

The Official
Magazine
of the IADWP

A couple in wedding attire stands in front of a white building with a stone conical roof. The man is wearing a light grey suit and the woman is wearing a white lace wedding dress. They are holding hands and looking at each other. The background shows a white building with a stone conical roof and a bell tower.

ÉPICA

WEDDINGS & EVENTS

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AMORE ALL'ITALIANA

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Editor's Note

August 2026 | By Adrián Pavía

Director, IADWP Latin America & Spanish-Speaking Caribbean Chapter | Editor in Chief – ÉPICA Magazine

When a Community Comes Together, the Industry Grows

There are moments that define a before and an after. **The LAT Wedding Congress 2026** in Antigua Guatemala was undoubtedly one of them. For several unforgettable days, we once again proved that the true strength of our industry lies not only in the excellence of its professionals, but in our ability to come together, share knowledge, inspire one another, and collectively build a brighter future. I would like to express my deepest gratitude to **Diana Sciarrillo**, National Chapter Head of Guatemala, and to her outstanding chapter team. They were exceptional hosts, proud ambassadors of their country, and the driving force behind an event where every detail contributed to an unforgettable experience. My sincere appreciation also goes to the entire **IADWP team**, who once again delivered a world-class congress that exceeded every expectation and reaffirmed why our community continues to be an international benchmark within the romance industry.

However, once the lights go down and the applause fades, the real challenge begins. The next step will not depend solely on what each of us accomplishes individually in our own businesses or destinations. It will depend on what we are capable of achieving together as a community. Competition is no longer among ourselves; our greatest opportunity lies in collaboration. By sharing experiences, creating partnerships, and raising professional standards together, we all grow stronger. When one wedding planner succeeds, they inspire another. When one destination flourishes, the entire region benefits. And when a community understands that

shared knowledge creates greater opportunities, growth becomes collective rather than individual. That is, without question, the future we are committed to building.

Our Latin America Chapter continues to expand, and every new leader strengthens this extraordinary network of passionate professionals. It is therefore my great pleasure to officially welcome **Paula Abreu** as the new National Chapter Head of Mexico. We are confident that her leadership, experience, and commitment will play a vital role in the continued development of one of the most important wedding markets in our region. Welcome, Paula. Your arrival represents fresh ideas, new opportunities, and renewed energy as we continue working together to elevate our community and our industry.

I would also like to dedicate a few words to **Kitzia Morales**, whose vision, leadership, and extraordinary ability to bring each LAT Wedding Congress to life continue to inspire us year after year. Organizing an international event of this magnitude requires much more than talent—it demands vision, perseverance, sensitivity, and the remarkable ability to unite people around a common purpose. Thank you, Kitzia, for constantly reminding us that excellence is not a destination but a journey, and for encouraging all of us to keep raising the bar for the wedding industry.

And if there was one unforgettable moment that perfectly captured the spirit of this congress, it was undoubtedly the Second Edition of the **ÉPICA Awards**. Watching so many professionals become emotional as they received recognition in front of their peers reminded us why these awards were created in the first place. They are far more than a trophy. They celebrate years of dedication, creativity, resilience, passion, and unwavering commitment to excellence. Every winner represents an inspiring story of perseverance, but every nominee deserves recognition as well, because reaching that stage already means leaving a meaningful mark on our industry. Congratulations to all the winners, and thank you for inspiring us through your extraordinary work.

As I write these words, I feel more convinced than ever that we are building something far greater than an association, a congress, or even a magazine. Together, we are shaping a more professional, more generous, and more innovative industry—one that is ready to embrace the future with confidence. Let us continue dreaming. Let us continue sharing knowledge. Let us continue developing new leaders and creating opportunities for the generations that follow. There are still countless destinations to discover, countless stories to tell, and countless lives to transform.

The best did not stay in Guatemala.
The best is only just beginning.

Let's keep growing. Together.



Adrián Pavía

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The Art of Getting Married in Puglia, Italy

Where the journey and love meet
in the same destination





Ph: Cosmo Laera
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There are places in the world that possess a quiet yet transforming charm, destinations capable of making you fall in love from the very first moment through their light, colors, and ancient traditions. The region of Puglia, located in the heel of the Italian boot (also known internationally as Apulia), is one of those places where life moves at a different pace. Among olive trees that have stood for thousands of years, the calm of the sea, and the timeless beauty of its architecture, this land offers a living backdrop that invites you to dream.

It was precisely this unique charm that captivated me and motivated my decision to leave my native Colombia with a suitcase full of memories and a heart overflowing with hope. I came to Italy to complete professional training in the hotel industry, confirming the deep love I had felt for this land since the first time I visited.

Today, settled in Alberobello, a town famous for its iconic "trulli" and an unquestionable symbol of the region's heritage, I have combined my professional background in Tourism and Hotel Administration,



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Ph: Studio Cromatica
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my multicultural experience, and my passion for strategic event planning. This is how **Leo Amado – Wedding and Travel in Apulia** was born: a project designed for couples who dream of celebrating their love in this fascinating land.

Apulia: A Living Stage for Unforgettable Weddings

Apulia is not simply a place to pass through; it is a deep sensory experience. Its landscapes offer a stunning mix of colors thanks to century-old olive groves, historic countryside estates (masserie), limestone architecture, and coasts washed by the crystal-clear waters of the Adriatic and Ionian Seas. From the cobbled paths and stone domes of Alberobello to the baroque majesty of Lecce, the coastal elegance of Polignano a Mare, or the historic energy of Bari, the region invites you to make time stand still.





Ph: Cosmo Laera
@cosmo_laera_official

Getting married in Apulia means immersing yourself in the authenticity of the Mediterranean lifestyle. The local gastronomy, based on fresh ingredients and culinary traditions; the traditional music that holds a captivating spell; the architectural beauty that honors an ancient heritage; and its living traditions, preserved with love and expressed in handmade crafts. It is a unique experience that becomes a living beat, a continuous celebration for the senses.

