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of the IADWP

ÉPICA

WEDDINGS & EVENTS

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Editor's Note

November 2025 | By Adrián Pavía

Director ÉPICA | Director IADWP Latin America
and Spanish-Speaking Caribbean Islands Chapter

Growing in community is one of the greatest privileges a professional can have. It is learning to build with others, to listen, to share experiences, and to rise together. And if there is one thing that defines the **IADWP**, it is precisely that: a solid institution with firm values and a profound respect for every person who is part of it. We are not just a network; we are a professional family that opens opportunities, creates bonds, and elevates the market standard. In a world where competition often sets the pace, we bet on collaboration. Here, individual success is celebrated, but always with the conviction that true triumph lies in collective growth. Because in this community, brilliance is not competed for: **it is shared.**

Today, **the global romance industry** is going through an exciting and complex moment. We are experiencing an unprecedented expansion of wedding tourism, the rise of exotic destinations, sustainable celebrations, and personalized experiences that reflect the soul of each couple. But we also face new challenges: unstable economies, cultural changes, a constant demand for innovation, and the inevitable impact of technology. Artificial intelligence, algorithms, and digital platforms are reconfiguring the way we work and communicate.

However, there is something that no tool can replace: human sensibility. That capacity to hear a love story, to interpret a dream, to transform emotions into tangible experiences. The global challenge for our industry, therefore, is to maintain the essence while we evolve. To advance without losing the soul.

In this journey, **training** is the beacon that guides our growth. Continuous education, updating, and knowledge exchange are the keys to continued evolution. In this sense, the **ÉPICA TALKS** have consolidated as a learning space that transcends borders. Each edition brings together more members, more voices, and more talent from all over **Latin America who find a place in the IADWP** to train, connect, and project.

My gratitude and admiration go out to the National and Regional Chapter Leaders of the Latin America and Spanish-Speaking Caribbean Islands Chapter, who with commitment and leadership sustain this ecosystem of growth. They are true mentors, promoters of opportunities, and examples of collaboration. Thanks to them, our community today is stronger, more professional, and more united than ever.

Leading **ÉPICA Magazine** represents, for me, a way to leave a legacy. A way to reflect the best of this industry, to foster dialogue, to inspire, and to build the future. This magazine is not just a medium; it is a symbol of identity, unity, and evolution. Because every article, every story, and every edition is a testimony that passion, when shared, transforms.

My desire is that all of us who are part of the universe of weddings and events understand that embracing changes does not mean losing essence, but evolving with purpose. That we learn to see in every transformation an opportunity to grow, to create, and to leave a mark. The future is not to be feared: it is to be designed.

And if something unites all of us who love this industry, it is precisely that vocation for dreaming big and working with the heart. Because times change, formats reinvent themselves... but emotion, commitment, and passion for what we do will always remain what makes all of this truly **ÉPIC.**


Adrián Pavía

Director ÉPICA | Director IADWP Latin America
and Spanish-Speaking Caribbean Islands Chapter



The Death of Perfection

Why Chaos Belongs
in Weddings



Perfection is dead.

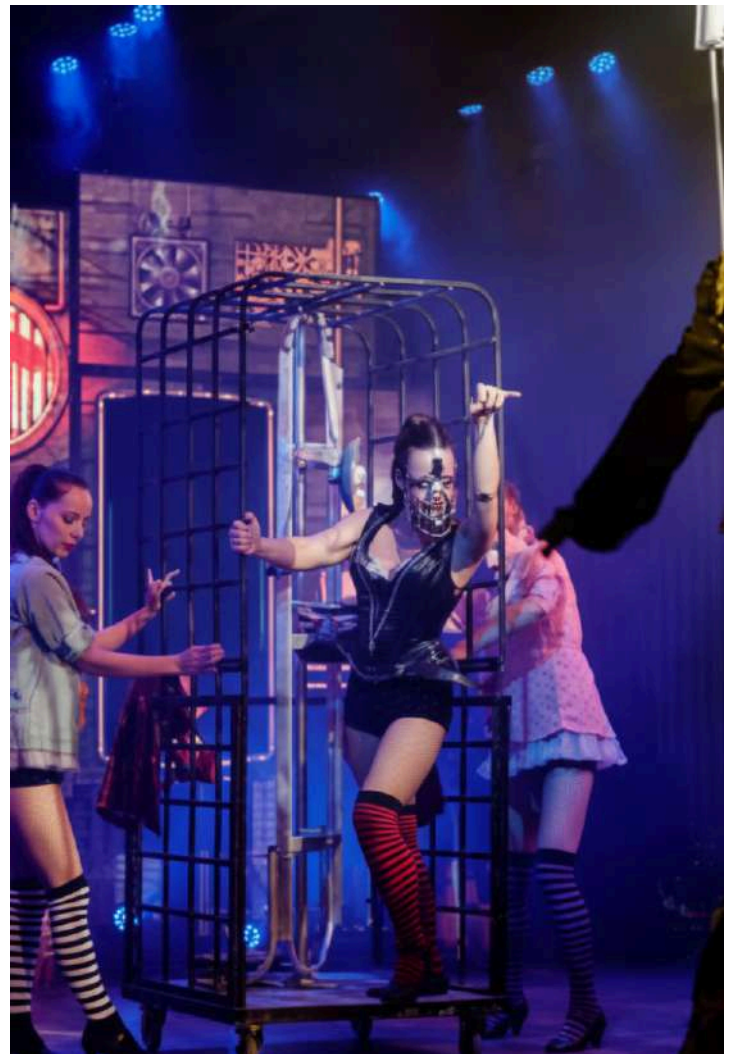
Let's bury it once and for all, along with rigid chair covers and centerpiece kits straight out of a manual. The wedding industry has spent decades obsessed with symmetry, tradition, and a toxic idea of "the flawless day," as if a marriage were some porcelain figurine destined to remain intact on a shelf. But love is not porcelain. Love is clay: it bends, it cracks, it molds under pressure. Chaos is not the enemy of weddings; it is the pulse that makes them real.

Outside, a generation of couples is no longer willing to be strangled by the straitjacket of rules invented who-knows-when and applied by who-knows-who. They want noise. They want color clashes. They want unexpected moments where their love story is not sanitized into an Instagram-ready cliché, but explodes into something unrepeatable, raw, and true.





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Designers, planners, and creators who dare to embrace imperfection are building more than beautiful aesthetics: they are designing experiences where couples see themselves, not a fantasy imposed by etiquette manuals. Even artists are arriving on the wedding scene, contributing new visions and adding even more beauty to this chaos. One only has to look at Fernanda Díaz from Argentina as a clear example that limits should not be taken into account when we talk about love.

The crooked arch, the disruptive floral installation, the unexpected materials and geometries, the playlist that switches from punk to Bollywood to jazz, the non-visual elements... these are not mistakes, they are signatures. They tell the truth that love is not perfect—it never has been and never should be.



One must ask the question: who, exactly, decides what is "correct" or "incorrect" in a wedding? The future belongs to those who will answer: nobody. The future belongs to chaos. And if you look closely, you will see that chaos is not destruction. It is movement, freedom, reinvention. And in its wild, ownerless heart, chaos is beautiful.

Me? I embraced chaos as the signature of my work a long time ago!

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The New Luxury of Weddings





In an era where authentic and personalized experiences define true luxury, weddings have evolved into celebrations that reflect the essence of the couple and the environment that surrounds them. The new luxury is no longer measured solely by opulence, but by the connection with the destination, the quality of the details, and the creation of memorable moments in extraordinary places.

As the Social Event Manager for two emblematic properties of The Luxury Collection in Peru—Hotel Paracas and Hotel Tambo del Inka—I have witnessed how beach and mountain destinations become marvelous settings to seal love stories. Every wedding celebrated in these spaces goes beyond an event: it is a sensorial, cultural, and emotional experience that fuses nature, gastronomy, and world-class service.







Luxury Weddings in a Beach Destination: **Hotel Paracas,** a Luxury Collection Resort & Spa

Located in front of the majestic sea of the Paracas National Reserve, this iconic resort represents the natural elegance of the Peruvian coastline. With golden sunsets, seaside gardens, and architecture that combines the contemporary with the local, Hotel Paracas offers an idyllic setting for those seeking a wedding by the ocean.

Couples can exchange vows on the sand, celebrate a dinner under the stars, or enjoy a reception in the gardens with a panoramic view of the sea. Every detail is carefully designed to reflect the sophistication and authenticity of the destination: from a gastronomic proposal inspired by the flavors of the sea to personalized experiences for guests, such as yacht rides through the Ballestas Islands or wellness rituals at the Aqu spa. In Paracas, luxury resides in the serenity of the surroundings, the sound of the sea, and the exclusivity of living an unrepeatable moment with The Luxury Collection's signature.



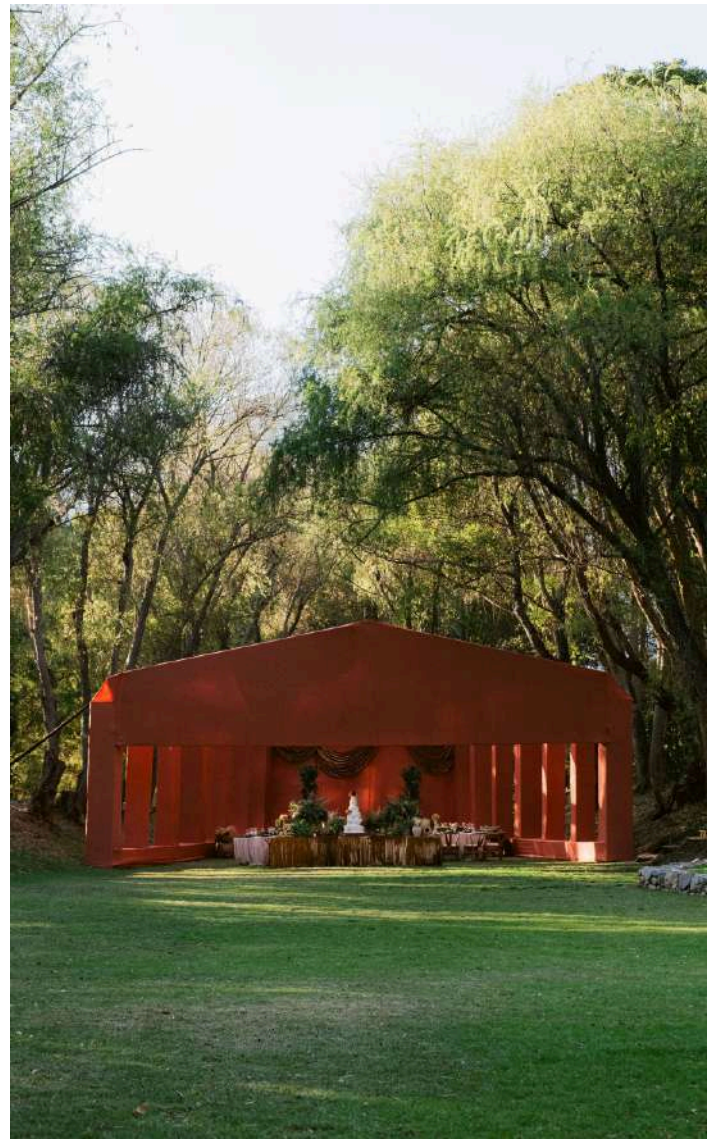


Luxury Weddings Among the Mountains: **Tambo del Inka,** a Luxury Collection Resort & Spa

In the heart of the Sacred Valley of the Incas, Tambo del Inka stands out as a sanctuary of elegance and spiritual connection. Surrounded by imposing mountains and crossed by the Vilcanota river, this resort offers a mystical atmosphere that transforms every wedding into an unforgettable experience.

