing, but see fewer results. They chase trends that don't convert. They ignore the platforms that

drive real inquiries. The gap between effort and ROI keeps growing. Replace tired strategies with new methods that work.

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

Wednesday 10:00 am

### LAW LAW LAND

*Cover Your Assets*

Braden Drake, Attorney, Not-Your-Average Law Firm

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

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

Wednesday 10:00 am

### COPY THAT

*Real AI Workflows To Use Today*

Ryan O'Neil, CEO, Curate

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

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

Wednesday 11:00 am

### BOOKED AND RANKED

*Generate Income Beyond Your Booked Calendar*

Terrica, CEO, Wedding Pro Workshop

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

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

## WEDNESDAY WED-TALKS 10:45 - 11:00AM

Exhibit Stage Stage 1

### RUNNING EVENTS WITHOUT CHAOS

LinkMy.Wedding by Foxie

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

Exhibit Stage Stage 2

### THINK LINENS FIRST

Choice Party Linens

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

Exhibit Stage Stage 3

### HUMAN-CENTERED AI

Relevantful

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



# WEDNESDAY LUNCH



## Stay On-Site For Lunch

We have numerous on-property food options for purchase

- |                 |                |                 |
|-----------------|----------------|-----------------|
| ACES RESTAURANT | BAR BY SODEXO  | ESPRESSO BISTRO |
| ACAI CORNER     | CAPRIOTTI'S    | HEALTHY BOWLS   |
| ADONIS GYROS    | CUSTOM PIZZA   | QKOSHER GRILL   |
| AMERICA GRILL   | DUNKIN EXPRESS | PAPA JOHNS      |



# WEDNESDAY WED-CON EXHIBITS & WED-TALKS

## WEDNESDAY WED-TALKS 11:30AM

Exhibit Stage Stage 1  
**ELEVATE CLIENT EXPERIENCES & OPERATIONS**  
 Honeybook  
 • Automate personalized client communications  
 • Organize your team, receive alerts, automate tasks

Exhibit Stage Stage 2  
**WEDDING TIMELINE & CHECKLIST MAGIC**  
 Timeline Genius  
 • Seamless wedding timelines & checklists 65% faster  
 • Build trust and earn praise from clients & vendors

Exhibit Stage Stage 3  
**PROFESSIONAL OR HOBBYIST**  
 Association of Bridal Consultants  
 • The gap-killing planner credibility  
 • Why certification changes everything

## WEDNESDAY WED-TALKS 11:45AM

Exhibit Stage Stage 1  
**WEBSITE MISTAKES COSTING YOU CLIENTS**  
 Wedding and Party Network  
 • Fix website errors that drive customers away  
 • Improve your website for better engagement & bookings

Exhibit Stage Stage 2  
**MARKETING OUT = MONEY IN**  
 Enji  
 • Marketing that just works for wedding pros  
 • The simple routine to do your own marketing

Exhibit Stage Stage 3  
**BUILDING NETFLIX-WORTHY VENUES**  
 The Wedding Venue Masterclass  
 • Advertising techniques that captured "Love Is Blind" executives  
 • Luxury venue-building strategies from blueprint to business

## WEDNESDAY WED-TALKS 12:00PM

Exhibit Stage 1  
**BATCH BETTER COCKTAILS**  
 Cooler Keg  
 • Learn pre-batching ratios for scaled recipes  
 • How temperature, pressure, and time affect carbonation

Exhibit Stage 2  
**CHAIR TRENDS**  
 Chivari Chair Company  
 • Hot chair trends & samples on stage  
 • Giveaway - chance to win

Exhibit Stage 3  
**WEDDING TEAMS THAT THRIVE**  
 Details Flowers Software  
 • Reduce burnout during peak season  
 • Build systems that elevate performance

# WEDNESDAY WED-CON EXHIBITS & WED-TALKS

## WEDNESDAY WED-TALKS 12:15PM

Exhibit Stage 1

### THE 3-MINUTE INSURANCE SOLUTION

[EventHelper.com](http://EventHelper.com)