A wedding in Puglia goes beyond celebrating a single day to become a journey of unforgettable experiences: letting yourself be carried away by the whisper of the sea breeze during an exclusive sunset boat tour; feeling the breeze and energy while riding a Vespa through paths surrounded by ancient olive trees and red soil; enjoying a peaceful bike ride that invites you to slow down and admire the landscape; or sharing an intimate outdoor dinner under the starry sky, where the flavors of traditional cuisine, the warmth of family, and the charm of a classic Pugliese setting feel like a scene straight out of a beloved Italian movie.



Ph: Raffaele Vestito
@raffaele_vestito_ph_e_portrait

The Perfect Synergy: Organization, Sensitivity, and Travel Vision

It is precisely here that my vision makes a difference. Throughout my career planning destination weddings and my experience in the tourism industry, I have come to understand that aesthetic beauty and organizational precision do not compete, they strengthen each other: design inspires emotion, while rigorous planning guarantees the absolute peace of mind needed to enjoy it.



Ph: Marilisa Spinoso
@amarilis_photography

"A wedding is not just designed: it must be planned and managed with precision so that the couple's only purpose is to fully enjoy every single moment of this experience."

Understanding that couples who choose Puglia are looking to give themselves, and their guests, a memorable experience was the core idea behind my project. I firmly believe in an exclusive service focused on specialization and expert

and expert collaboration. Through a strategic partnership with **Sitaly Tours**, a tour operator with extensive experience in the region, we combine the best of both worlds: while they handle all integrated travel services, logistics, and authentic local experiences, I take charge of the creative and organizational direction of the wedding, tailoring every exclusive moment and event that makes up this great celebration.



Ph: Cosmo Laera
@cosmo_laera_official

Authenticity as the Core Thread

To me, every couple has their own language, story, and unique energy; therefore, my main goal is to find that authenticity that makes each wedding truly one of a kind. True luxury in destination weddings is not measured by showiness, but by the ability to create real emotions, deep connections among guests, and memories that stay with you forever.

"Choosing the right professional for such a special day is, above all, an act of trust and empathy: feeling that your story is a priority that deserves the right care and attention."

It requires finding someone who understands your real needs, knows the region inside out, and has the

experience needed to transform your dreams into a smooth, authentic, and memorable reality.

From the magical streets of Alberobello, built on a journey shaped by travel, dedication, and enthusiasm, my offer at **Leo Amado – Wedding and Travel in Apulia** invites you to discover southern Italy in all its Mediterranean authenticity: the perfect setting to begin a new chapter in a love story.

Leo Amado

Wedding and Travel in Apulia

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Less Is Eternal:

The Definitive Rise
of Minimalist Weddings





The Psychology Behind the Trend

Why is this concept captivating couples around the world right now? The answer lies, in part, in a direct response to the pace of contemporary life. We live in an age of constant digital overstimulation, where visual noise saturates our everyday existence. As a result, couples are increasingly seeking to transform their wedding day into an oasis of calm, order, and serenity.

The desire for sustainability and conscious consumption is also a powerful driving force behind this movement. Younger generations are rejecting the waste traditionally associated with large-scale celebrations and choosing to invest in quality rather than quantity. The result is a celebration with a significantly smaller environmental footprint and a visual impact that feels more enduring.

The wedding world is undergoing a quiet yet profound transformation. Gone are the days of noisy opulence, over-the-top banquets, and heavily layered décor designed to impress through sheer excess. Today, contemporary couples are rediscovering the power of simplicity, embracing a philosophy that places authenticity above artifice.

A minimalist wedding is by no means a simple or low-budget celebration. On the contrary, it embodies a sophisticated form of elegance. This aesthetic is guided by the architectural principle of "less is more," where every visual, culinary, and experiential element is carefully selected with clear intention and a rigorous sense of aesthetic purpose.

Rather than filling every corner with massive floral installations, the approach is to allow the architecture of the venue to breathe, giving the natural beauty of the surroundings and the emotion of the moment the opportunity to become the true protagonists of the day.





There is also a profound search for emotional authenticity. When unnecessary distractions are removed, what remains at the center of the celebration is the genuine commitment between two people. Guests are no longer distracted by an ostentatious production; instead, they become immersed in the purity of the romance and the vows being exchanged.

Key Elements of Minimalist Design

In floral design and décor, minimalism reveals itself through asymmetry and the strategic use of flowers. Dense arrangements are replaced by individual stems displayed in delicate glass vessels, sculptural branches, or textured green foliage that brings freshness and dimension without overwhelming the tablescape.

The color palette of a minimalist wedding is typically monochromatic or grounded in neutral tones. Pure whites, creamy hues, soft gray, and subtle black or metallic accents take center stage, creating an atmosphere that is exceptionally photogenic and timeless—particularly through the lens of contemporary fashion editorials.



Lighting plays a crucial, almost architectural role in these celebrations. Instead of ornate baroque chandeliers, couples are embracing kinetic lighting, geometrically arranged candles, or concealed LED installations that transform the atmosphere through the interplay of light and shadow, adding warmth and understated sophistication.

Wedding stationery is another essential expression of this aesthetic. Minimalist designs are characterized by clean typography, generous use of white space, and beautifully textured artisanal papers, proving that a design stripped of ornamentation can be extraordinarily elegant.

Bridal Style: Effortless Sophistication

Minimalist bridal fashion has redefined the standards seen on international runways. Today's brides are gravitating toward streamlined silhouettes, impeccable cuts, and luxurious fabrics such as silk satin, crepe, and mikado. The absence of lace or heavy embellishment allows the structure of the gown and the personality of the woman wearing it to take center stage.

For the groom, the aesthetic follows a path of impeccable tailoring. Clean-cut suits, classic tuxedos in sophisticated tones, and the elimination of unnecessary accessories create a contemporary silhouette in which the perfect fit replaces any need for overt statements or excessive ornamentation.



A Curated Culinary Experience

The culinary proposal at a minimalist wedding is transformed into a sensory experience centered on the excellence of the ingredients. Rather than overwhelming guests with an endless succession of courses, the menu offers a thoughtfully curated sequence of gourmet selections in which artistic presentation and authentic flavor take precedence.