Here, luxury is felt in the warmth of the spaces, the architecture inspired by nature, and the impeccable service that characterizes the brand. Andean or ancestral ceremonies can be held in the gardens surrounded by mountains, with views that invite reflection and emotion, and under the majestic sky of the Sacred Valley.





The gastronomic proposal combines ingredients from the city with haute cuisine techniques, while the Kallpa spa invites the couple to reconnect before the big day. Every moment transforms into a tribute to culture, tradition, and love.

The new luxury of weddings is, in essence, the possibility of celebrating the union in places that inspire. Both in Paracas and the Sacred Valley, The Luxury Collection offers more than spaces: it offers destinations full of history, authenticity, and beauty, where every wedding becomes an unforgettable and deeply personal experience.

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Two Hotels with Soul in El Salvador

Pablo Castillo



El Salvador, a country tiny in size but immense in emotions, is making its way onto the destination wedding map with settings that captivate due to their beauty, authenticity, and human warmth. Between mountains covered in mist and cobblestone streets that breathe history, there are two spaces where magic happens and love is celebrated with soul: Dos Alas, in Cerro Verde, and Cardedeu Centro Histórico, in San Salvador. Two different settings, one same essence: turning moments into memories that last forever.

Dos Alas: Where the Sky Embraces the Mountains

Among the intense greens of Cerro Verde, Dos Alas Restaurante rises as a natural refuge that combines cool climate, majestic views, and genuine hospitality. It is the place where Karla Lemus, of L&L Wedding Planner, brought to life a welcome dinner for Katerin and Joseph, a Salvadoran-American couple with roots and hearts intertwined by distance and love.





Residents in the United States, they dreamed of starting their destination wedding by sharing the soul of their native country with family and friends. This is how the idea for a dinner at Dos Alas was born: intimate, elegant, and full of emotion. As the sun set, the Izalco volcano was tinged with golden tones while the air filled with live national music chords. The decoration, with fresh flowers and warm lights, enveloped the 75 guests in an atmosphere of romance and joy.

Karla describes the wedding at Dos Alas as an experience full of love and details, where nature intertwined with the vivid emotions of the couple. Every gesture, every look, and every toast felt accompanied by the immensity of the landscape, creating an unforgettable memory. At Dos Alas, sunsets are not just contemplated: they are felt, celebrated, and saved forever.





Rosa Castillo



Cardedeu Centro Histórico: The Art of Celebrating Among Memories

In the heart of San Salvador, where colonial architecture coexists with modern art, Cardedeu Centro Histórico offers a distinct, urban, and sophisticated setting. There, Gaby and Frank celebrated their 14 years of love in a photography session that was much more than images: it was a tribute to the strength of love and the history that united them since their adolescence.

Their story began in the high school hallways in 2009, grew between university classes, and matured alongside their professional dreams. On July 20, 2024, they were married civilly, and a few months later they sealed their religious union on November 23, 2024, in a ceremony filled with faith, tenderness, and meaning. The subsequent photography session, guided by the artistic eye of Pako Castillo, was an emotional journey through time.

The historical center welcomed them with rain, laughter, and gestures of complicity. Passersby stopped to watch, restaurants opened their doors to offer refuge, and every corner of the National Theater became a living postcard. Later, the Hotel Cardedeu team welcomed them with the characteristic kindness of the place, guiding them towards corners where light and architecture united in harmony. Every shot seemed taken from a movie: golden details, reflections, textures, and authentic emotions that demonstrated that in El Salvador, love is strong, persistent, and worthy of being celebrated.





El Salvador, a Destination with Purpose and Soul

From the mountain to the city, both stories reflect what makes our country unique: its capacity to transform every wedding into an emotional, close, and authentic experience. In El Salvador, places are not just settings; they are witnesses to real loves that merge with the culture, nature, and warmth of its people.

As a destination wedding planner, my advice is clear: choose locations that speak, that breathe, and that vibrate with meaning. Plan with purpose, trust local professionals, and allow the environment to tell its own story. Here, every sunset, every glance, and every detail tells something bigger: that true luxury is not in excess, but in the emotion that leaves a mark.



Pablo Castillo

Pablo Castillo



Tips for Celebrating in Destinations with Soul

- 1. Choose spaces with history.** Places like Dos Alas or Cardedeu convey genuine emotions.
- 2. Incorporate local culture.** From traditional music to Salvadoran flavors.
- 3. Trust local wedding planners with proven experience.** Their knowledge of the destination and their connection with vendors ensure that every moment comes to life with naturalness and beauty.
- 4. Take advantage of natural light.** The Salvadoran sunset is the best accomplice for your memories.
- 5. Enjoy the process.** It's not just a wedding; it's a journey full of moments that transform you.



El Salvador vibrates to the rhythm of love. Between mountains and plazas, between mist and stone, this country demonstrates that celebrating here is not just an event: it is an encounter with the essential. Because when you celebrate love in El Salvador, you discover that places with soul exist... and they are closer than you imagine.

With love,

Rebeca Jerez

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A man and a woman are posing inside a large, circular archway made of pink and white roses. The woman is wearing a dark blue, sequined wedding dress and a tiara, and is leaning back against the man. The man is wearing a light pink shirt and a dark vest with a bow tie. They are both smiling. In the background, there is a stage with a wooden wall and a screen displaying a floral pattern. The floor is covered with a dark, patterned carpet.

Dream Nights in Querétaro

A Recap of the Social Networking
Event at the LAT 2025 Sustainable
Weddings and Events Congress

KU STUDIO



If there is one word to describe the social experience of the IADWP Latin America (LAT) 2025 Sustainable Weddings and Events Congress in Querétaro, it is: transcendence. This was not just a congress; it was a total immersion at the summit of design, creativity, and sustainable consciousness. The three social events that framed the agenda were meticulously designed to inspire, dazzle, and, most importantly, cement ties within the great family of romance tourism professionals—our IADWP family.

Querétaro dressed up to show us why it is the jewel of wedding destinations in Mexico!



The Opening that Illuminated the Vineyard: "Glow in the Vines"

The kickoff was simply magical, a declaration of intent. The first event led us to the emblematic Puertas de la Peña, a venue that combines rural sophistication with an imposing geological view. The theme, "Glow in the Vines," was a stroke of genius designed by the talented Diana Sandoval, successfully fusing natural splendor with a trendy, modern pulse.

The night began with a breathtaking welcome cocktail: facing a serene lake and with the majestic Peña de Bernal in the background. Networking flowed under ambient lighting, but the true impact piece, the element that elevated the design to the level of scenic art and generated the first big wow of the night, was the stellar collaboration of Fernanda Dias, from Argentina.



Fernanda gave an absolutely INCREDIBLE twist to the decoration of the DJ stage, strategically located in the garden. She did not limit herself to creating a simple booth; she conceived an immersive sculpture of lights, botanical textures, and technology that seemed to emerge organically from the vineyard. It was a living art installation, where neon lighting and sustainable elements combined to create a spectacular focal point. The stage became the pulsating heart of the outdoor party, a visual icon that demonstrated, with unmatched audacity, how lighting and ambiance can transform a simple space into a luminous fantasy. The crowd gathered at the foot of this artwork, with energy soaring to the rhythm of the music. The image of that stage in the garden, under the masterful hands of Diana Sandoval and Fernanda Dias, was etched as the most epic start to this 2025 edition, setting a precedent for vanguard design across the entire industry.

The Intimate Party: "Sweet XV," a Very Quinceañera Party

In a more intimate and deeply emotional turn, the second event was an exclusive celebration for IADWP members, dedicated to commemorating the 15 Years of the LAT Weddings Congress. The chosen venue, La Bartola, provided the perfect setting for this "family" reunion.

Under the concept "Sweet XV," this was the party dreamed of by any planner. Attendees dressed impeccably, according to the three-lustrum festivity. Beyond the dress code, the event was a sincere tribute to the commitment and passion that unites this community. La Bartola dazzled with impeccable service, where the food and, especially, the mixology, were rated as

as incredible.

It was a night for hugs, roaring laughter, and raising a glass for the past that has united them and for the sustainable future they are building together. A true reminder that we are more than colleagues; we are an impulse force in the global industry.



The Climax of Luxury: **Epica Awards** and the Grand Closing Gala

The end could be nothing less than an epic magnitude event. The Gala Night and the Épica Awards were the grand finale, held in the imposing infrastructure of the Querétaro Congress Center (QCC). This night was conceived as a showcase of luxury, distinction, and recognition of talent.

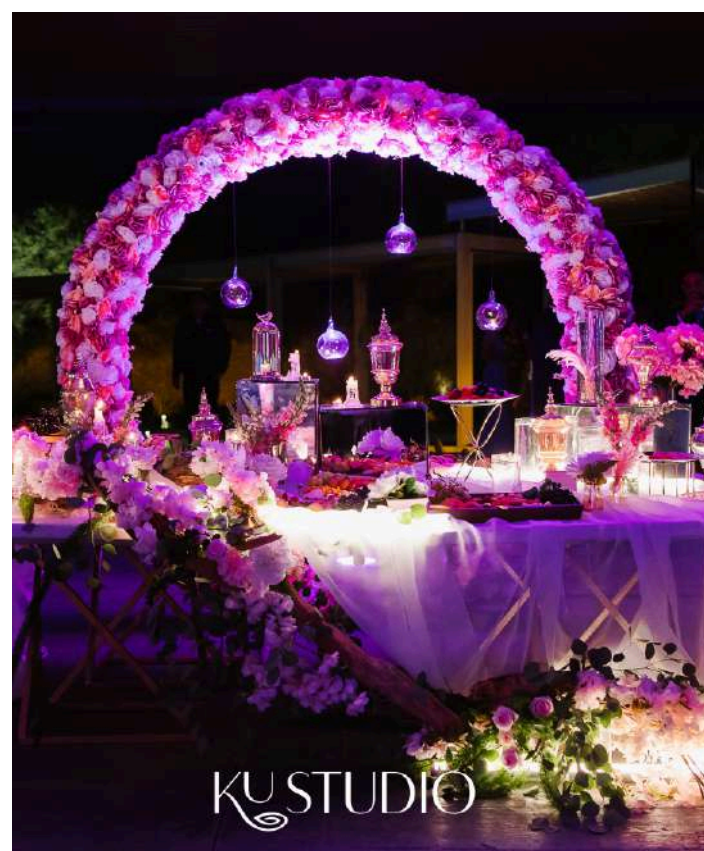




The atmosphere was charged with glamour as the best in the industry, dressed in their most dazzling attire, gathered to celebrate. The presentation of the Épica Awards was a peak moment, where innovation, trajectory, and sustainability were honored before the applause of their peers. Every statuette was a testament to excellence in romance tourism.

