

PRELIMINARY PROGRAM

DAY 1 - OCT 19th

- **6:30 - 7:00 pm** - New Attendees
Welcome Circle. At CIC.
Convention Center Cenote
- **7:00 pm - 10:00 pm** - Welcome
Event. Yucatan Awakens at El
Pinar

DAY 2 - OCT 20th

TECHNOLOGY & CELEBRATION TRAVEL At CIC

- **8:00 am - 9:00 am** - Registration
- **9:00 am - 9:30 am** - Opening
Ceremony.
- **9:30 am - 10:20 am** - Future Proofing
Your Business. The Trends Defining
Celebration Travel Through 2030

Organized By

IADWP
International Association of
Destination Wedding Professionals



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With Support From

YUCATÁN

DAY 2 - OCT 20th

TECHNOLOGY & CELEBRATION TRAVEL

- **10:20 am – 11:10 am** - Decoding Yucatán.
Culture, Meaning & Authenticity for
Destination Weddings and Celebration
Travel.
- **11:10 am – 11:30 am** - Coffee Break
- **11:30 am – 12:20 pm** - The Tech-Driven
Romance Revolution AI. Automation &
Human-Centered Design for Travel Advisors
and Event Professionals.
- **12:20 pm – 1:10 pm** - The New Luxury
Traveler. Understanding the expectations of
affluent clients and creating experiences that
command premium pricing.

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DAY 2 - OCT 20th

TECHNOLOGY & CELEBRATION TRAVEL

- **1:10 pm – 2:00 pm –**
Networking Lunch
 - **2:00 pm – 5:30 pm –** Business Appointments
& Experiential Hubs
 - Maya Recados Workshop
 - Cacao Circle – Connecting with Maya Roots by Chablé Yucatán
 - Sacred Melipona Honey Experience By Fundación Haciendas del Mundo Maya
 - Maya Blessings and Sacred Traditions. Led by a Maya Spiritual Guide
- (3.5 Hours)
- **7:00 pm – 10:00 pm –** Private Event for IADWP Members Only

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DAY 3 - OCT 21 ST

8:30 am - 9:20 am - Opening Keynote

You Are an Artist: The Creative Power Behind Extraordinary Experiences

Learn how to use AI as a creative partner to bring your artistic vision to life, designing intentional itineraries, crafting emotional journeys, and creating experiences that feel deeply personal, authentic, and unforgettable.

BREAKOUTS

9:30 am - 12:20 pm

9:30 - 10:20 am

BREAKOUT 1 - From Funnels to Forever:

Winning Digital Strategies for High-Value Planners & Travel Advisors

BREAKOUT 2 - AI Playbook:

Proposals, Timelines, Budgets & Content in Minutes

10:20 - 11:10 am

BREAKOUT 1 - Luxury Client Acquisition

How Top Professionals Attract Premium Clients

BREAKOUT 2 - From Lead to Wedding,

The AI System That Runs My Entire Business

11:10 - 11:20 am - Break

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DAY 3 - OCT 21 ST

BREAKOUT 1 - From Post to Profit

The Facebook + AI Checklist for Content That Converts

BREAKOUT 2 - From All-Inclusive to All-Experience

How Cultural Destinations Create More Value, More Emotion, and More Revenue

11:20 - 12:10 pm

- **12:10 - 1:10 pm - Networking Lunch**

- **1:10 - 4:50 pm - Networking Appointments**

5:00 - 5:45 pm - Closing General Session

Business Models for the Next Decade
High-Value Clients, High-Value Systems.

- **5:45 - 6:00 pm - Closing Ceremony
& Announcements**

7:30 - 10:00 pm - Closing Celebration

At Hacienda San Antonio Hool



EXPERIMENTALS HUBS

Cacao Circle

Connecting with Maya Roots by Chablé Yucatán

Inspired by ancient Maya traditions, the Cacao Circle is a sensory experience designed to invite participants into a moment of intention, gratitude, and presence through cacao, a sacred beverage deeply rooted in Maya culture.

Maya Recados Workshop

Emblematic recados—traditional spice blends that form the foundation of Yucatecan cuisine. Through a live demonstration using a metate or ka', participants will experience ancestral preparation techniques and gain insight into the flavors and stories behind these culinary traditions.

Sacred Melipona Honey Experience

By Fundación Haciendas del Mundo Maya

Melipona bee, a symbol of ancestral wisdom and harmony with nature. Through this immersive experience, participants will learn about the importance of Melipona honey in Maya medicine, rituals, and environmental conservation, while exploring how local communities continue to preserve this centuries-old tradition.

Maya Blessings and Sacred Traditions

An introduction to the living spiritual traditions of the Maya people and the significance of blessings in marking important moments in life.

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