Even the wedding cake reflects this philosophy. Minimalist wedding cakes move away from cascades of sugar flowers and elaborate embellishments, embracing smooth textures, textured white finishes, and subtle botanical details. The result is a true work of edible art.



The Destination: Spaces with Soul

The venue is the canvas upon which the entire experience is built. Minimalist weddings find their ideal setting in art galleries, restored industrial spaces with soaring ceilings, historic libraries, or breathtaking natural landscapes such as oceanfront cliffs and expansive deserts—places where the surroundings already possess a powerful visual identity of their own.

These venues allow guests to experience the luxury of space. By avoiding excessive furniture and overly dense layouts in communal areas, the celebration encourages a much more fluid, comfortable, and organic interaction, allowing conversation and human connection to unfold naturally, without the physical barriers often created by traditional event setups.

Ultimately, the rise of minimalist weddings is not a passing trend, but a paradigm shift within the event design industry. Through minimalism, couples are making a powerful aesthetic and lifestyle statement: true sophistication lies in the ability to edit, to choose with intention and with heart, and to remember that, at the end of the day, the only thing that truly matters is the love being celebrated.

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More Than Coffee: When a Cup Becomes an Unforgettable Experience

A conversation with David, founder
of Senz Coffee Experience





In the wedding industry, we tend to say that only the small details build great experiences, however, a carefully placed flower, a song at the right moment, or a shared glance between the bride and groom can stay forever in the memories of those who experience them, but we rarely think that a cup of coffee can also be part of those memories.

Throughout my career as a Destination Wedding Planner, I have met extraordinary vendors, people who understand that their work goes far beyond offering a service.

They are professionals who comprehend that they are part of one of the most important days in a couple's life.

David is one of them.

Behind Senz Coffee Experience, I didn't just find a perfectly presented hot beverage station. I found a young entrepreneur whose passion for coffee was born from curiosity, strengthened by knowledge, and today that is reflected how he serves every single guest with warmth.

I wanted to sit down and talk with him to discover the person behind every cup of coffee.



—David, before we talk about Senz, I want to get to know the person behind. Who are you when an event ends and the coffee machines are turned off?"

David smiles before answering.

"When I'm not at an event, I'm usually at the warehouse. I like to check every piece of the equipment, leave everything ready for the next service, and make sure everything is working perfectly. And when the workday is over, I enjoy being with my family."

His answer confirms something I have always believed: excellence never happens by chance. It is built when no one is watching.



As I listened to him, I understood that major transformations often start from the simplest moments. But the real change came when he decided to step out of his comfort zone to bet on what he was truly passionate about.

He was working at a major coffee shop chain. However, he felt that the product he was offering didn't represent the true value of coffee. He even admits that he developed poor eating habits due to the long working hours.

That's the moment when he decided to start from scratch.

The curious thing is that his story didn't start with a great passion for coffee. For many years, he considered coffee was simply the beverage that accompanied bread.

Everything changed when he started working in coffee shops.

"That's where I discovered that coffee was a completely different universe. I started to learn about the potential of Ecuadorian coffee and realized that behind a cup of coffee, there was so much more than I had ever imagined."

I asked him which cup of coffee had changed his life. Without hesitation, he recalled a workshop from 2020.

"I tasted coffees with fruity, sweet notes and an acidity I had never experienced before. That day, I understood that coffee didn't have to be bitter or simply strong. I discovered a whole new world."



Training.
Learning.
Traveling.

Advising for coffee shops in different provinces of Ecuador.



Understanding that coffee could become a part of the most important moments in people's lives.

Thus, Senz Coffee Experience starts.

Not as a company that serves beverage, but as a brand that creates experiences.

I asked him what the essence of Senz was.

He didn't need to think about it for too long.

"Awakening the senses and create lasting memories."

A simple phrase that perfectly sums up the philosophy they work by.

As a Wedding Planner, something I always observe is how each vendor understands their role in a wedding.

There are vendors who simply meet their working hours, and there are vendors who understand they are part of a story.

David belongs to the second group.



"It all starts with listening to our clients," he explains.

"Every couple has different tastes. Some people love a cappuccino; others prefer a hot chocolate or an herbal tea. Our job is to ensure that their favorite beverage is present on one of the most important days of their lives."



That answer reminded me of something I always share with couples: the best experiences start when every detail speaks of them. And that includes a cup of coffee.

I asked him what one of his company's greatest challenges had been. His answer revolved around their clients.

"We had times when several events coincided on the same day. That's when we realized we would rather do fewer weddings than lower our level of quality."

In an industry where growth is often measured by quantity, hearing someone talk about prioritizing excellence over volume is deeply inspiring.

Perhaps that is one of the reasons why guests remember their coffee stations so vividly.

It's not just because of the coffee.

It's because of how it makes them feel.

Each cup is prepared with carefully selected products, pristine equipment, and completely personalized service.

As we chatted, I also discovered another facet of David that I deeply admire.

An instructor.

Today, he dedicates part of his time to training new baristas.

"I don't just want to teach technique. I want to teach responsibility. I always tell them to prepare every drink exactly how they would like to receive it themselves."

That phrase could apply to any service-related profession.

Because true hospitality is applied when we think first of the person in front of us.

Then, I asked him what he had learned from working at weddings.

His response was immediate.
"No one does great work alone."

"Nadie hace un gran trabajo solo."

As a wedding planner, I couldn't help but smile, because that is exactly what we experience at every event: Photographers, Videographers, Florists, Chefs, Musicians, Baristas, Wedding Planners, etc.

We all build the same experience. So, when you



understand that the protagonist isn't the vendor but the couple, the magic happens.

Before ending our conversation, I wanted to ask him one last question.

—"What does the cup of coffee that best speaks of your story represent?"

David was silent for a few seconds.