And after the recognitions, the apotheosis arrived: the party! The dinner, described by everyone as a gastronomic delight, was accompanied by exceptional mixology. But what truly lit up the dance floor was the music: a super danceable and contagious band that elevated the energy to its maximum level. It was a farewell worthy of the best festivals, an emotional closure that made us promise to keep the flame of sustainability and design lit until the next rendezvous.

Querétaro has consolidated itself not only as a world-class wedding destination, but as the home of the avant-garde and social commitment. If you weren't there, make sure not to miss the next edition! The legacy of this social trilogy is the proof that luxury and conscience can coexist to create truly epic events.



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The Art of Quoting Experiences that Are Priceless in the Dominican Republic





In the world of destination weddings, every detail seeks to awaken an emotion, and the Dominican Republic stands as a setting where feelings turn into luxury. Here, time seems to stop between the tropical breeze and warm smiles, reminding us that true experiences are not bought: they are lived.

However, for those of us who dedicate our lives to designing them, a profound challenge arises: how do we quote what is priceless?

In the world of events, talking about costs goes far beyond the material. We don't quote chairs, flowers, or locations: we quote emotions. We quote the dedication that transforms an idea into an experience, the knowledge that gives life to an atmosphere, the intuition that turns a space into a dream. Every celebration involves hours of work, creativity, and sensitivity. But what truly defines the value is the ability to connect with those who trust us to celebrate their story. That is the purest luxury: emotional luxury.

In recent years, the Dominican Republic has consolidated itself as one of the most attractive wedding destinations in the Caribbean, thanks to its people, its gastronomy, its history, and its music. But what truly captivates is its ability to offer experiences that transcend the visible.

Some of the most attractive experiences are:

Dominican rum tasting, exploring the art and history behind one of the Caribbean's most emblematic spirits.

Tobacco experience, where guests discover the tradition of rolling an artisan cigar, a symbol of elegance and culture.





•**Coffee route**, among mountains and aromas that awaken the senses, sharing stories of local communities.



•**Gastronomic experience**, fusing Creole cuisine with gourmet international touches.



•**Dance route**, where merengue and bachata—Intangible Heritage of Humanity—become a language of joy and cultural connection.

•**Colonial Route**, a historical tour through the heart of Santo Domingo, where architecture, art, and history narrate centuries of love and resilience.

Each of these experiences transforms a wedding or event into a cultural immersion, a sensory journey where the Dominican soul is felt in every detail.



In an era where visual excess abounds, true luxury is found in authenticity. In the welcoming smile, in the warmth of the service, in the story that each experience tells.

Therefore, when we talk about quoting experiences in the Dominican Republic, it is not just about calculating costs, but about recognizing the value of the soul that makes them possible.

Behind every perfect moment there is knowledge, passion, and a silent dedication that deserves to be recognized.

Quoting experiences that are priceless is a declaration of principles. It is affirming that our work has value because it touches people's lives.

That behind every celebration there are years of effort, training, and an artistic vision that transcends the commercial.

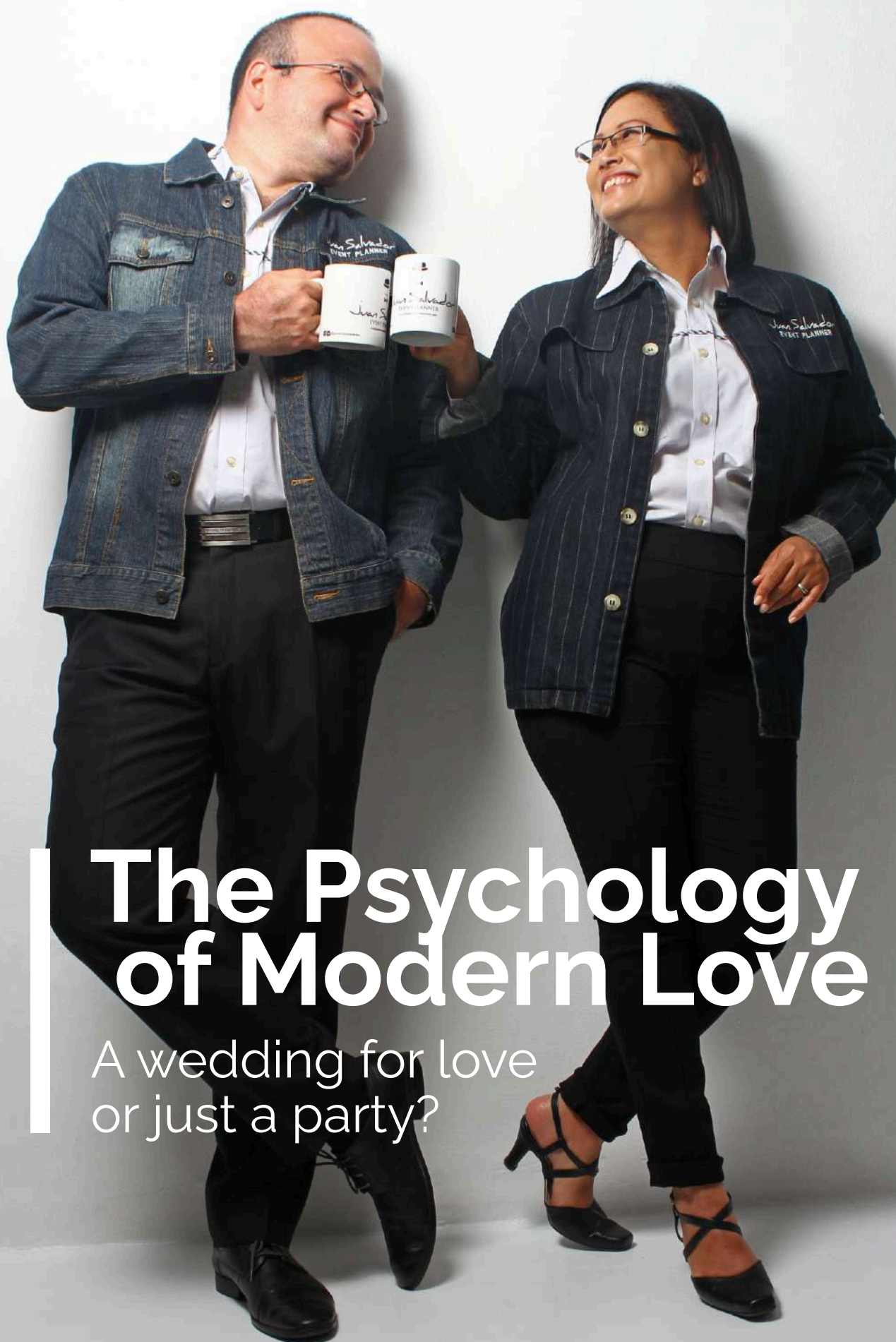


In the Dominican Republic, where emotion is part of our essence, every event becomes a living story. Here, luxury is not measured in numbers, but in feelings; it is not weighed, it is remembered.

And that value—the value of creating moments that remain in memory—is the highest of all.

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The Psychology of Modern Love

A wedding for love
or just a party?



Love, that energy that moves the world and often worries us all, is the object of many studies, verses, novels, songs, etc. Currently, in modern psychology, love is defined as a feeling, while a relationship implies more of a life project.

It can be predicted that a wedding for love is a deep emotional commitment, which involves a lot of communication, compatibility, and mutual support beyond initial attraction and festive appearances.

Marriage can be a decision based on a mature commitment, or it can become a big party or social formality, especially when the attraction is superficial and the pillars of a solid relationship do not exist.

A Wedding for Love: Implies the Commitment to Build a Long-Term Relationship

Emotional Commitment is Necessary: Getting married for love implies a deep bond that goes much further than physical attraction and seeks to share life with the other person.

Compatibility is Essential: It is not just about feeling in love at one moment in life, but about being with someone with whom one can face challenges, who has similar life goals, and without great differences. It would be very difficult to maintain a long-term relationship if there are discrepancies in thought and attitude towards daily problems.

Emotional Maturity in the Couple is Important: A lasting union requires being rational and mature to face difficulties together, and not taking marriage as a simple legal act or a party. The legal act or the party are part of the wedding, but they can never be the reason for the union of two people.

They Must Both Have Joint Strength: The relationship must be based on the capacity to mutually support one another, grow together, set goals and fulfill them, maintaining the emotional connection despite adversity,

including capitalizing on every learning experience, since there is undoubtedly no manual for perfect relationships. Each couple constructs their own manual according to their experiences and resolutions.

If a wedding is held just to have the ideal party, unfortunately the commitment is superficial, **so what can we expect?**



Lack of Commitment in Both: In modern love, there are those who seek easy relationships and abandon their partner at the first adversity.

Superficiality: The wedding is reduced to a social event when the real commitment is shallow and lacks sincerity. In this case, there is no true emotional connection or a shared life project.

Habit: Some couples remain together out of habit, although in many cases they have lost intimacy and the feeling of love, which leads them to feel more like friends or siblings. They do not recognize that they have lost the spark of the relationship.



How to Help Strengthen the Marriage?

Maintain Focus on the Relationship: More than beautiful feelings is needed; it is indispensable to focus on the "us" through communication, respect, trust, support, and sexuality. Only then can they feel sincere love.

Constant Commitment: Maintaining love and connection requires conscious and continuous effort, through dates, plans, and quality time together. Each couple makes their own agreements, but the relationship must always be able to overcome problems.

Authenticity and Vulnerability: A deep connection is built over time, with good and not-so-good moments, showing vulnerability and allowing the other to see their internal self with highs and lows. Only if they know each other perfectly can they move forward together and grow as a couple.



Wit and Complicity: I firmly believe that healthy and mischievous complicity in the couple is a vertebral column of any relationship—that combination of sweet and salty, simple and spicy, that ability to laugh at yourselves while enjoying it without the ill taste of mockery, deep admiration, and happiness in individual and couple successes. I know it sounds very flowery and may even seem simple, but in that simplicity there is a profound complexity without attachments or pride, of uncomfortable conversations and naked sincerities, words that come out of discomfort to meet in the embrace, on the skin, and in the capacity to always negotiate the greater good for oneself, for the other, for the two. The pleasure of a sunset, a full moon, wine, a coffee, a tea, a song, a dessert with two, or even a spoon that travels between two mouths, a shared ice cream that must be eaten because the sun melts it, and in the end a kiss can reach where the napkin does not, and that drop that rolls down the corner of the mouth. The pleasure and excitement followed by a courtship of messages during the day that define the encounter at home, even when

tired, always a space for "How was your day?" or "You won't believe what happened to me on the way home today!". There will always be an excuse to be complicit; being so always opens up the possibility of having arms to anchor in every night, arms to leave from every morning, convinced and grateful to the creator that we are with the right person.





In these now more than 15 years talking with couples whom I have had the pleasure of accompanying in their wedding celebrations, that conversation, that moment to talk about their life project, comes up at some point. Some tell us and we just listen. There are those who haven't and we've had the pleasure of telling them how my wife and I live our own life project, how it mutates, grows, and evolves over time, but always with the ability to laugh complicitly at ourselves, to capitalize on uncomfortable conversations, and to walk together side by side, to anchor securely every night, to leave together facing the sun every morning.