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

Exhibit Stage 2

### COVER WHAT COUNTS

[BriteCo Wedding & Event Insurance](http://BriteCo Wedding & Event Insurance)

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

Exhibit Stage 3

### OWN YOUR OWN TAP TRUCK

[TapTruck.com](http://TapTruck.com)

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

## WEDNESDAY WED-TALKS 12:30PM

Exhibit Stage 1

### CHOOSE THE BEST WEDDING GOWN CARE

[Association of Wedding Gown Specialists](http://Association of Wedding Gown Specialists)

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

Exhibit Stage 2

### LET AI ORCHESTRATE SUCCESS

[BriteBiz.com](http://BriteBiz.com)

- Future of AI in your business
- Empower with more profit and less admin

Exhibit Stage 3

### UNLIMITED ROSE POSSIBILITIES

[Jet Fresh Flowers](http://Jet Fresh Flowers)

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

## WEDNESDAY WED-TALKS 12:45PM

Exhibit Stage 1

### FLOREST AI PLAYBOOK

[FlowerBuddy](http://FlowerBuddy)

- Recipes, pricing, images, ordering and more with AI
- Work smarter, save time, and increase your profits

Exhibit Stage 2

### LUXURY COLOR FINISHES

[Smithers-Oasis](http://Smithers-Oasis)

- Refined color elevates luxury event environments
- Designer spray finishes for polished upscale details

Exhibit Stage 3

### RENTAL BUSINESS GROWTH

[EventPartyCo.com](http://EventPartyCo.com)

- Turn inventory into predictable profit
- Simple systems that increase bookings



## WEDNESDAY WED-TALKS 1:00PM

Exhibit Stage 1

### TREND FORWARD FLORAL INSTALLS

Something Borrowed Blooms

- Luxury ceremony installs & profit-conscious design
- Maximize clients' floral budgets while maintaining margins

Exhibit Stage 2

### BOOKING EVOLUTION

Rock Paper Coin

- Deliver digital contracts and payments seamlessly
- Move inquiries to signed clients faster

Exhibit Stage 3

### TABLETOP DESIGN AND TRENDS

Artisan Tableware Co.

- Use trends and traditions to provide perfect settings
- Grow your inventory to maximize rentability

## WEDNESDAY WED-TALKS 1:15PM

Exhibit Stage 1

### CONTENT THAT CONVERTS

Wed Society

- What drives real leads across digital platforms
- Performance insights to improve your marketing

Exhibit Stage 2

### LINEN FASHION

CV Linens

- New products & services to grow your brand
- Sneak peek at upcoming linen trends

Exhibit Stage 3

### HOW TO END BURNOUT

Venue Nest

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

## WEDNESDAY WED-TALKS 1:30PM

Exhibit Stage 1

### NO BS SOCIAL MEDIA

AGA Business Solutions

- Post with purpose, not pressure
- Focus on what actually matters

Exhibit Stage 2

### BOOST YOUR VENUE BOOKINGS

Venue Scaling System

- Marketing strategy for more leads, tours, & bookings
- Generate a deluge of quality leads

Exhibit Stage 3

### PRESERVED FLOWERS - THE NEW HEIRLOOM

Wild Coast Flower Preservation

- Transform bouquets into home decor and art
- Win a \$500 preserved flower serving tray

## WEDNESDAY WED-TALKS 1:45PM

Exhibit Stage 1

### VENUE INSURANCE - WHY YOU'RE FRUSTRATED

Nuptial

- Manage risk without insurance to create better outcomes
- Why products without plans leave you vulnerable

Exhibit Stage 2

### BEYOND SPACE REVENUE

828 Venue Management

- Revenue streams and how to assess opportunities
- Pricing and packages

Exhibit Stage 3

### 2030: THE AI-FIRST STUDIO

Visualist

- How AI will reshape professional workflows
- Build a future-ready wedding pro business