"It represents an opportunity. When I was eighteen years old, very few people believed in me. I decided to take a leap of faith and place my path in God's hands. He kept opening doors and taking me to places I never imagined I would be. Today, every cup I prepare reminds me that dreams can come true when you work hard, persevere, and trust the process."

I couldn't find a better way to close our conversation.

Because I realized that behind every coffee station, there aren't just machines, drinks, or recipes.

There are stories.

There are sacrifices.

There are people who decided to turn a passion into a life project.

As a Destination Wedding Planner, I always say that weddings are the result of the work of hearts beating to the same rhythm.

So today, I want to recognize those from their own specialty professionals who ensure that our guests do not just enjoy a warm drink, but feel welcomed as if they were at home.

Perhaps that is, precisely, the true meaning of hospitality.

Making someone remember how you made them feel.

And if one day someone speaks of Senz Coffee Experience, I am sure they won't just remember the coffee.

They will remember the experience.

Because there are people who serve a cup of coffee. And there are others, like David and his team, who serve moments capable of staying forever in the memories of those who experience them.



What I learned from David

After speaking with him, I understood that excellence doesn't begin when a guest receives a cup of coffee. It begins much earlier, when someone decides to do things well even when no one is watching.

Perhaps that is the difference between offering a service and creating an experience. That is precisely what unforgettable weddings are made of.

"There are people who serve a cup of coffee and there are others who serve moments capable of staying forever in the memory."

Lissner Ortiz

Destination Wedding Planner

Senz Coffee

David Lita Suárez
@senzcoffee



Multicultural Weddings and Rule Free Celebrations:

When Love Creates
Its Own Traditions



Weddings are no longer events built solely around rigid traditions and protocols. Today, many couples seek to celebrate in a more authentic way, one where their roots, family histories, cultures, personal tastes, and unique ways of loving can coexist within a single experience.

In Costa Rica, this trend takes on a particularly meaningful dimension. As a destination chosen by couples from all over the world, the country has become the perfect setting for multicultural weddings: celebrations where Latin, European, North American, Caribbean, Asian, and spiritual traditions come together, surrounded by nature,



warmth, and the unmistakable charm of the tropics.

A multicultural wedding is not about combining elements at random; it is about creating a meaningful narrative. It may take the form of a bilingual ceremony overlooking the ocean, a dinner featuring Costa Rican flavors alongside cherished family recipes, music that bridges cultures, or symbolic rituals that honor both partners' backgrounds.

We are also witnessing a rise in more unconventional celebrations: brides choosing colors other than white, ceremonies without traditional wedding parties, family-style dinners, wedding weekend experiences, barefoot beach receptions, and events where formal protocols are adapted to the preferences and comfort of the guests.

In destinations such as Costa Rica's Caribbean coast, Guanacaste, Manuel Antonio, La Fortuna, and the Central Valley, couples discover settings that allow them to create weddings with a truly personal identity. Nature becomes an integral part of the experience, the sound of the ocean, tropical rain, lush mountains, vibrant gardens, and local cuisine all contribute to an atmosphere that is both authentic and impossible to replicate elsewhere.

For wedding planners, the challenge lies in guiding these celebrations with sensitivity and intention. It is not enough to follow trends; it requires listening, researching, and understanding the significance



that each tradition holds for the couple and their families. A thoughtfully designed multicultural wedding does not appropriate cultures, it honors them.

Costa Rica holds a unique advantage when it comes to hosting these celebrations: its hospitality. The well-known "Pura Vida" style is more than just a phrase, it is a way of welcoming, connecting, and celebrating. For this reason, rule-free weddings do not mean weddings without structure; rather, they are celebrations driven by purpose, where every detail has meaning.

Ultimately, the most memorable weddings are those that do not try to fit into a predefined mold. They are the ones that tell a genuine story, blend different worlds with respect, and allow love to express itself freely and authentically.

Because when a wedding is designed from a place of authenticity, it does not need to follow every rule to be truly perfect.

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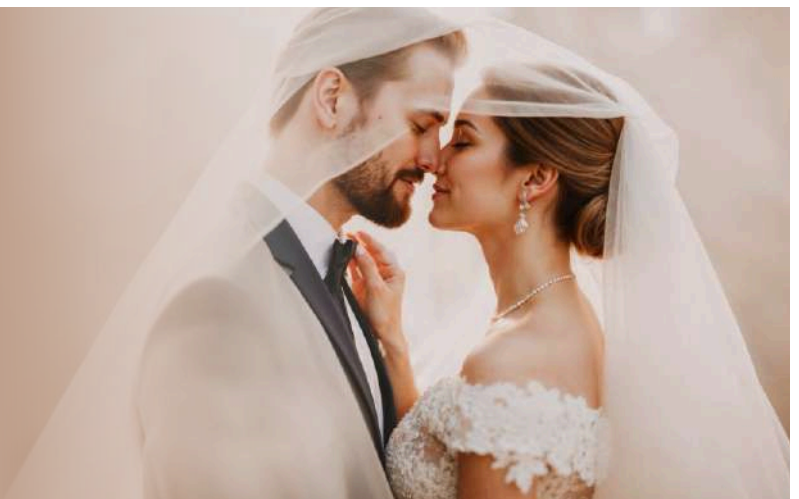
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ÉPICA
WEDDINGS & EVENTS



Social Events at the LAT Wedding Congress in Guatemala





It came as no surprise that more than 400 wedding professionals gathered for this remarkable event. What was truly extraordinary, however, was witnessing the strength of an industry that transcends borders and finds in gatherings like these the perfect opportunity to connect, collaborate, and celebrate. Throughout the congress, attendees were invited to experience a series of evening social events, each with its own distinct personality yet united by a common purpose: honoring Guatemala as an extraordinary destination for weddings and grand celebrations.

Welcome Cocktail: A Sensory Oasis at Villa Bokeh

The opening evening unfolded at **Villa Bokeh**, where nature itself became the evening's most distinguished host. This luxurious oasis, framed by the majestic silhouette of a volcano and home to its iconic Love Bridge—a witness to countless romantic moments—provided an unforgettable setting for the celebration.