We always tell them that organizing the wedding is their first life project together, where there are resources to administer, a dream to make come true, agreements to negotiate, customs, criteria, and beliefs to align, above all a process of decisions and experiences to enjoy, learn, and capitalize.

Organizing their wedding, even with our assistance, will be a premonitory challenge for their life as a couple, always betting the best, but full of complex sincerities.

Making a life as a couple is in our human genetics; that will always go beyond a party, it will always be a life project in constant construction, to live and enjoy it as a couple, in each of its stages, even in old age, leaving a well-lived legacy to our next generations, Erinna and Juan Salvador can tell you this as a professional and personal life testimony.

Tell me what you would like me to write about in a next edition, I leave you my coordinates below, for me and the team that accompanies me, it will always be a pleasure to share these lines with you:

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Movie Weddings

How iconic films have shaped the aesthetic of luxury celebrations



There are weddings that feel like poetry in motion. Scenes where the candlelight flickers with intention, where the bride walks with the presence of a movie heroine and the air is charged with an almost magical expectation. It's no coincidence. Cinema, with all its visual language and emotional depth, has silently become a muse for the world's most memorable celebrations.

It's not because weddings seek to literally imitate movies, but because they translate their essence. The way a scene made us feel. The atmosphere it created. The tension of a silence, the glow of a color palette, the symbolism hidden in the background. [These are the elements that today give life to ceremonies and receptions. We don't return to our favorite movies because we've forgotten the story. We return for how they made us feel.

Cinema gives us emotional references, a language of longing, intimacy, and contained euphoria. When a couple is inspired by cinema, they are not seeking decoration; they are seeking resonance. They want their guests to live something more than a beautiful wedding. They want something with meaning.

Luxury weddings today are no longer composed solely of impeccable details. They are emotionally intelligent, curated with intention, and deeply personal. The planner becomes a narrator. The designer, a director of tone and rhythm. Every element carries an intention.

A Visual and Emotional Language



From the Opulence of Gatsby to the Grace of Austen

Some cinematic universes have left a permanent mark on the nuptial imagination. The Great Gatsby invited us into a world of unapologetic opulence. Velvet curtains, towers of champagne, black and gold accents, and jazz orchestras began appearing in weddings that were no longer afraid to be grandiose. But what lasted most was not the extravagance, but the nostalgia. The green light. The silent yearning.

In contrast, Pride and Prejudice and the entire Jane Austen universe brought a quiet, timeless elegance. Empire silhouettes, antique silverware, lavender fields, and handwritten letters influenced couples who wanted their wedding to feel like something eternal. Their version of romance was founded on restraint and sincerity.

Then came the Bridgerton effect; a romantic fantasy dressed in pastel tones, floral ceilings, and orchestral versions of modern songs. It reminded us that love can be exuberant, and that history can be reimaged. It inspired brides to dream beyond traditional categories.





Curated Scenes, Not Themes

Designing a cinema-inspired wedding doesn't mean creating a themed event. It means curating a world. Who are the protagonists? What is the emotional arc? What colors tell their story? What emotions guide each transition? A wedding, when constructed this way, stops being a chronology and becomes a script.

An experienced creative team can take the melancholy of a Tuscan summer in *Call Me by Your Name* and transform it into the aroma of citrus, the touch of linen, the softness of peach-toned candles. It can evoke the contained intimacy of *Before Sunrise* in the paused choreography of the ceremony. Nothing is rushed. Everything has intention.



Inspired by Emotion, Not Imitation

The power of cinema resides not just in the visual, but in how those images turn into memory. Couples don't want to copy a setting. They want to pay tribute to how they felt when they saw it. Sometimes it's the majestic sensuality of *Marie Antoinette*, it's the chromatic palette of *La La Land*. Sometimes it's the honesty of a documentary or the



contained beauty of a Wong Kar-wai frame.

That's where cinema and weddings meet. Both are acts of storytelling. Both have the power to suspend time. And both remind us that love, when expressed with beauty and intention, deserves not only to be celebrated, but remembered as a scene we'd never want to leave.

The designer's job is to translate that emotion into matter. A monogram. A veil. A flower. A table. The wedding becomes a sensory script where every guest is part of the experience.

What is Truly Remembered

In the end, guests rarely remember what they saw on Instagram. They remember the emotion. The way the bride looked at her father. The candlelight on the napkins. The piano notes that faded just before the ceremony began. They remember that everything felt like something they had dreamed of or once saw on a screen.



Diana Sciarrillo
National Chapter Guatemala
@idoguatemala

Costa Rica 2025

A journey that celebrated love,
connection, and purpose...
or just a party?





I can still feel the Pacific breeze and the vibrant energy of Guanacaste, a destination that welcomed us with its natural warmth and authentic spirit. At the impressive JW Marriott Guanacaste, we experienced more than a conference; it was an inspiring gathering where passionate professionals met to reaffirm our commitment to a sustainable, innovative, and purpose-driven romantic travel industry.

The **World Romance Travel Conference Costa Rica 2025** brought together a new generation of professional leaders and experience creators who understand that romantic travel includes destination weddings, honeymoons, and celebrations of love, but also represents a way to connect with local communities, protect the environment, and generate a positive impact in every destination.

Under the leadership and vision of **Kitzia Morales**, President of IADWP, this global movement continues to spread its wings, uniting professionals from around the world who share the same mission: to inspire others to live experiences with purpose, where every wedding and every love trip tells a unique story.

As the USA National Leader, I had the honor of heading an extraordinary group of professionals—our chapter leaders in the USA—each one contributing their light, passion, and unique contribution to this shared mission.







More than state representatives, they are dedicated leaders focused on elevating the romance industry, strengthening sustainability, and promoting excellence in every project.

Christina Maddox reminded us that love is also built through details and authenticity.

Sarah Wang provided calm and strategic vision, helping California reach new horizons.

Dana Braun, from Michigan, reflected impeccable organization and inspiring creativity.

Jeni Chaffer, from Illinois, showed how dedication and knowledge can transform dreams into reality.

Chris Denher, from Texas, contributed his technological perspective, reminding us that innovation also belongs to love.

Brenda O'Neale, from the English Caribbean Islands, shared her charisma and the warmth of the islands she represents.

Mel George, from Indiana, highlighted the importance of building community and trust.

Anita Crane, from Florida, radiated joy and leadership in every encounter.

Gail Johnson, from South Georgia, demonstrated her passion for genuine service and human connection.

Nadia Gallo, from Maryland, proved that empathy is also a powerful form of leadership.

Dethress Ulmer, from New York, shared her wisdom, grace, and experience, representing the voice of constancy.

Kristi Zalesky, from Colorado, beyond her creativity and enthusiasm, stood out as one of the event ambassadors, a symbol of the unity and inspiration that defines IADWP USA.

During those unforgettable days in Costa Rica, we learned, laughed, shared, and dreamed. We reconnected with colleagues who are already family and opened new paths for alliances born of admiration and respect.

In Guanacaste, I remembered that romantic travel is not just about destinations, but about the meaningful connections that leave a mark and inspire us to growing this beautiful industry.

Faride Delgado
National Director
of the United States, IADWP

Photography: KUSTUDIO

Wedding Tourism Specialist

The distinction that is marking
a before and after in destination
weddings





In the universe of destination weddings, everything happens at great speed. Couples seek memorable experiences that combine culture, romance, and impeccable service vendors struggle to stand out in a market saturated with promises.

In the midst of that whirlwind, the need to create a recognition that would allow us to pause and reflect was understood. This is how the Wedding Tourism Specialist (WTS) was born, a distinction promoted by the International Association of Destination Wedding Professionals (IADWP) in conjunction with EB Turismo.

The WTS is not an honorary title. It is the result of a rigorous process that validates professionalism, ethics, and quality in an industry where details are everything.

Pausing to Grow

One of the most valuable lessons of this journey is the pause. In a sector that rarely stops, meeting the requirements of the WTS becomes an exercise in introspection.



One participant expressed it better than anyone:

"It gave us the opportunity to analyze our structure, review processes, and rethink our vision for the future. In the speed of the industry, there were details we were letting go unnoticed. The WTS forced us to look at them head-on".

For me, that is one of the great values of the distinction: beyond external validation, it invites us to stop, look inward, and grow.

The Voices of Those Who Have Lived It

It excites me to see how colleagues from different parts of the world have embraced this process.

Portuguese designer Rui Mota Pinto, with over 30 years of experience, describes it as a revealing exercise:

"This distinction has become a visible symbol of trust. When couples see it, they know they are working with someone whose creativity is backed by ethics, processes, and a proven commitment to excellence. For me, it was a valuable self-assessment process".

From the United States, travel agent Dana Braun highlighted the seriousness of the program:

"Nowadays, anyone can call themselves a destination wedding agent. But this program was the first I saw that truly demanded proof that you understand contracts, logistics, and comprehensive management. More than a stamp, it is a tool to strengthen your business and differentiate yourself".

And as Eduardo Barroso, president of the WTS Quality Committee, rightly points out:

"In a sector where every detail counts, it is not enough to offer services: you have to guarantee quality, experience, and professionalism. The WTS is not just an insignia; it is a symbol of distinction that differentiates those who raise the standard in every wedding".

For me, this distinction is a true watershed moment in our industry. Because it provides certainty to couples that the





companies they hire comply with specific standards and processes that guarantee safe, professional, and reliable events.

What Changes with the Wedding Tourism Specialist Quality Distinction

The benefits of the program are tangible and profound:

- It generates international credibility, endorsing global standards of organization and quality.
- It inspires confidence in couples, who find tangible support in a market full of promises.
- It offers a real differentiation against global competition.

·It opens the door to preferential opportunities with destinations and hotels that prioritize certified providers.

·It promotes continuous improvement, pushing professionals to review processes and detect areas for growth.

A Global Network of Trust

What inspires me most is seeing how the WTS has created an international community that shares not just a distinction, but a commitment.

·"A super valuable endorsement that offers support and raises the standards of our businesses" - Jossy Quezada (Peru).

·It allowed us to standardize practices and give that seal of guarantee to our clients" - Paula Abreu (Mexico).

·It was a transformative experience that opened doors for me and allowed me to connect with industry leaders" - Adrián Pavia (Argentina).



"The most valuable thing was the shared learning with other passionate professionals" - Diana Sciarrillo (Guatemala).

From Latin America to Europe, the testimonials agree: the WTS is not a simple document, it is a credential of trust.

Beyond the Paper: A Commitment to the Future

Ultimately, the Wedding Tourism Specialist isn't about hanging a distinction on the wall. It's about raising the standards of an industry that moves millions, but, above all, moves dreams.

As Rui Mota Pinto summarizes:

This process is not about questioning your achievements, but about giving yourself the opportunity to evolve, perfect yourself, and ensure that your future work is even more solid".

In a world where everyone promises magical experiences, the WTS is the guarantee that those promises can be fulfilled.

Today, from IADWP, I am proud to see how this distinction is transforming the way destination weddings are done. And I am excited to invite you to be part of this network of professionals who are redefining quality in our industry.