Wednesday 2:00 pm

### THE NEXT ERA

*Winning Gen-Z Couples*

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

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

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

Wednesday 2:00 pm

### SALES ON FIRE

*Proven Closers*

Vanessa Joy, Vanessa Joy Photography

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

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

Wednesday 2:00 pm

### THE FORMULA

*Convert Leads From IG, TikTok, YouTube Shorts*

Nayri, Wedding Fashion Expert, Novella Bridal

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

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

Wednesday 2:00 pm

### THE MACHINE

*Agentic AI And Vibe Coding*

Matt Radicelli, Founder and Executive Coach, Mentor Pods

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

- Business systems built live using simple prompts
- Compare tools, assistants, and agents
- Automate and accelerate workflows

Wednesday 2:00 pm

### COVER STORY

*How To Get Published*

Sonja Babich, CEO, Iron Diamond Media

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

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

Register Now

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



Wednesday 3:00 pm

### FEARLESS

*Paid Ads Strategies*

Mark Chapman, *The I Do Society*

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

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

Wednesday 3:00 pm

### STOP RENTING ATTENTION

*Make Your Website The Center Of Your Marketing Universe*

Marc McIntosh, *Team Wedding Marketing*

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

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

Wednesday 3:00 pm

### INSTA LEADS

*Automate Your Instagram Sales Funnel*

Elizabeth Marberry, *CEO, Instagram Marketing Strategist*

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

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

Wednesday 3:00 pm

### REPUTATION ERA

*Rumors, Reviews, Resilience*

Meghan Ely, *Owner, OFD Consulting*

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

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

Wednesday 3:00 pm

### AMBITIOUS AND EXHAUSTED

*Running a Business While Raising a Family*

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

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

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

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



# \* WEDDING MBA PARTY \* TUESDAY

NETWORK  
with  
the **BEST**



## *Speaker Meet and Greet*

**HARD ROCK CAFE**

on the Strip

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

Wear your name badge for entry.



## **HARD ROCK CAFE ON THE STRIP**

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

Wear your name badge for entry

Food and beverage available for purchase





Thursday 9:00 am  
**RED FLAG ALERT**

*Unseen Client Dangers*  
Jen Trotter, CEO, Lip Service Makeup

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

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

Thursday 9:00 am  
**REEL ROCKSTAR**

*Create Show-Stopping Reels that Convert*  
Shantel Campbell, Owner, I Do Marketing Group

Wedding Reels are highly popular on Instagram for increasing engagement and attracting couples. These short, vertical videos offer a high ROI that outperforms static images by educating and entertaining wedding couples.

- Algorithm overview
- Content buckets for wedding vendors
- Perfect reels for engagement and views

Thursday 9:00 am  
**BUSINESS ARMOR**

*Shield Your Assets, Income, And Future*  
Michael Wedaa, Augmentus Business Solutions

Reels aren't a trend. They're the backbone of your Instagram growth and engagement strategy. Are yours actually grabbing attention and converting?

Learn how to structure high-performing reels designed to attract couples and turn viewers into actual inquiries.

- How the 2026 Instagram algorithm works
- Formula for structuring scroll-stopping reels
- Reels that attract your ideal couples

Thursday 9:00 am  
**INFINITE WORKDAY**

*When Your Day Never Ends*  
Cherie Yang, Visualist

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

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

Thursday 9:00 am  
**HELP WANTED**

*AI -Your New Personal Assistant*  
Lyndzi Barnes, Owner, The Organized Executive

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

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

Thursday 9:30 am  
**DREAM WEDDING**

*One Booking That Changes Everything*  
Andrea Eppolito, Andrea Eppolito Events

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

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

Thursday 9:30 am  
**HAVE YOU REDDIT**

*Know Exactly What Couples Want*  
Emily Rochotte, Owner and Head Marketing Strategist, Emily Rochotte LLC

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

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

Thursday 9:30 am  
**THE NETWORK**

*Become An Industry Favorite*  
Bron Hansboro, The Flower Guy Bron

Most wedding businesses grow by word of mouth. But the strongest industry connections aren't built through quick introductions. They are based on

genuine conversations, trust, and shared experiences.