Guests were welcomed with an exceptional culinary and cocktail experience, where the chef and his team showcased local ingredients in creative ways, demonstrating how fine dining is an essential pillar

of the destination wedding experience.

As conversations flowed and old friends reunited, thoughtful details continued to surprise guests—from Sunfresh's charming floral bar and Bashia Bride's elegant beauty cart to the evening's most anticipated highlight: a live culinary happening featuring the creation of a spectacular pavlova. The pastry team deserved every standing ovation they received.

To conclude the evening, each guest received a meaningful keepsake steeped in Guatemalan tradition: a piece of jade destined to become a one-of-a-kind jewel, handcrafted during a workshop at La Casa del Jade in Antigua Guatemala.





Members' Event: Our Story Through the Senses

One of the congress's most captivating and visually stunning evenings unfolded under the leadership of Diana Sciarrillo, IADWP Director for Guatemala, together with an exceptional team of event professionals. The magnificent **Convento de las Capuchinas** was transformed into a deeply immersive, multisensory experience.



The evening began in an intimate, ceremonial atmosphere where exquisite music, captivating aromas, and a mesmerizing live performance set the tone for what was to come. Guests wandered through lush gardens filled with artisans and cultural expressions that beautifully celebrated Guatemala's rich heritage.

Upon reaching the entrance to the historic ruins, breathtaking floral projection mapping transformed the colonial temple into a living canvas. As the monumental doors opened, more than 300 IADWP members were welcomed into an extraordinary scene: two magnificent imperial tables dressed in timeless elegance and refined glamour.





At the heart of the setting, a central runway came alive with performers portraying Guatemala's history, leading seamlessly into a multi-course wine-paired dinner where lighting, gastronomy, and storytelling merged to reveal the soul of a fascinating nation.

Between Threads and Jade: The Grand Closing Gala

After three inspiring days of education, networking, and shared experiences, the congress reached its grand finale at the iconic **La Recolectación Ruins** with the Between Threads and Jade Gala and the presentation of the **Épica Awards**, made possible through the collaborative efforts of IADWP, INGUAT, and Guatemala's outstanding event professionals.

Inspired by jade and the country's extraordinary textile heritage, the gala seamlessly blended cultural legacy with contemporary design through masterful lighting, monumental sculptures, artistic installations, and a fashion showcase featuring renowned local designers.

The evening's defining moment arrived with the **Épica Awards**, celebrating the excellence, innovation, and enduring contributions of the professionals shaping the global wedding industry.

As the awards concluded, the celebration naturally evolved into an unforgettable party filled with live music and signature cocktails—a reminder that professional partnerships often blossom into genuine friendships. (And although the official story ends here, rumor has it that the celebration continued well into the early hours at a charming hidden venue known as Tiky, where heartfelt farewells among Latin American colleagues turned into dancing, laughter, and pure joy.)



A Finale Worthy of Our Industry

The LAT Wedding Congress in Guatemala reminded us that the true richness of our profession extends far beyond spectacular productions. It lives in the warmth of its people, the cultural heritage that surrounds us, and the invaluable community we continue to build together.

We left Antigua Guatemala inspired, carrying unforgettable memories and a renewed commitment to elevating the wedding and events industry throughout Latin America and beyond.

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Photography: KU Studio, Pipe Gaber, Auguro Weddings, Dylann Garrido and Life Weddings





El Salvador: Where the Ocean Says "I Do"

A destination wedding where breathtaking landscapes, warm hospitality, and the essence of El Salvador become part of an unforgettable love story.



When a Destination Becomes Part of the Love Story

Some places are simply visited. Others are deeply experienced from the very first moment.

El Salvador is one of them

A country where the Pacific Ocean embraces the coastline, sunsets seem to pause time, and genuine hospitality makes every guest feel at home. Within just a few hours, visitors can discover pristine beaches, majestic volcanoes, charming towns rich in history, and a culinary culture that invites exploration far beyond the wedding day.

Perhaps this is one of El Salvador's greatest treasures: a wedding here is never just a celebration. It is an opportunity to share with family and friends a destination that continues to live in their hearts long after the last toast.

When a couple chooses El Salvador, they are not only selecting a venue.

They are inviting their loved ones to experience a country filled with beauty, authenticity, and unforgettable moments.

That is exactly where Roxana and Fredhy's story began.

A Love Story That Found Its Perfect Place

Some couples inspire you from the very first conversation.

Roxana and Fredhy were one of them.

Their love story is genuine, joyful, and filled with kindness. They are the kind of people who naturally make everyone around them feel welcome, believing that true luxury is not found in extravagance, but in sharing meaningful moments with the people they love most.

That became the inspiration behind every decision we made.



One of my favorite parts of designing a wedding is getting to know each couple beyond the event itself.

Learning how they met, what makes them laugh, what they dream about, and how they imagine beginning this new chapter together.

Because before we ever discuss flowers, colors, or décor...

We talk about them.

Every couple is unique.

Every story deserves to be heard.

Our role is to listen with empathy and translate their dreams into a celebration that genuinely reflects who they are.

When Design Reflects the Soul of a Place

For Roxana and Fredhy, we created a design inspired by the serenity of the ocean and the natural beauty of El Salvador's coastline.

The intention was beautifully simple:

To allow nature to become the main character.

Soft shades of sand, ivory, earthy neutrals, and muted greens blended effortlessly with the landscape, while pampas grass, organic textures,







The Details That Made the Celebration Unforgettable

Nothing about this wedding happened by chance.

Every element was intentionally curated so guests would feel connected to the celebration from the very beginning.

The dress code invited everyone to become part of the scenery, featuring soft neutral tones, natural fabrics, and relaxed elegance. Instead of standing apart from the environment, the guests became an extension of it, creating remarkable visual harmony throughout the celebration.

The décor embraced an organic aesthetic with pampas grass, delicate foliage, neutral florals, woven textures, and warm ambient lighting, allowing the surrounding landscape to remain the true focal point.



and natural materials added warmth, movement, and understated elegance.

