

**EVENTS**  
**& CELEBRATION TRAVEL**  
IADWP® WORKSHOP





# DISCOVER THE PATH TO BECOMING AN EVENTS & GROUP CELEBRATION TRAVEL EXPERT

The IADWP proudly introduces the Events & Celebration Travel Workshop, the ultimate tool for professionals in the wedding, hospitality, and travel industries who aspire to elevate their skills, grow their businesses, and craft extraordinary experiences for their clients.

Designed by global industry experts, this program provides the tools, strategies, and insights necessary to stand out in an increasingly competitive market of events and group travel involving celebrations like:

- Destination Weddings
- Milestone Birthdays
- Family Reunions
- Bachelor/Bachelorette Trips
- Corporate Incentive Travel
- Anniversary Celebrations
- Graduation Trips

With over 15 years of experience connecting and training top romance travel professionals, IADWP has brought together global industry leaders to create this comprehensive workshop. Combining virtual flexibility and immersive in-person learning, this program equips participants with the tools, strategies, and insights to craft extraordinary experiences and elevate their careers.

# WHY CHOOSE THIS WORKSHOP?


- ✓ Backed by IADWP: The pioneering and most globally respected association in the field of destination weddings and group travel.
- ✓ Learn from the Best: Gain expert guidance from international leaders in destination weddings and group celebration travel.
- ✓ Explore the multidisciplinary market of group celebration travel beyond destination weddings.
- ✓ Elevate Your Brand: Unlock strategies to position yourself as a trusted, multidisciplinary, and innovative professional.
- ✓ Master Core Competencies: Develop expertise in client relationships, creative event design, sustainable practices, and seamless travel coordination.


Through a thoughtfully structured program that balances in-depth theoretical knowledge with practical application, this workshop equips you with the tools to refine your craft and stand out as a trailblazer in this dynamic market.

If you are looking to take your career to a next level, this program is designed to help you diversify your skill set and expand your business opportunities in the growing field of group celebration travel.



## GENERAL DETAILS

 **DATE:** May 24th & 25th, 2025


 **HOST HOTEL:** Renaissance Santo Domingo Jaragua Hotel & Casino

 **FORMAT:** In-person

 **REGISTRATION FEE:**

~~USD 657 General Fee~~ **PRE-SALE FEE:** USD 557 up to April 30th.

**IADWP MEMBERS:** From 15% to 25%, depending on the membership level.

 **LANGUAGE:** English with simultaneous translation into Spanish

## WHAT'S INCLUDED IN THE REGISTRATION?

- ✓ **Two full days of in-person training** on May 24th and May 25th. (9am to 6pm)
- ✓ **Meals:** Lunch included on both days
- ✓ **Certificate of participation** upon completion
- ✓ **Post-Workshop Access:** Enjoy 1 year of online access to review the material at your own pace



# BENEFITS OF THE WORKSHOP



**Expert Guidance:** Learn directly from international leaders in the global group celebration travel and events industry.



**Diverse Skillset:** Master key areas such as group dynamics, creative event design, sustainable practices, travel logistics, and client relationships.



**Comprehensive Training:** Engage with real-world case studies and industry scenarios to gain hands-on experience.



**Technology Integration:** Learn how to leverage cutting-edge tools such as virtual venue tours, event planning software, and digital marketing strategies.



**Sustainability:** Discover how to incorporate eco-friendly practices into event planning.



**Global Networking:** Leverage IADWP's extensive global network to establish invaluable connections.



**Competitive Edge:** Differentiate yourself as a multi-faceted professional in celebration travel.



**Career Growth:** Expand your business horizons and unlock new revenue streams.

## WHO SHOULD ATTEND?

- ✦ **Wedding Planners:** Looking to diversify their services and specialize in group celebrations.
- ✦ **Travel Agents:** Expanding their expertise in seamless group travel experiences.
- ✦ **Event Planners:** Seeking to specialize in destination-based celebrations.
- ✦ **Hospitality Professionals:** Aiming to deepen their understanding of group celebration travel.
- ✦ **Corporate Event Organizers:** Interested in the growing market of incentive travel.

This workshop program is a pathway to elevate your career and position yourself as a versatile leader in the group celebration travel industry.

# PROGRAM DETAILS

**MAY 24TH**

**9:00 am - 9:10 am**    **Welcome to the 1st. day of certification**

**9:10 am - 10:10 am**    **1. From Vision to Voyage: An Introduction to Celebration Travel**  

- Explore the evolution of group celebration travel, including milestone events, retreats, and reunions—beyond traditional destination weddings.
- Understand the roles and contributions of travel agents, event planners, and hospitality professionals in creating seamless client experiences.