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

Thursday 9:30 am  
**BOOKED OUT**

*Ready To Expand*  
Sara McCall, Stunning And Brilliant Events

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

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

Thursday 9:30 am  
**SHOW ME**

*Wedding Expo Strategies*  
Sonja Babich, CEO, Iron Diamond Media

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

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



Thursday 10:00 am

## PREDATOR

*Steal Couples From Competitors*

Shannon Tarrant, Co-Founder, Wedding Venue Map

Every business has a nemesis. "I can't believe I lost another wedding to them." Are you ready to turn the tables? To divert future couples from your top competitors to your calendar, discover client pain points, compelling incentives, and what really sets you apart from your competition.

- Find where competitors lose couples
- Turn comparisons into booking leverage
- Position yourself as the clear choice

Thursday 10:00 am

## SEARCH READY

*Conquer Every Search Engine*

Sara Dunn, Wedding SEO Specialist, Sara Does SEO

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

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

Thursday 10:00 am

## ASSUME THE SALE

*Double Your Closing Rate*

Brandee Gaar, Business Coach, Wedding Pro CEO

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

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

Thursday 10:00 am

## HIDDEN GOLDMINE

*Past Client Profit*

Andrea Shah, Marketing Strategist

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

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



# THURSDAY WED-TALKS

## THURSDAY WED-TALKS 10:45

Exhibit Stage 1

### SELLING TO GEN Z

Zola For Vendors

- Stop the ghosting
- Speed to lead mastery

Exhibit Stage 2

### PROTECT YOUR REVENUE

Rock Paper Coin

- Use clear, legally binding digital contracts
- Secure payments and reduce chargeback risk

Exhibit Stage 3

### VENUE REVENUE SECRETS

EventPartyCo.Com

- Unlock hidden income inside your venue
- Increase revenue without raising rent

## THURSDAY WED-TALKS 11:00AM

Exhibit Stage 1

### STREAMLINE WEDDING BOOKINGS

Tripleseat

- Wedding management with powerful booking & planning tools
- Boost revenue while simplifying your workflow

Exhibit Stage 2

### ROCKTAIL HOUR

- Elegance of classical strings from ceremonies to cocktails
- Leverage your musicians for an impactful guest experience

Exhibit Stage 3

### SELLING TO GEN Z CLIENTS

Poppy Flowers

- What Gen Z couples actually want from florists
- Data from 10,000+ real wedding consultants

## THURSDAY WED-TALKS 11:15AM

Exhibit Stage 1

### PACKAGES THAT PAY BIG

Vow To Grow

- Break through income ceilings with packages and upsells
- Systems to double revenue without more bookings

Exhibit Stage 2

### SAVE TIME IN YOUR WORKDAY

BOSS Cybernetics

- Automate emails, responses, and client communications
- Eliminate repetitions in scheduling, contracts, and follow-ups

Exhibit Stage 3

### INSURANCE FOR YOUR VENUE

Markel Event Insurance

- Overcome challenges that impact your venue's reputation
- Affordable one-day liability insurance & free brochure

## THURSDAY WED-TALKS 11:30AM

Exhibit Stage 1

### SCALING WITHOUT BURNOUT

Aisle Planner Pro

- Burnout is a pricing and process problem
- Optimizing technology to scale smarter

Exhibit Stage 2

### WORKLESS - MAKE MORE

FauxReal Flowers Franchise

- Custom faux flower rentals are going nationwide
- Higher profits that elevate performance

Exhibit Stage 3

### 10X YOUR PROFITS

Mentor Pods

- Profit strategies for wedding businesses
- Free tools & templates to increase profitability

## THURSDAY WED-TALKS 11:45AM

Exhibit Stage 1

### MILLION DOLLAR BLUEPRINT

Total Party Planner

- What separates \$750K from \$2M venues
- Infrastructure over hustle: systems drive profit

Stage 2

### MAGIC OF RECEPTION PODCASTING

StoryBooth Experience

- Elevate your wedding experience through podcasting
- Create the authentic human connection guests want