The first step is simple and powerful: dare to pause, reflect, and bet on excellence.
Thank you, Jeffrey Cervantes, for sharing photos of your work. Proud Wedding Tourism Specialist..

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Guide to Getting Married in Italy

Planning, style,
and sense of time





Getting married in Italy is one of the most recurring dreams for couples seeking an experience with narrative, good food, history, and timeless beauty. From the mountains of Lake Como, the hills of Tuscany, to the cliffs of the Amalfi Coast, the whole country seems designed for romance. But behind the landscapes that inspire movies and postcards, there is a universe of details that must be understood with sensitivity and precision.

As Colombian specialists in destination weddings, we have had the privilege of accompanying couples from Latin America who seek to get married in Europe, helping them navigate cultures, languages, and planning styles. Italy, with its art, gastronomy, and rhythm of life in *la dolce vita* and *il dolce far niente*, offers the perfect setting for those who wish to celebrate love in an authentic and sophisticated way.

The Value of Time

Time in Italy has its own rhythm. Here, weddings are not measured in minutes, but in atmospheres. The secret is to leave space for every moment to breathe: the walk through the vineyard, the first toast, the open-air dinner under the lights contemplating the sunset so serene and perfect enjoying good company, *il amore mio*.





The schedules vary according to the region and the season. In the north, ceremonies usually start earlier, a bit more punctual in the south, life revolves around sunset. The important thing is to plan with sensitivity: taking advantage of natural light, avoiding the extreme heat of summer, and allowing the event to evolve naturally, without haste.

Choosing the Right Date

The Italian climate changes noticeably from north to south, so choosing the ideal date depends on the type of wedding dreamed of.

·Spring (April to June) offers mild temperatures and flowery landscapes it is the most sought-after season for those who wish to celebrate outdoors.

·Summer (July and August) can be intense and full of tourists, perfect for those who want to combine vacations

with celebrations in villas outside the cities also to guarantee sun in beach settings.

·Autumn (September more than October) is ideal for those seeking tranquility, golden tones, and a more intimate atmosphere: a better climate for seaside weddings depends on the days.





Currency and Logistics

The official currency is the euro (€) and most payments to vendors are made through bank transfers or international platforms. It is advisable to manage transactions with time and anticipate margins for exchange rate variations.

Beyond the numbers, the important thing is to understand that in Italy, everything is done calmly and with respect for the process. Negotiating, reserving, and confirming is part of a dance that combines courtesy and precision.

An Experience That Transcends

Getting married in Italy is not just an event, it is a memorable celebration, an eternal language, a journey that changes everything—from how you eat pasta to how you share the table and wine a declaration of style and sensitivity. It is choosing a country where history blends with emotion, where gastronomy is part of the ritual, where beauty is not improvised, but built and obligated.

Planning consciously, respecting local time, and letting yourself be guided by professionals with experience in international weddings is the best way to enjoy the journey. Because a wedding in Italy is not organized... it is enjoyed Piano Piano, dreamed very high, and lived over and over again, saying *sera perchetiamo*.

In ogni angolo d'Italia, trasformiamo il tuo sogno in realtà.

Sonia Martínez

National Chapter Colombia

Paola Medina

Regional Chapter Bogotá

Destination Wedding Planners – Colombia & Italia
@bridalagency_ | @paolamedinaplanner

In Winter, castles and villas transform into magical settings for small, elegant celebrations. It can also work better for venue and lodging budgets.

Furthermore, it's important to remember that August is traditionally vacation month in Italy. Many vendors close temporarily, which can affect availability. Planning ahead is essential.

Love on the Green

Why Wedding Planners and Travel Advisors should embrace golf outings





In the world of destination weddings and romantic travel, we've mastered almost everything, from creating unforgettable ceremonies and organizing luxury welcome dinners to designing the perfect sunset catamaran ride or a tequila tasting. However, when a couple asks: "Can you organize a golf outing for our guests?" many wedding planners and travel advisors freeze.

It's Time to Change That

Golf shouldn't be intimidating. In fact, it is one of the most rewarding and underestimated opportunities in our industry—a beautiful, profitable, and surprisingly simple experience to include in your destination wedding or group itinerary.

More than 25 million Americans play golf regularly, and many of them plan their vacations, honeymoons, and even weddings in destinations that offer excellent golf experiences. Resorts from Los Sueños in Costa Rica to Punta Mita, Casa de Campo, and Mayakoba report a growing number of wedding groups requesting golf as part of their celebration.





And it makes perfect sense. Golf represents the same values we celebrate in romantic travel: connection, beauty, nature, and joy. It's elegant yet relaxed, social yet intimate, structured yet deeply personal.

Adding a golf outing to your event—whether it's a "Guys' Day" for the groom, a "Couples' Challenge," or a "Mini Tournament of Love on the Green"—can elevate the guest experience and open new business opportunities for both planners and travel advisors.

Most resorts already have golf professionals or group sales managers ready to assist with logistics, pricing, and equipment rentals. Once you understand the basics (tee times, dress codes, group formats like Scramble or Best Ball), you'll see that it's not complicated at all.

A successful outing doesn't have to be a large-scale tournament. It can be a relaxed morning game, a friendly 9-hole challenge, or even a fun Par-3 or Putting contest,





followed by cocktails and prizes. The key is to make it memorable, simple, and aligned with the tone of the wedding celebration.

Beyond the fun, it's also smart business. Golf events increase guest satisfaction, extend the length of stay, and reinforce the destination's image as a place of luxury and rich in activities. They provide added value to your packages and generate new commission opportunities with resorts and DMCs.

Even more importantly, they appeal to male guests, balancing itineraries that often focus heavily on spa, shopping, and culinary experiences. Golf creates community, fosters bonds, and brings people together in an authentic and joyful way—the same magic that drives our industry.

And let's not forget the visual appeal: emerald fairways, ocean backdrops, and golden hour photos that naturally become the most shareable and Instagram-worthy moments.

So next time a couple asks, "Could we include golf?", say yes, with confidence, creativity, and with the same passion you put into every wedding and every love trip. Because love doesn't just happen on the dance floor or at sunset on the beach. Sometimes, it happens on the green.

Kitzia Morales
President, IADWP
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Honeymoons in Panama

A destination with a thousand
love stories among mountains,
and the Caribbean charm





Panama, your Honeymoon destination where every landscape invites you to celebrate love authentically, away from the noise, close to the soul. A honeymoon is not just about a destination, but about a shared emotion. And in Panama, that emotion becomes a memory that lasts forever. Panama, a destination that combines beaches, nature, and mountains in the same day. Destinations where the sunrise is designed for postcards, where time stops in that on-the-skin romance, and which invites us to live that unique experience of our honeymoon, where every corner makes us fall in love.

From the charm of our mountains like Boquete, Volcán Barú, El Valle de Antón, to our crystalline beaches of the Panamanian Caribbean, such as Bocas del Toro, the San Blas Archipelago, Colón, and what about our Pacific beaches. Every corner offers a unique experience for lovers, it is a love story they will remember their whole lives.