**KITZIA MORALES & RUI MOTA**

**10:10 am 11:10 am**    **2. Protected & Prepared: The Essentials of Event Safety**  

- Infrastructure, insurance, and risk management in event planning

**RUI MOTA PINTO**

**11:10 am - 11:20 am**    **Break**

**11:20 am - 12:20 pm**    **3. Across Cultures: Mastering Global Celebration Traditions**  

- Explore the challenges and rewards of managing events across diverse cultural and religious traditions.
- Gain insights from global experts on how to execute culturally rich and seamless celebrations.

**DIANA SCIARRILLO**

**12:20 pm - 1:50 pm**    **LUNCH: CASCADA ROOM**

**2:00 pm - 3:00 pm**    **4. From Inquiry to Intimacy: Mastering Client-Centered Service**  

- Build strong relationships and deliver customized experiences tailored to clients' unique needs and preferences.
- Master techniques for understanding budgets, decision-making factors, and managing expectations.

**SIMONE TOSTES**

**3:00 pm - 4:00 pm**    **5. Purposeful Celebrations: Designing with Impact and Intention**  

- Integrate eco-friendly practices into your offerings, from travel arrangements to event design.
- Position sustainability as a value-added service that aligns with modern clients' expectations.

**PAOLA MEDINA**

**4:00 pm - 4:10 pm**    **Break**

**4:10 pm - 5:10 pm**    **6. Plugged-In Planning: Tech Tools for Group Travel Success**  

- Leverage cutting-edge tools like virtual venue tours, planning software, and automation to streamline operations.
- Learn how technology enhances client engagement, simplifies logistics, and optimizes workflows.

**RUI MOTA PINTO**

**5:10 pm - 5:30 pm**    **Wrap up AND Q&A**    **KITZIA MORALES & RUI MOTA**



**MAY 25TH**

<b>9:00 am - 9:10 am</b>	<b>Welcome to the 2nd day</b>	<b>KITZIA MORALES &amp; RUI MOTA</b>
<b>9:10 am - 10:10 am</b>	<b>7. From Visibility to Authority: Marketing for Impact and Reach</b> <ul style="list-style-type: none"> <li>Create targeted marketing strategies to attract clients seeking group celebration travel services.</li> <li>Utilize social media, digital platforms, and strategic partnerships to expand your reach.</li> <li>Position yourself as a global leader in the group celebration travel market.</li> </ul>	<b>ANTONIO PARAISO</b>
<b>10:10 am - 11:10 am</b>	<b>8. Be the Expert: Shaping Your Identity as a Celebration Pro</b> <ul style="list-style-type: none"> <li>Develop key skills and ethical practices to stand out as a trusted expert.</li> <li>Learn the traits of successful professionals: innovation, adaptability, cultural sensitivity, and client-focused service.</li> </ul>	<b>MEL GEORGE</b>
<b>11:10 am - 11:20 am</b>	<b>Break</b>	
<b>11:20 am - 12:20 pm</b>	<b>9. Monetize Your Magic: Turning Expertise into Sustainable Income</b> <ul style="list-style-type: none"> <li>Analyze real-world case studies to tackle common challenges with innovative solutions.</li> <li>Learn practical pricing strategies to structure your fees and communicate value effectively.</li> </ul>	<b>LUCHY RAMÍREZ</b>
<b>12:20 pm - 1:50 pm</b>	<b>LUNCH: CASCADA ROOM</b>	
<b>2:00 pm - 3:00 pm</b>	<b>10. Inclusive Travel Matters: How to Identify LGBTQ+ Friendly Destinations &amp; Quality Suppliers</b> <ul style="list-style-type: none"> <li>Discover how to identify inclusive destinations and reliable suppliers to create safe, welcoming experiences for LGBTQ+ travelers</li> <li>Learn how to align your services with the values of diversity and inclusion in today's travel industry.</li> </ul>	<b>VIRGINIA ARANA</b>
<b>3:00 pm - 4:00 pm</b>	<b>11. The Power of Paper: Contracts That Build Clarity and Confidence</b> <ul style="list-style-type: none"> <li>Learn how to draft service agreements, liability waivers, and essential clauses to protect your business.</li> <li>Navigate international legalities and ensure compliance for a secure and professional service.</li> </ul>	<b>TERRICA SKAGGS</b>
<b>4:00 pm - 4:10 pm</b>	<b>Break</b>	
<b>4:10 pm - 5:10 pm</b>	<b>12. Logistics That Flow: Mastering the Art of Seamless Coordination</b> <ul style="list-style-type: none"> <li>Master group travel logistics, including accommodation, transportation, and on-site event management.</li> <li>Ensure smooth communication and seamless execution for clients and their guests.</li> </ul>	<b>DEE LEE</b>
<b>5:10 pm - 6:10 pm</b>	<b>13. Designing the Unforgettable: Where Vision Meets Emotion</b> <ul style="list-style-type: none"> <li>Align event design with client visions and budgetary constraints.</li> <li>Create unforgettable experiences using innovative décor, unique venues, and personalized details.</li> <li>Incorporate cultural and sustainable culinary elements to elevate the experience.</li> </ul>	<b>RUI MOTA PINTO</b>
<b>6:10 pm - 6:30 pm</b>	<b>Closing</b>	