Exhibit Stage 3

### LIFE CHANGING CANDLE PRODUCT

Taper Grip

- New wedding industry product, live on-stage demo
- Order during Wedding MBA for 15% off first order



# THURSDAY CONTINUED

## THURSDAY WED-TALKS 12:00PM

Exhibit Stage 1

### PINTEREST TO PROPOSAL

FIORY.AI

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

Exhibit Stage 2

### FREE LUXURY VENUE GUIDES

The Wedding Book

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

Exhibit Stage 3

### SECURE EVERY I DO

EventGuard

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

## THURSDAY WED-TALKS 12:15PM

Exhibit Stage 1

### VENUE PROFIT PLAYBACK

Venue Mentor

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

Exhibit Stage 2

### BOOK MORE. WORK LESS.

AlphaVenue.AI

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

Exhibit Stage 3

### AI EVENT WORKFLOWS

Curate

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

## THURSDAY WED-TALKS 12:30PM

Exhibit Stage 1

### THE BOOKED VENUE BLUEPRINT

EverBridal

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

Exhibit Stage 2

### ELEVATE YOUR CLIENT'S EXPERIENCE

VenVids

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

Exhibit Stage 3

### PACKAGES THAT PAY BIG

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

## THURSDAY WED-TALKS 12:45PM

Exhibit Stage 1

### THE BOOKED VENUE BLUEPRINT

EverBridal

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

Exhibit Stage 2

### RUMOR, GUT-CHECK, DATA

The Bloom House

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

Exhibit Stage 3

### TDITCH THE SPREADSHEETS FOREVER

AyeDu

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

## THURSDAY WED-TALKS 2:00PM



Thursday 1:00 pm

## THE TREND EXPERIENCE

*Next Year's Wedding Trends*

Meghan Ely, Owner, OFD Consulting

Terrica, CEO, Terrica Inc & Wedding Pro Workshop

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

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

Thursday 1:00 pm

## FAILURE TO CLOSE

*Why You're Losing Bookings*

Broc Barton, Owner, Lifestyle Leadership

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

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

Thursday 1:00 pm

## COPY THAT

*Real AI Workflows To Use Today*

Ryan O'Neil, CEO, Curate

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

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

Thursday 1:00 pm

## HIDE AND SEEK

*Show Up In AI Searches*

Mike Lannen, Eternity Marketing

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

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

Thursday 1:00 pm

## SICK OF IT

*Elevate Your Business, Health, And Wealth*

Dr. Gregory Adaka, Physician, COO Leendah Adaka Events

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

- Health and the impact on your business
- Tips on workouts, nutrition, and stress
- How to become AI's favorite vendor

Register Now

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



Thursday 3:00 pm - Birchwood Room

## EXIT RAMP

*Venue Owner Retirement*

Lauren Tankersley, CEO, 828 Venue Management

Tired of the day-to-day stress of being a venue owner? Got a Bucket List you haven't even touched? There are more options than you might think.

- Venue sales, lease, or management
- Drive the highest value for your venue
- Worst exit mistakes