Nothing was designed to compete with the ocean. Everything was created to complement it.

Because when nature already tells a beautiful story, design should simply help bring it to life.

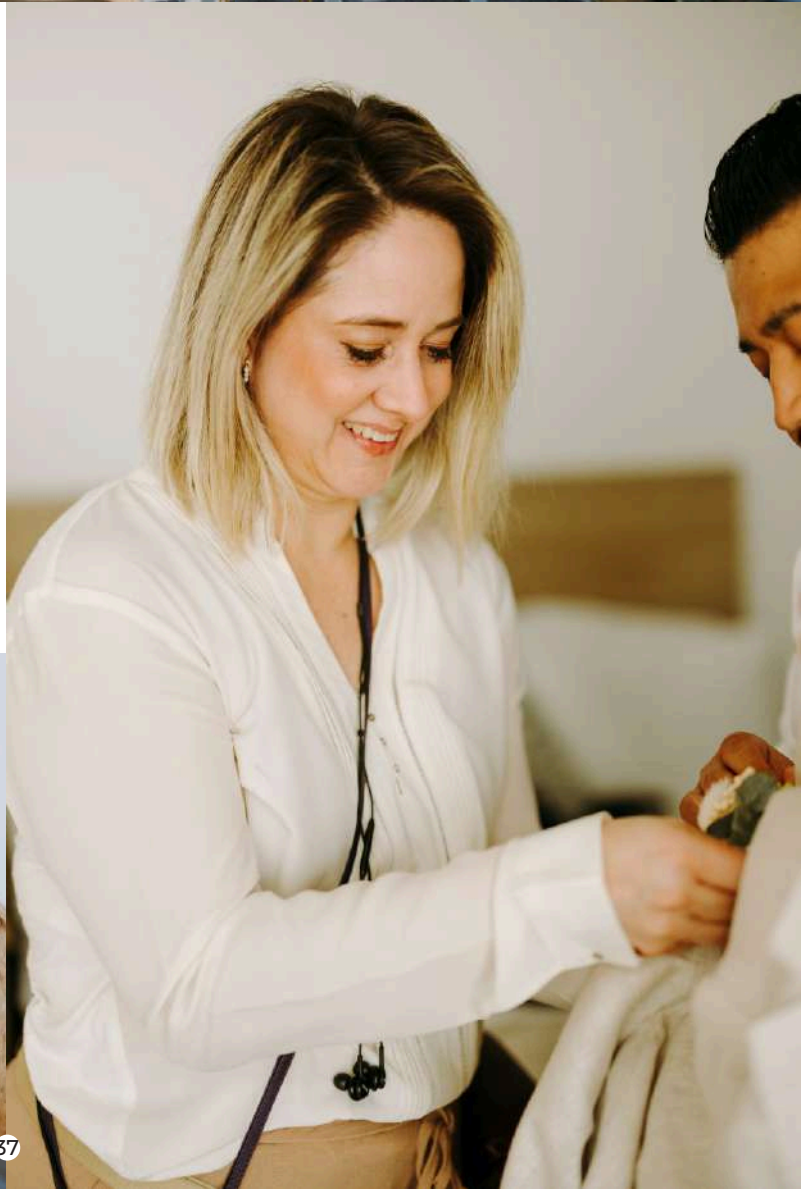


The reception took place in an open-air covered venue where guests enjoyed the ocean breeze, natural light, and panoramic views while celebrating in comfort.

Even the welcome beverages became part of the experience—refreshing, beautifully presented, and thoughtfully designed to reflect the tropical atmosphere while inviting everyone to slow down and embrace the destination.

Because destination weddings are remembered not only for how they look...

They are remembered for how they make people feel.







The country's year-round tropical climate, spectacular sunsets, and growing community of world-class wedding professionals create the perfect setting for intimate, elegant, and deeply meaningful celebrations.

Here, the destination becomes more than the backdrop.

It becomes part of the experience itself.



The Privilege of Celebrating in El Salvador

The most memorable destination weddings don't begin when guests arrive at the ceremony.

They begin the moment a destination makes everyone feel part of the story.

That happens naturally in El Salvador.

Its privileged location allows visitors to experience beaches, volcanoes, vibrant culture, exceptional cuisine, and warm hospitality—all within a remarkably accessible distance.

"Wherever... As Long As We're Together"

Every wedding leaves behind a phrase that perfectly captures the couple's story.

For Roxana and Fredhy, it was beautifully simple:

"Welcome to our **wherever... as long as we're together.**"

That sentence became the heart of the entire celebration.

It wasn't about a place.

It was about a way of loving.

Beyond the décor, the flowers, or even the extraordinary scenery, what truly mattered was creating a space where every guest could feel the warmth, authenticity, and joy that define this couple.

It was our privilege to transform their essence into a celebration where architecture, nature, lighting, gastronomy, and every shared moment spoke the very same language.

The most unforgettable weddings don't follow trends.



They follow people.

People who choose to build a life together and discover a destination that reflects their story.

Because El Salvador is more than a place to celebrate a wedding. It is a destination where landscapes, people, and emotions come together to create memories that last forever.

With love,

Rebeca Jerez

Destination Wedding & Event Planner

Rebeca Jerez CO

National Chapter Leader El Salvador – IADWP






ÉPICA
WEDDINGS & EVENTS

The Official
Magazine
of the IADWP

Italy and Argentina

An Alliance Born
from a Shared Dream





Two professionals, two continents, and one shared vision to create unforgettable experiences in Italy

Some encounters seem like pure coincidence. But with time, you realize they were meant to happen.

Because when two people share the same vision, the same passion, and the same purpose, sooner or later their paths are destined to cross.

That is how this alliance was born.

Not as a business strategy, but as the natural meeting of two professionals united by the same dream and by two countries deeply connected through history.

Italy and Argentina share much more than an ocean. They share millions of family stories, roots, traditions, and a cultural identity that has united generations.





The essence of Italy lives in the heart of Argentina, and it was this profound connection that inspired the creation of a project that now officially brings both countries together to offer a new way of experiencing destination weddings in Italy.