# FACULTY

Meet our educators



## Rui Mota Pinto

RUI MOTA PINTO WEDDING DESIGNER & PLANNER

Rui Mota Pinto is a Portuguese wedding creator, planner, and designer known for his innovative "Concept Weddings" and unique creative vision. A self-proclaimed wedding activist, Rui champions equality and inclusion in every project. With a passion for art and performance—especially Cirque du Soleil—creativity is at the heart of his work. He designs each wedding from scratch, blending originality with emotion. Founder of WeddingLab and mentor at the International Hosts Academy, Rui brings over 30 years of experience. Recognized internationally, he is Portugal's most acclaimed wedding planner and the only certified Master Wedding Planner in the country.



## Kitzia Morales

IADWP PRESIDENT

A pioneering leader in the destination weddings, romance travel, and meeting industry. As President of the International Association of Destination Wedding Professionals (IADWP) and founder of Kgroup Wellbeing Meetings, she has dedicated her career to elevating global standards in event planning, tourism, and sustainable business practices.

With a background in marketing and international relations and a passion for culture, wellness, and community building, Kitzia brings a holistic perspective to the events she leads and the platforms she creates. Her work focuses on fostering collaboration, supporting professional growth, and promoting ethical and innovative practices within the global destination weddings and events community.

Kitzia is widely recognized for her strategic vision, her commitment to excellence, and her ability to inspire lasting connections among industry professionals across cultures and continents.



## Terrica Skaggs

WEDDING INDUSTRY SPEAKER & WEDDING COACH

Terrica has been designing stunning weddings and events in Georgia's Golden Isles for the past 18 years. A board member of the North American Academy of Wedding and Event Planning, her work has appeared in The Knot, Reader's Digest, Martha Stewart Weddings, HLN TV, and more.

She was nominated Speaker of the Year by NACE and named a top educator by The Knot and WeddingWire.

Terrica is the founder of Wedding Hustle University and Wedding Pro Workshop. Her programs offer practical, high-impact education for wedding professionals. She is known for helping creatives grow their businesses with clarity and strategy.



# FACULTY

Meet our educators



## Dee Lee

DEE LEE DESIGNS

Dee Lee is the founder of Dee Lee Designs, a destination wedding planning and travel advising company built on her passion for storytelling and thoughtful event curation. A former teacher, Dee combines empathy, precision, and creativity to design weddings that authentically reflect each couple's love story. Her seamless approach to travel logistics enhances every celebration, creating unforgettable experiences. Her work has been featured in magazines, on TV, and was recently recognized by PartySlate as one of the Best Wedding Planners in Los Angeles.



## Melissa George

TRUSTED TRAVELS LLC

Mel George is a destination wedding planner and travel advisor who specializes in intercultural and multicultural celebrations. As the founder of a boutique travel and planning firm, she curates weddings that honor each couple's love story and heritage. Her journey with IADWP has expanded her global reach and deepened her commitment to collaboration and excellence. Passionate about connection, Mel launched an initiative to support emerging agents, believing that empathy and teamwork create more meaningful, heart-centered service.



## Antonio Paraiso

EXPERT IN LUXURY, MARKETING & INNOVATION

Antonio Paraiso is a consultant, professor, and international speaker specializing in marketing, luxury, innovation, and global markets. Educated in London, Porto, Madrid, and Lausanne, he speaks five languages and has lived across Europe and Turkey. Antonio has spoken at global conferences for brands like Armani, Porsche, L'Oréal, Deloitte, and Jaguar in cities such as Singapore, Milan, and Lima. He collaborates with the World Business Forum and contributes to publications across Europe, Latin America, and Asia. With over 30 years of international experience, he brings a unique perspective shaped by global diversity and creative thinking.