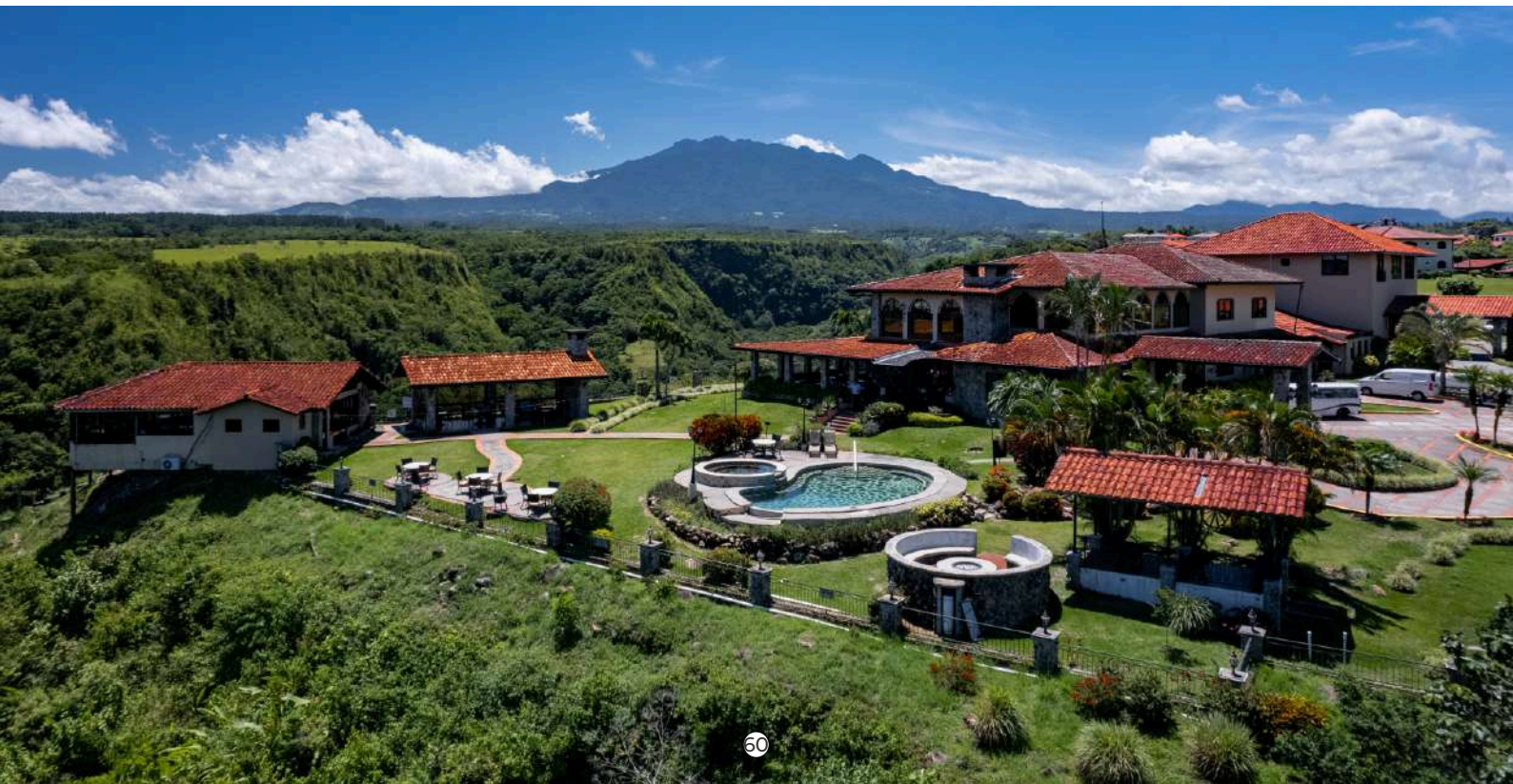




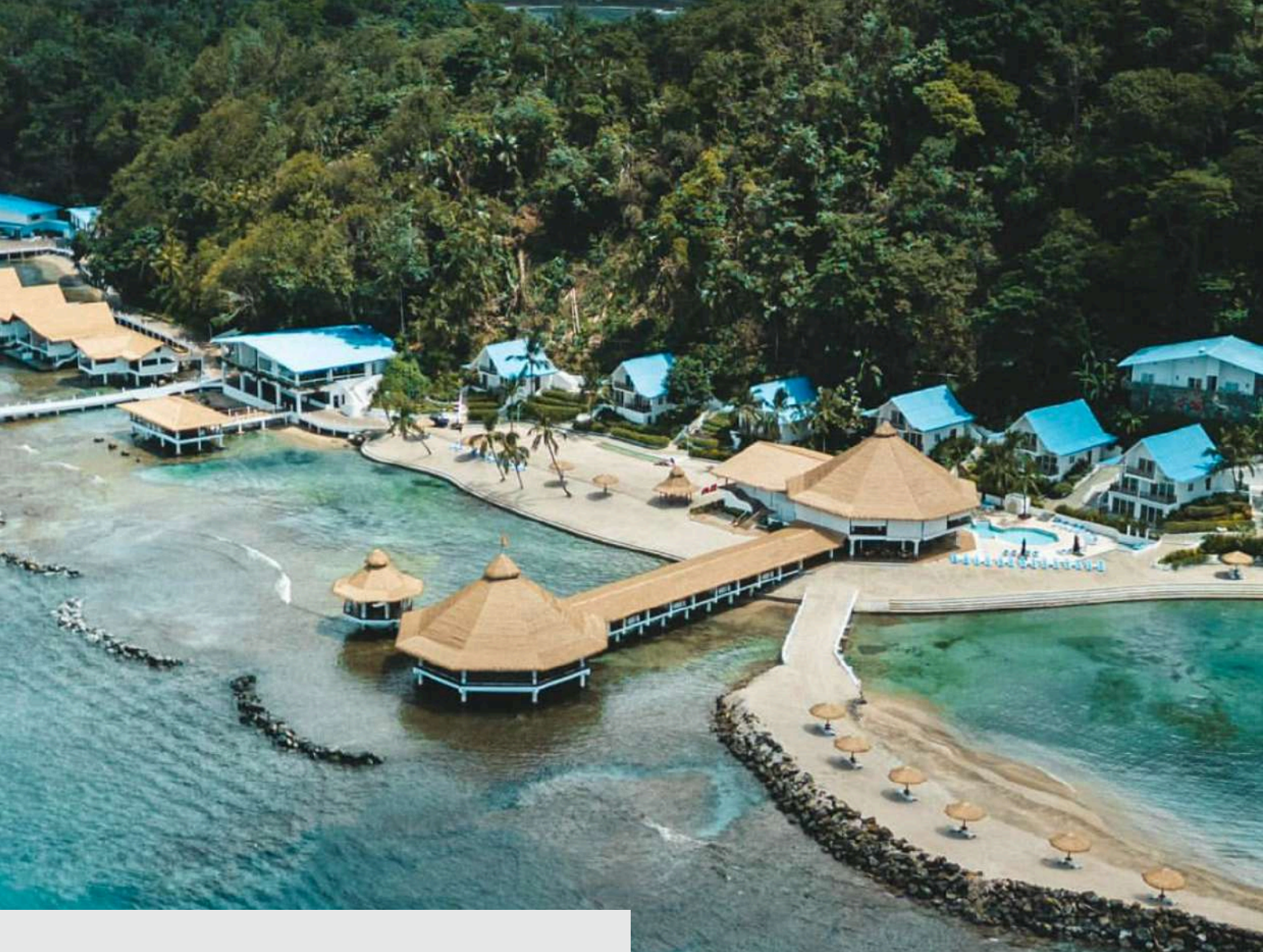
Boquete: Combines Romance with Coffee Plantations and Its Exuberant Mountains

Boquete is a paradise that has captivated the hearts of all lovers, between weddings and honeymoons. Couples seek beautiful landscapes, recreation, adventure, and a destination to enjoy a beautiful natural environment. It is the perfect setting with its temperate climate and welcoming atmosphere; throughout the year, this destination is known as the "Valley of Eternal Spring".

Boutique hotels and eco-lodges are hidden among gardens and coffee plantations, offering privacy and breathtaking views. Couples can enjoy a hike along the trails of the Volcán Barú National Park, visit hidden waterfalls, or relax with a couple's massage while listening to the birdsong. And why not?! Taste a Geisha coffee, unique to this incomparable destination. Nothing compares to an artisanal coffee tasting at a local farm or boutique hotel, or a romantic candlelit dinner with fresh products from the region. Boquete is, without a doubt, the ideal retreat for those seeking an intimate connection with nature.





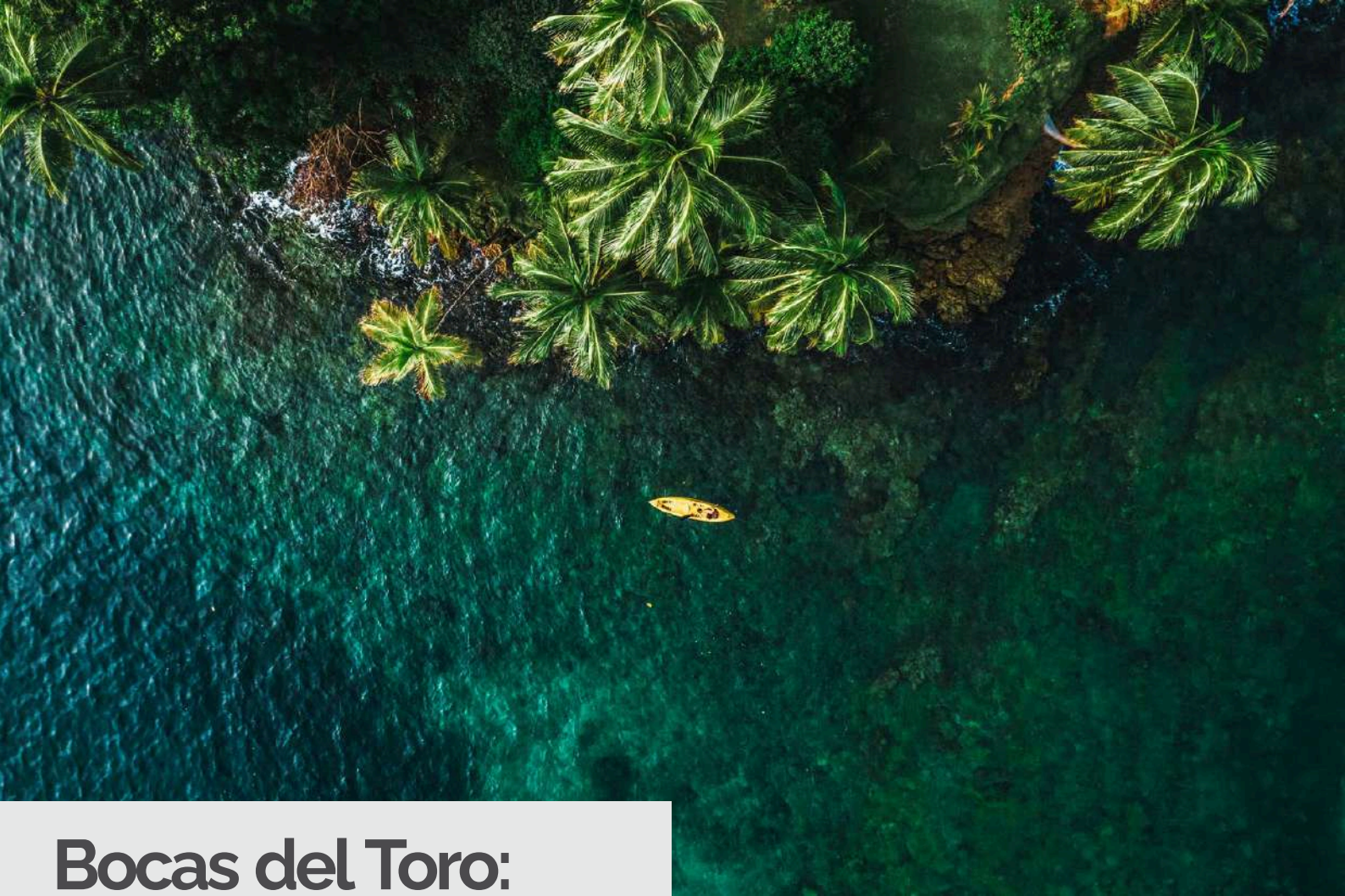


Volcán Barú: Love at the Heights!!

Just a few kilometers from Boquete rises the majestic Volcán Barú, the highest point in Panama. Venturing together to its summit is a unique, symbolic, and powerful experience from there, on clear days, you can see the two oceans—Pacific and Atlantic—a spectacle that seems made only for the most romantic. At dawn, the mist dances among the trees and the sun paints the sky in golden and pink tones, creating a setting that inspires eternal promises.

Couples looking for a unique experience here can take a guided hike or a 4x4 vehicle tour to the summit. Every second on Volcán Barú is a living metaphor for love: challenging, beautiful, and unforgettable. It is the heart of the highlands of this destination.





Bocas del Toro: A Honeymoon Trip, Full of Love and Adventure.

White sand beaches and crystalline waters, coral reefs, dolphins, and a Caribbean culture that dazzles everyone.

It is one of the most attractive tourist spots in Panama for those who wish to enjoy the most paradisiacal beaches in the world, without a doubt on the north coast of the Panamanian Caribbean, Bocas del Toro. It is the favorite destination for that honeymoon with its almost virgin, secluded spots and exuberant wild beauty.

Bocas Del Toro is also known for its many turtles that come to its coasts, and for being one of the most biologically diverse destinations on the planet. Starfish Beach in Bocas del Toro is a Caribbean destination with a bohemian and authentic touch, named for its abundant giant starfish in crystalline waters. Its relaxed atmosphere is ideal for a honeymoon where romance mixes with the Caribbean spirit.

Bocas del Toro, with its crystalline waters and the diversity of marine life that includes dolphins, manta rays, and lobsters. The reefs in the region are recognized worldwide as a Hope Spot for coral conservation; Bocas del Toro is a paradise for honeymooners.

The nightlife in Bocas del Toro promises you a honeymoon full of adventure and unique and unforgettable experiences. Explore paradisiacal and adventurous destinations combined with nature...



El Valle de Antón: Romance in a Volcanic Crater? Of Course, Yes! And in Panama, you can do it.

Just two hours from Panama City, you will find El Valle de Antón. A destination where the sound of nature and the cool climate of El Valle de Antón is an ideal environment to fully live that romance. Having the sensation of being surrounded by mountains and the geological history of the sector generates a unique energy to live that one-of-a-kind honeymoon. This small town sits in the crater of an extinct volcano, surrounded by green mountains, waterfalls, and natural hot springs. The perfect destination for a serene honeymoon. Boutique hotels offer personalized experiences, from private dinners to wellness rituals with local ingredients.