Today marks the beginning of a new story.

A story that brings together two continents, two professional journeys, and one shared philosophy: creating unforgettable experiences for couples who dream of celebrating the most important day of their lives in the land where the authentic **Dolce Vita** was born.



On one side is **Adrián Pavía**, founder of **ÉPICA**, one of the leading magazines and platforms for the wedding industry in Latin America. An educator, speaker, and creator of projects that, for more than two decades, have inspired hundreds of wedding professionals by promoting a vision based on excellence, innovation, and the creation of memorable experiences for couples.

On the other side is **Sesilia Pezo**, wedding planner, symbolic ceremony celebrant, and creator of the **Wedding Emotional Experience**.



Peruvian by birth and an Italian citizen by love, she has lived in Italy for more than thirty years, dedicating her career to transforming every wedding into a deeply personalized and emotional experience, becoming a bridge between Latin American warmth and Italian elegance.

Her work has been featured in several leading Italian wedding magazines, showcasing real weddings recognized for their creativity, elegance, and exceptional quality.

Throughout her career, she has received numerous awards for experience design and creativity within the wedding industry.

She has also been honored as **Italian Talent in the "Wedding Emotional Experience" category**, an award that recognizes her innovative vision and her unique ability to create celebrations where emotion becomes the guiding thread of every detail.

Her philosophy is built upon one simple yet powerful belief:

"A wedding is not organized. A wedding is lived."

Every couple has a unique story, and every celebration deserves to become an experience designed exclusively for them.







It was precisely this way of understanding weddings that brought **Adrián and Sesilia** together.

Both share the conviction that a destination wedding is not simply about choosing a beautiful location, but about creating an emotional journey where every detail has meaning and every couple becomes the protagonist of an unforgettable story.

From this shared vision comes **Italian Love Experience**, an international project that combines Adrián Pavía's strategic expertise and international vision with Sesilia Pezo's deep knowledge of Italy, creative talent, emotional sensitivity, and extensive experience.

Together, they will accompany couples from Latin America and around the world who dream of getting married in Italy, offering a complete service that combines planning, design, personalized experiences, and symbolic ceremonies created from the very essence of each love story.







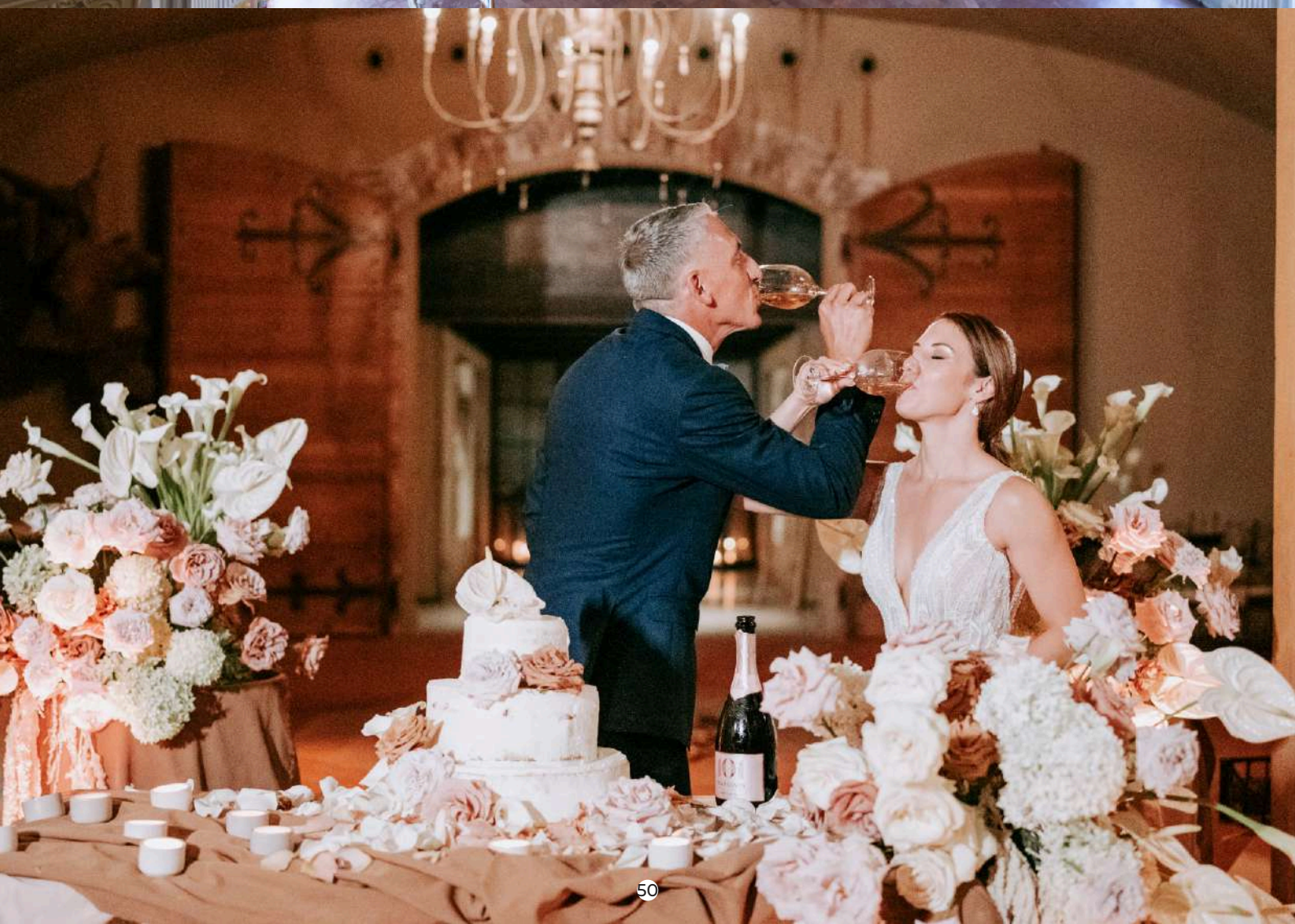
Italy is the warmth of its people, the passion poured into every creation, the beauty found in the smallest details, the authenticity of its traditions, and its extraordinary ability to transform everyday moments into unforgettable

Because Italy is so much more than a destination. It is the elegance of its palaces, the history of its castles, the magic of Lake Como, the beauty of the vineyards of Piedmont, and the charm of its timeless villages.