## Simone Tostes

AONDE CASAR, DESTINATION WEDDING

Simone Tostes stands out among professionals in the industry with over 20 years of experience in weddings and events in Brazil.

A pioneer in wedding tourism, she entered the market 10 years ago with a visionary approach.

She founded Brazil's first destination wedding company: Aonde Casar Destination Wedding by Simone Tostes and has organized over 100 destination weddings worldwide.

Her work has taken her to more than 500 hotels and venues globally.

Destinations include Brazil, Italy, Portugal, Spain, the UK, France, Monaco, Greece, and Switzerland.

# FACULTY

Meet our educators



## Paola Medina

PAOLA MEDINA PLANNER & EVENTOS GRUPO MEDINA

Paola is a wedding planning firm specializing in full-service planning across Colombia and Latin America. With extensive experience in destination weddings, they have managed diverse events in various cities and venues. Paola Medina is a Social Communicator from Javeriana University in Bogotá, with a PMP certificate from San Diego Continuing Education. She brings expertise in project management, event planning, marketing, and protocol. Known for her strong communication and leadership skills, Paola is confident, dependable, and excels at leading cross-functional teams—qualities essential to successful event execution.



## Diana Sciarrillo

I DO, GUATEMALA

Diana Sciarrillo, founder of I Do, Guatemala, is a top luxury destination wedding planner with over 17 years of experience. She has positioned Guatemala as an exclusive wedding destination by blending elegance, authenticity, and detail. Named one of the Top 20 Destination Wedding Planners for four consecutive years, she's been featured in Brides.com and Junebug Weddings. As IADWP Guatemala National Chapter Leader and GIEG Vice President, Diana is known for creating intuitive, immersive experiences that make every celebration unforgettable.



## Luchy Ramírez

EVENTOS E3

Luchy Ramírez is a wedding planner and event designer with over 17 years of experience. As the founder of Eventos E3, she creates artistic weddings with a personalized and creative approach. She has produced events of all sizes and budgets internationally. Known for her effectiveness, problem-solving skills, and attention to detail, Luchy is also passionate about training and ongoing education. Since 2019, she has served as an IADWP Alfa Leader and leads key industry projects such as Escuela para Novias, Wedding Exchange Experience, and PopUp Weddings Mexico City & Surroundings, all focused on elevating and diversifying the wedding industry.



## Virginia Arana

IGLTA (INTERNATIONAL LGBTQ+ TRAVEL ASSOCIATION)

Virginia is a tourism professional with over 20 years of experience. She holds a degree in International Relations, two master's degrees, and is currently pursuing a Ph.D. in Tourism. Her career includes roles in the maritime and logistics sectors, international promotion for Yucatán, and leadership at Mexico's Tourism Board (CPTM) in Washington D.C. and Brussels. She has worked with organizations like ASAE, MPI, PCMA, and FIAB. She led Yucatán Meetings, chaired PCMA Mexico, and held key roles in national tourism promotion. Since 2024, she serves as Membership Manager for Mexico & the Caribbean at IGLTA, promoting inclusive tourism across the region.





# TAKE THE NEXT STEP!

Become the go-to professional for clients seeking exceptional, customized destination weddings and group celebration travel experiences. Expand your horizons, unlock new revenue streams, and position yourself as a leader in this dynamic and lucrative market.

**REGISTER HERE**

## Contact Information:



**Lupita Molina**

Member Experience and Support Manager

✉ [lupita@iadwp.com](mailto:lupita@iadwp.com)

☎ +52 999 224 0411

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

# PROGRAM MODULES



**From Vision to  
Voyage: An  
Introduction to  
Celebration  
Travel**



**From Inquiry to  
Intimacy:  
Mastering  
Client-Centered  
Service**



**Across Cultures:  
Mastering Global  
Celebration  
Traditions**



**Protected &  
Prepared: The  
Essentials of  
Event Safety**



**Plugged-In  
Planning:  
Tech Tools for  
Group Travel  
Success**



**Purposeful  
Celebrations:  
Designing  
with Impact  
and Intention**



**From Visibility  
to Authority:  
Marketing for  
Impact and  
Reach**



**Be the Expert:  
Shaping Your  
Identity as a  
Celebration  
Pro**



**Logistics That  
Flow: Mastering  
the Art of  
Seamless  
Coordination**



**Global Mindset,  
Inclusive Heart:  
Designing for  
All**



**The Power of  
Paper:  
Contracts That  
Build Clarity  
and Confidence**



**Monetize Your  
Magic: Turning  
Expertise into  
Sustainable  
Income**



**Designing the  
Unforgettable  
: Where  
Vision Meets  
Emotion**