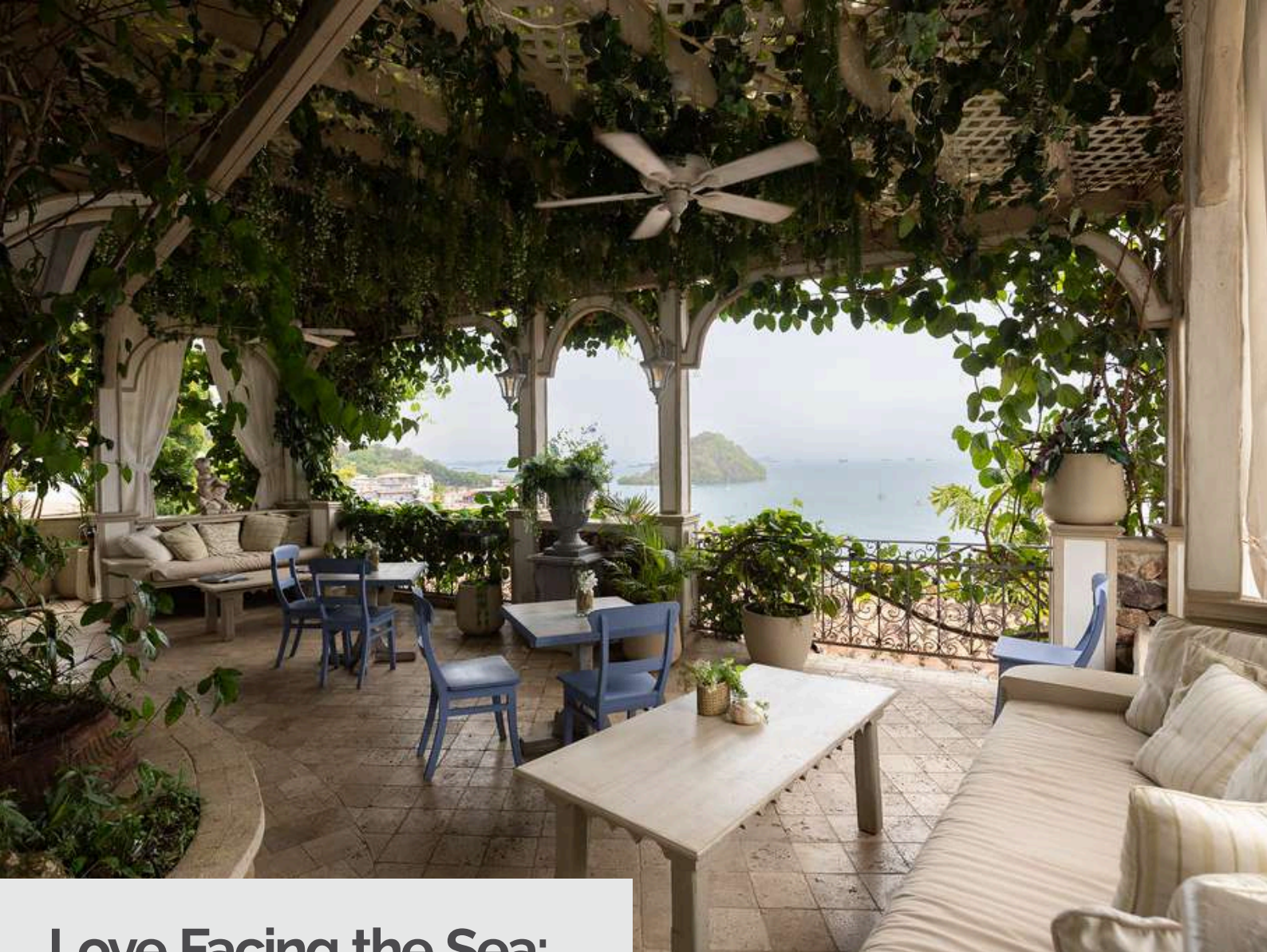
El Valle seduces with its tranquility and that feeling of "returning to the essential," where the only thing that matters is being together. El Valle de Antón offers you an incomparable romantic destination.



Pacific Beaches: Wild and Challenging

The Pacific coast of Veraguas offers a completely different, yet equally irresistible, proposal. Here we find one of the calming and challenging scenarios of the sea, such as the Santa Catalina area. With its relaxed vibe, constant waves, and connection to Coiba National Park, this coastal destination is ideal for couples who want to trade stress for sand, sea, and time together. In this destination you will find luxury hotels and treehouses that are situated on 2.5 hectares of virgin coastlines, where the jungle meets the ocean. A unique destination with this magnificent combined landscape that invites you to immerse yourself in the virgin nature of Panama.





Love Facing the Sea: Our Panamanian Caribbean. The Luxury of the Calm Sea

For those seeking a honeymoon by the sea, the Panamanian Caribbean offers dream settings like Portobelo, Isla Grande, and the famous San Blas Archipelago, made up of 365 islands. In San Blas, the Guna Yala community islands offer an intimate contact with nature: cabins over the water, virgin turquoise beaches that only this setting makes you fall even more in love, and an ancestral culture that respects the land and the sea. In Isla Grande and Portobelo, the atmosphere is bohemian and sophisticated at the same time, with small boutique hotels, Caribbean gastronomy, and sunsets that look painted. Here, time stops between the sound of the waves and the promise of eternal love. Isla Grande is a tropical paradise, surrounded by beautiful coral reefs, beaches with palm trees, and an Afro-Antillean Culture that is heard in the music and flavors that can be enjoyed in this destination.



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Creating Love Stories Around the World

How to plan and design authentic and memorable multi-destination weddings using the philosophy of "The emotional over the spectacular"



Weddings have always been about love, but destination weddings are about storytelling: about writing love stories onto landscapes, cultures, and communities far from home.

However, too often, the industry has confused "destination" with "decoration," taking an identical wedding somewhere else and simply placing it in front of a new backdrop. That's not traveling. That's not creating. That's displacing: moving a marriage from point A to point B without ever touching the soul of point C.

Creating love stories around the world means something completely different. It means refusing to design weddings only as spectacles meant for the camera, and instead molding them as living experiences that breathe with the authenticity of the place where they happen.



It means hiring musicians from a local village, integrating regional handicrafts into the table design, tasting wines grown in the earth beneath the ceremony, and feeling the echo of history in the architecture that frames the vows. It requires working hand-in-hand with local planners





who understand not only the logistics but also the cultural and social pulse of their community. Because authenticity is not a trend; it is the only way a wedding becomes a memory and not a performance.

And this is where the philosophy makes sense. Choosing to prioritize "the emotional over the spectacular" is not an aesthetic decision; it is an ethical decision. Anyone can put on a show. Few can design a silence so charged with meaning that it makes an entire room hold its breath. Perhaps because I am Portuguese—because fado runs through my veins—I understand those silences in a privileged way: the silence that is not emptiness, but tension, anticipation, truth.

True design today is not about how tall a floral arch can reach, but how deeply the experience can penetrate the hearts of those who witness it. Details matter, but not as decorations. They matter as triggers of memory.





The aroma of freshly baked bread in a Sicilian courtyard. The rhythm of a fado singer resonating in a silent room. The touch of silk on the skin in an Indian palace. The vibrant beat of a mariachi in a Mexican plaza. The passion of a tango whispered in the Buenos Aires night.

These are not visual details to admire; they are sensory doors that transport guests to the emotional core of a culture and a couple's story.

Creating is curating and designing with intention, shaping with meaning, designing not just for the "wow," but for the whisper of "I will never forget this." The spectacular matters, but it fades; emotion endures. And in the end, a wedding that dares to bring the soul of a place to the soul of a love story does much more than create an event: it creates a journey.

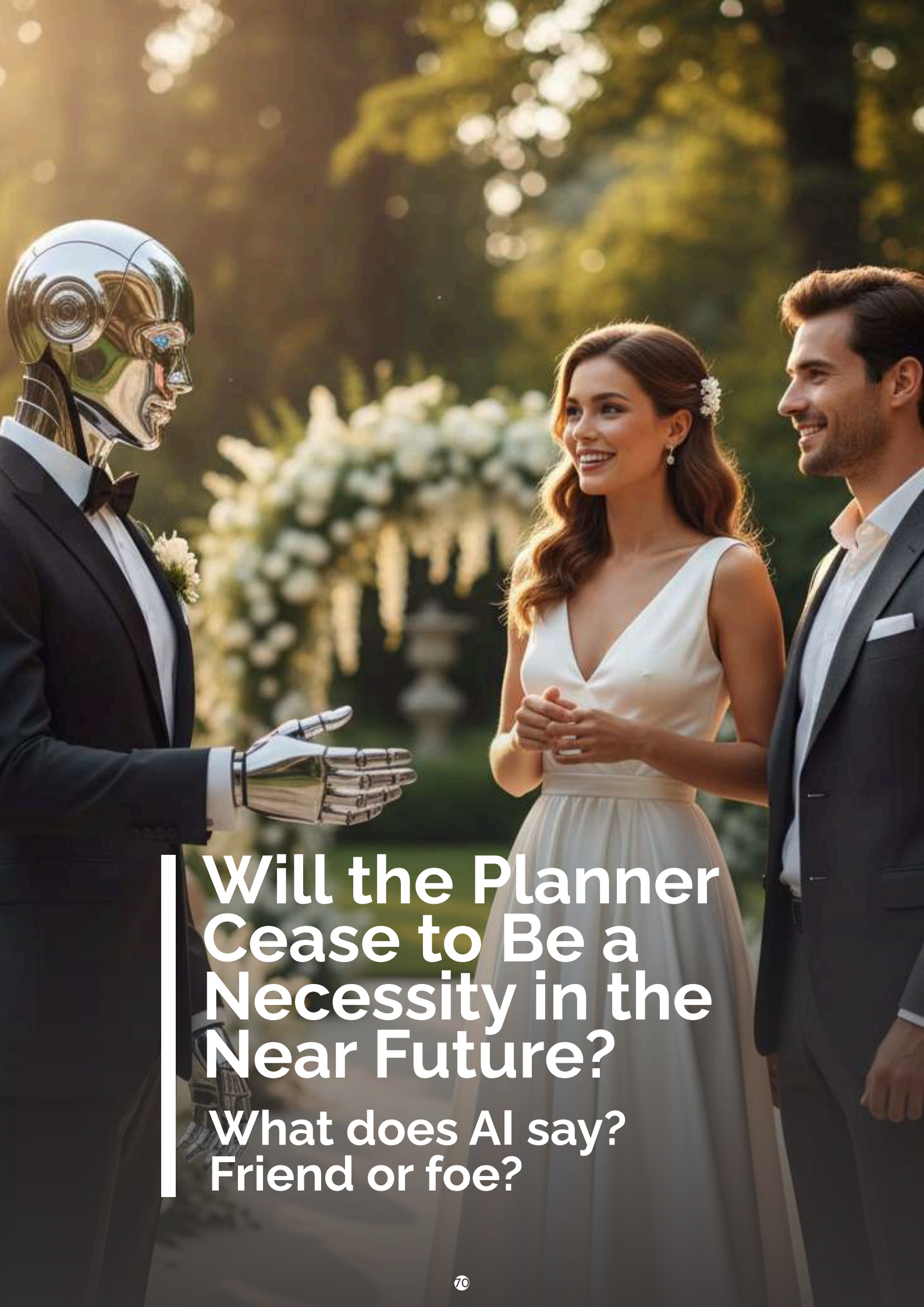
"Crafting Love Around the Globe" is not just my brand: it is my manifesto.