Thursday 3:20 pm - Birchwood Room

## CONTRACT PENDING

*Handle Venue Sales Objections*

Dana Kadwell, Owner, Hustle + Gather

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

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

Thursday 3:40 pm - Birchwood Room

## BE OUR GUEST

*Ultimate Venue Tours*

Shannon Tarrant, Co-Founder, Wedding Venue Map

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

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



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

Thursday 3:00 pm - Cedar Room

## DAYDREAM BELIEVER

*Turn Creativity Into Profit*

Irene Katzias, Owner, Irene + Co Events

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

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

Thursday 3:20 pm - Cedar Room

## BESTIES

*Onboard New Wedding Vendors*

Jordan Xu, Owner, Emily Jordan Events

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

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

Thursday 3:40 pm - Cedar Room

## ORGANIZED CHAOS

*When Your Plan Falls Apart*

Renée Dalo, Speaker, Educator, Author

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

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



Thursday 3:00 pm - Aspen Room

## PITCH PERFECT

*DJ Sales Objections*

Troy Adams, Owner, Carolina DJ Professionals

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

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

Thursday 3:20 pm - Aspen Room

## LUXE DJ

*Break Into The High-End Market*

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

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

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

Thursday 3:40 pm - Aspen Room

## GEARED UP

*Newest DJ Tools*

Dj Hapa, Head Coach, The DJ Coach

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

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

DJ / MC Track sponsored by  
Chris Washburn



Thursday 3:20 pm - Ponderosa Room

## STOP SELLING FOOD

*Sell The Experience*

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

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

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

Thursday 3:20 pm - Ponderosa Room

## HUNGER GAMES

*Make The Odds Favor You*

Fausto Pifferrer, Co-Founder, Blue Elephant Catering

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

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

Thursday 3:40 pm - Ponderosa Room

## ORDER UP

*Modern Menus That Convert*

Roy Porter, Activities Director, Engage Works

Kate Foster, President, Hospitality Marketing Solutions

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

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

Register Now

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

Catering Track sponsored by  
Connie Duglin Design





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

Thursday 3:00 pm - Magnolia Room

## BLOOMING FRENZY

*Inspired Floral Trends*

Bron Hasboro, The Flower Guy Bron

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

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

Thursday 3:20 pm - Magnolia Room

## FIRST IMPRESSION ROSE

*Before They Book*

Cortnie Dee, Owner, CortnieDee.com

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

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

Thursday 3:40 pm - Magnolia Room

## FIFTY SHADES OF BOUQUET

*Floral Workshops That Increase Revenue*

Donald Yim, AIFD, CFD, PFCI

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

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

Florist Track sponsored by  
Details Flowers Software



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

Thursday 3:00 pm - Redwood Room

## HYBRID HERO

*Rock Video And Photos At Your Next Event*

Alea Shalae, Stills to Films and Huckleberry Studio

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

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

Thursday 3:20 pm - Redwood Room

## STAND OUT

*Your Photography Niche*

Jen Sulak, Owner, Pink Light

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

simpler to know where clients can be found.

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

Thursday 3:40 pm - Redwood Room

## READY OR NOT

*One Shot To Get It Right*

Twah Dougherty, Twah Dougherty Photography

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

- Techniques to anticipate potential challenges
- Tight spaces, split lighting, and crowded dance floors
- Manage disasters and smoothly re-stage missed shots

Photographers Track sponsored by  
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# GOWN / TUX THURSDAY 3:00PM 3:20PM 3:40PM

Thursday 3:00 pm - Laurel Room

## TIKTOK BRIDAL SHOP

*Fun Advertising Ideas*

Ann Campeau, Director, National Bridal Retailers Association

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

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

Thursday 3:40 pm - Laurel Room

## REEL BRIDAL BOOKINGS

*64 Tik Tok Templates*

Ann Campeau, Director, National Bridal Retailers Association

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

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

Thursday 3:40 pm - Laurel Room

## WEDDING SHOWSTOPPERS

*Gowns, Maids, Tux Trends*

Michelle Ellis, Founder, McEllis Brides Design Studio

Pick the looks that sell ...not sit on the rack. The latest wedding fashions are all about making a statement. Designers are prioritizing quality and fit above all else. High-fashion details take center stage.

- Top runway wedding gown looks, fits, and silhouettes
- Tuxedo colors, textures, and fabrics
- Favorite bridesmaid styles and accessories



Gown Track sponsored by  
Association of Gown Specialties

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

Thursday 3:00 pm - Evergreen Room

## VOW TO SUCCEED

*Marketing For Officiants*

Alan Katz, Presiding Officiant, Great Officiants

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

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

Thursday 3:20 pm - Evergreen Room

## OFF SCRIPT PART 1

*Officiant Open-Mic Discussion*

Clint Hufft, Celebrant and Celebrity Officiant

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

- Answers to officiant challenges
- AI - help or hinderance

- Who are your real competitors

Thursday 3:40 pm - Evergreen Room

## OFF SCRIPT PART 2

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