It is a belief that weddings are not about replicating perfection, but about intertwining cultures, emotions, and truths—personal truths—into something unrepeatable.



It is a promise that love deserves spectacle, yes, but also depth, authenticity, meaning, and the courage to be real. Whatever reality means to you...

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 Mentor & Educator
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Will the Planner Cease to Be a Necessity in the Near Future?

What does AI say?
Friend or foe?



Sometimes I wonder while watching how screens seem to make decisions for us. Will the day come when the bride opens ChatGPT and types:

"Organize my wedding in Tuscany, for 120 people, boho chic style with a limited budget..."

And we—the planners—will be reduced to a digital applause emoji?

Calm down. Let's breathe. Not yet.

Artificial intelligence is advancing at breakneck speed, but the human soul still has no source code. And that, dear colleagues, gives us an advantage.

"AI can suggest menus, calculate budgets, or generate the seating plan in seconds, but it will never know how to calm a nervous mother or contain a bride in the middle of a crisis over the color of the bouquet".

I remember a wedding where the sound vendor disappeared an hour before the event (yes, those stories you tell later with a laugh... and an extra drink).

What did the AI do? Nothing.

What did I do?

I improvised with the DJ from the bar next door. Result: the party was a success.

AI executes, but the planner interprets, feels, saves, and reacts.

Friend or Foe?

Let's be clear: artificial intelligence is not coming to take our place, but to challenge us to be more human than ever. If we use it well,

it can be a brilliant ally: organizing tasks, designing moodboards, generating menu ideas, or even drafting the text for a ceremony.

But if we let it advance without judgment, it can make us lazy, repetitive... or worse, irrelevant.

"AI is like that new assistant who arrives with all the energy but no street smarts. It needs direction, guidance, and sensitivity. And that's where we come in".



The Great Opportunity

Let's use it to our advantage.

Let AI save us hours in front of spreadsheets so we can have more time in front of people. Let it give us structure, but not steal our soul.

Let it work with us, not for us.

"The day we let technology be the one to excite our clients, that day—yes—we will have lost".

The planner of the future won't be the one who knows how to do everything, but the one who knows how to combine technology with empathy, precision with intuition, efficiency with heart.

The Danger of Dehumanizing Ourselves

I've seen planners use digital tools with such devotion that they seem to forget that weddings are not made on screens, but in hugs, glances, and promises. **A wedding is not programmed: it's lived.**

"AI can calculate the flow of guests, but it will never know how a bride feels hearing the first chord of her song".

And right there, where tears and music mingle, we remain irreplaceable.





A Recent Story That AI Would Never Have Approved!

Recently, at a destination wedding, the catering had a small "technical detail"—the main oven shut off mid-cooking of the main course (the filets were still saying moo!).

While the kitchen went into panic mode and the waiters were praying in different languages, my head activated planner mode: I called a chef friend—who is clearly not known to the AI—and asked to borrow his oven.

Ten minutes later, we were crossing trays through the parking lot like a **gastronomic ballet choreography**. No guest noticed.

The couple dined happily and toasted to "the perfection of the dinner".

The AI? It would have said:

Oven not found. Do you wish to cancel the event?"

We say:

ACTIVATE 911 EMERGENCY CALL! This is getting solved as long as my name is Adrián Pavía".

That's the point.

AI can calculate the ideal temperature for the soufflé, but it can't smell the chef's fear or feel the couple's relief when everything goes well. Because AI knows nothing of flavor, nor aroma, nor intuition. It doesn't understand human timing, nor those improvised decisions made with the heart... and a pinch of madness.

And as long as there are planners capable of saving a menu, a toast, or a dream on fire (sometimes literally), we will remain indispensable.

Our work, colleagues, isn't cooked with algorithms. It's cooked with passion".

Adrián Pavía

IADWP
Director Latin America
and Spanish-Speaking Caribbean Islands Chapter

The Art of Creating Custom Events

An inside look





I am an event stylist and designer. And in my universe, every celebration is like a tailored suit: unique, meant to feel comfortable, accompanied... and ready to shine. An event is not just a decorated space: it is an experience created to excite.

My approach is completely artisanal. Designing involves thinking about every detail: choosing noble materials, working with artists, seeking sustainability, and reinventing what already exists so that no two parties are ever the same. A lamp can be born as the soul of a bar and then be reborn as a completely different styling piece. From the construction of each object, I imagine how it can be transformed, adapted to new styles, and tell a different story again. Creativity and reuse, for me, go hand in hand.





Now, how does the soul of an event emerge. With a tireless search. I research references, watch movies, read, explore, ask, dream... until, almost as if by magic, that "something" appears that connects the design with the client's purpose. That instant in which I understand what the person who trusts me wants to convey. The soul is right there. And when it appears, everything flows: the concept is enhanced, the senses are awakened, and the event takes on a life of its own.

Because at the end of the day, what I do is create personalized experiences where the emotional is what rules. I mix the spirit of the place with the client's dream, and I transform every celebration into an unrepeatable moment.

If you are looking for an event with art, with purpose and, above all, with soul... I am here to create it with you.

Mauro E. Martinez

Founding Partner
Rosa Producción Creativa
Rosario, Santa Fe, Argentina
03415835014

SPECIAL PROGRAM

LOVE ITALY

Tuscany to Puglia
Nov 4th – 11th
2026

Live, Learn & Sell the Dream
Unlock the full Italian experience.



An immersive educational and networking experience for wedding and travel professionals who want to sell Italy as a luxury destination



VERSILIA



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FIRENZE, VIESCA &
IL FALCONIERE



PUGLIA

FROM NOVEMBER 4th – 11th, 2026

This is not just a trip, it's a transformational journey for wedding and event professionals. Join an unforgettable educational experience from Tuscany to Puglia. Discover Italy's most iconic regions where art, passion, and business come together. Learn directly from local experts, explore authentic venues, and gain the skills to sell Italy with confidence and emotion.

YOUR PROFESSIONAL TAKEAWAYS

An exclusive journey designed to connect you, inspire you, and grow your business

- ✓ One-on-one B2B meetings with Italy's top wedding and event suppliers
- ✓ Educational sessions led by international and local experts
- ✓ 5-star accommodations hand-picked by Monica Balli
- ✓ Gourmet dining and masterclasses showcasing Italy's finest
- ✓ Domestic flights & ground transfers throughout the program
- ✓ Immersive cultural experiences across Tuscany and Puglia

SINGLE USD 6,050 | DOUBLE USD 4,950 PP

UPGRADE YOUR JOURNEY

PRE-FAM | VERSILIA,
NOV 2nd – 4th



- Carrara caves
- Bocelli's world & Forte dei Marmi.

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DOUBLE: USD 1,350 PP

POST-FAM | PUGLIA,
NOV 11th – 13th



- Reflect, connect & celebrate.

SINGLE: USD 1,875
DOUBLE: USD 1,675 PP

REGISTER NOW!

✉ attendees@iadwp.com

☎ +52 999 219 1074

Travel the world WITH IADWP IN 2026!

The IADWP is characterized by providing innovative and inspiring education, as well as being a global business generator with a community spanning over 40 countries in the Americas, Europe, and Asia.

Join our spectacular events that we are preparing for you in 2026.



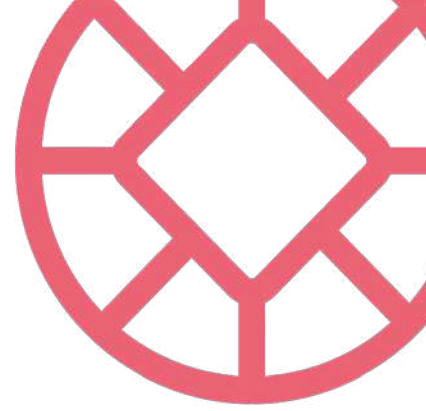
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IADWP CORPORATE MEMBERSHIP 2025



We are thrilled to present two distinguished **Corporate members** of the International Association of Destination Wedding Professionals:



<https://yucatan.travel/>
@YucatanTurismo

YUCATÁN

Tourism Board Yucatan Tourism Board

The Secretariat works tirelessly to position the state as a globally recognized destination for weddings, honeymoons, and romantic getaways. Through various promotional initiatives, the Secretariat is responsible for offering a wide range of services and resources that facilitate the organization of unique and memorable events in this cultural paradise.



Paulina Aguilar

Project leader in promotion and specialized fairs

trade@yucatan.travel
+529993381808



@invent_weddings



Wedding Planner INVENT Weddings

INVENT Weddings is a wedding-planning company based in Santo Domingo, Dominican Republic. This company specializes in planning the gorgeous destination weddings that dreams are made of.

Our dedicated team loves connecting with couples to make their vision a reality. We take a detail-oriented approach that results in elegant and sophisticated affairs that our clients cherish for a lifetime.



Laura Aybar

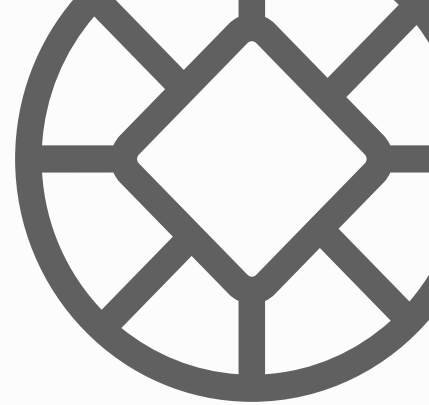
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IADWP PLATINUM MEMBERSHIP 2025



We are delighted to feature some of our exceptional Platinum members of the International Association of Destination Wedding Professionals:



**Luisa
Silvestre**
Luxevo Vacations

@lsilvestre07

Luxevo Vacations Travel Specialists offer expert planning for destination weddings, honeymoons, and family travel. Their goal is to deliver a stress-free experience by meticulously handling all details. The agency commits to staying within budget, providing upgrades when possible, and honoring price-match guarantees against other agencies or online booking engines.



**Paul
Cavanagh**
Destination Weddings & More

<https://destinationweddingsandmore.com/>

Destination Weddings & More specializes in weddings, honeymoons, and romantic travel in paradise. With over 20 years of combined experience, the expert team makes planning easy and affordable. They offer exceptional service, access to exclusive deals, and aim to create unforgettable celebrations in private villas or luxurious resorts.



**Rosemarie
Whitley**
Allure Events Planning

@christine.whitley.3572

Destination wedding, honeymoon, and romance travel specialist. With a passion for floristry and planning, they hold WPICC and DWC certifications, in addition to being a Travel Agent. Their expertise ensures the management of every detail to create a flawless celebration.



**Karina
Alonso**
Banquetes Karina
Alonso

@banqueteskarinaalonso

Karina Alonso Catering, professional and enthusiastic, works diligently to meet their clients' expectations and offers personalized solutions tailored to each event. Clients can choose from different packages, allowing every event to reflect the personality of the celebrant.

BECOME A PLATINUM MEMBER

Contact us at members@iadwp.com

IADWP®
WISHES YOU A
Happy Birthday
November



Brian A.M. Green
📍 @bybriangreen
Nov 5th



Lucero Álvarez
📍 @luceroalvarezplanner
Nov 8th



Verónica Ruiz Chiu
📍 @vero_ruiz_chiu
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Sharon Little
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