But the true essence of Italy is also found in the things that cannot always be captured in a photograph. It lives in the passion with which an artisan creates every detail; in the aroma of an espresso enjoyed in a historic piazza; in the excellence of its cuisine; in the tradition of its wines; in its art, music, fashion, design, and lifestyle that have inspired the world for centuries.



Ph: Marilisa Spinoso
@amarilis_photography





Because getting married in Italy is not simply about celebrating a ceremony inside a castle or a palace.

It means embracing a culture, experiencing its traditions, discovering a way of life, sharing unforgettable flavors around a table, appreciating the excellence of Italian craftsmanship, and feeling the soul of a country where every corner tells a story.

That is the true meaning of **Italian Love Experience**.

Not simply organizing extraordinary weddings.

But opening the doors to the authentic soul of Italy, allowing every couple to experience it with all their heart.

Through this alliance, Adrián and Sesilia aspire to build a bridge between Latin America and Italy, offering couples a different way to experience marriage: more human, more authentic, and profoundly memorable.

Because when experience, passion, and a shared vision come together, projects are born that leave a lasting legacy.

Welcome to Italian Love Experience

The journey has only just begun.



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Rhythm & Romance

The Hidden Score Behind
the Perfect Wedding Day





transformation, and the intimate toasts shared with those closest to the couple.

The Core (The Ceremony) – The emotional climax.

This moment demands impeccable punctuality. Even the slightest delay can diminish anticipation, while every schedule adjustment creates a ripple effect throughout the celebration.

The Interlude (Cocktail Hour) – The perfect transition.

While guests mingle and enjoy the celebration, the soft glow of golden hour or candlelight provides the ideal setting for the couple's portrait session.

The Revelation (The Reception) – The visual masterpiece.

The first glimpse of the beautifully styled reception space often inspires the evening's first collective gasp of admiration—a magical moment cherished equally by the newlyweds and their guests.

The Heartbeat (Formalities & Celebration) – Where emotion becomes celebration.

Concise, heartfelt speeches set the stage for the moment everyone has been waiting for since day one—the dance floor coming to life.

Behind every heartfelt "I do" that brings tears to our eyes, nothing is left to chance. There is an invisible score orchestrating every moment. In weddings—where celebration, emotion, and family legacy intertwine—the true luxury extends far beyond lavish floral installations, couture fashion, or even the most breathtaking venue. Real luxury lies in flawless flow. It is the technical script that transforms potential chaos into poetry in motion.

For us, as architects of extraordinary experiences, the wedding timeline is the very backbone of romance. It is far more than a rigid schedule—it is an emotional roadmap, carefully designed to allow the couple to experience their wedding day seamlessly, naturally, and without interruption.

The Chronology of the Climax

Every unforgettable celebration is composed of organic transitions that shape the emotional energy of the experience.

The Prelude (Getting Ready) – The backstage of love.

A time to capture the anticipation, the





The Script Behind the Magic

If the timeline is the music, the technical script is the conductor.

This essential production document defines what every vendor does, at what precise moment, and in response to which sensory cue. Think of it as the exact musical measure that signals the couple's grand entrance. Planning with theatrical precision does not diminish romance—it enhances it. It provides confidence, control, and peace of mind while protecting the emotional integrity of the celebration. The truth is that magic is simply the science of detail applied to the psychology of the guest experience. When the rhythm of the evening is entrusted to an impeccable production script, couples are free to let go of control and fully embrace the fleeting beauty of every moment.

The Golden Lesson: Building Time Buffers

In event production, time is the most unpredictable resource.

Every successful production schedule incorporates strategic buffers—carefully planned windows of flexibility that absorb the unexpected. Allowing an additional 15 to 20 minutes between hair and makeup and transportation, or between family portraits and dinner service, provides enough room



to accommodate weather conditions, logistical challenges, or unforeseen delays without guests ever sensing the pressure unfolding behind the scenes.

One principle remains constant: at the end of the day, the greatest guarantee of success is an exceptional team of professionals working together with seamless communication.

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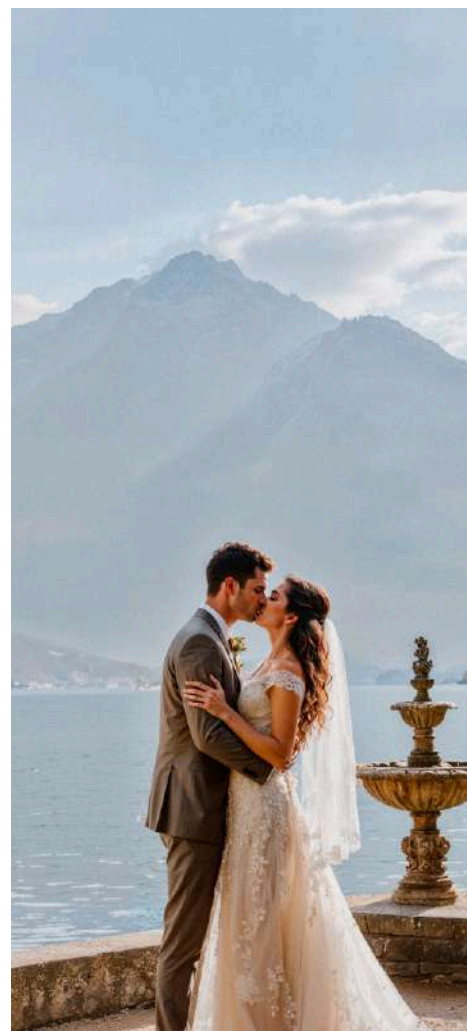
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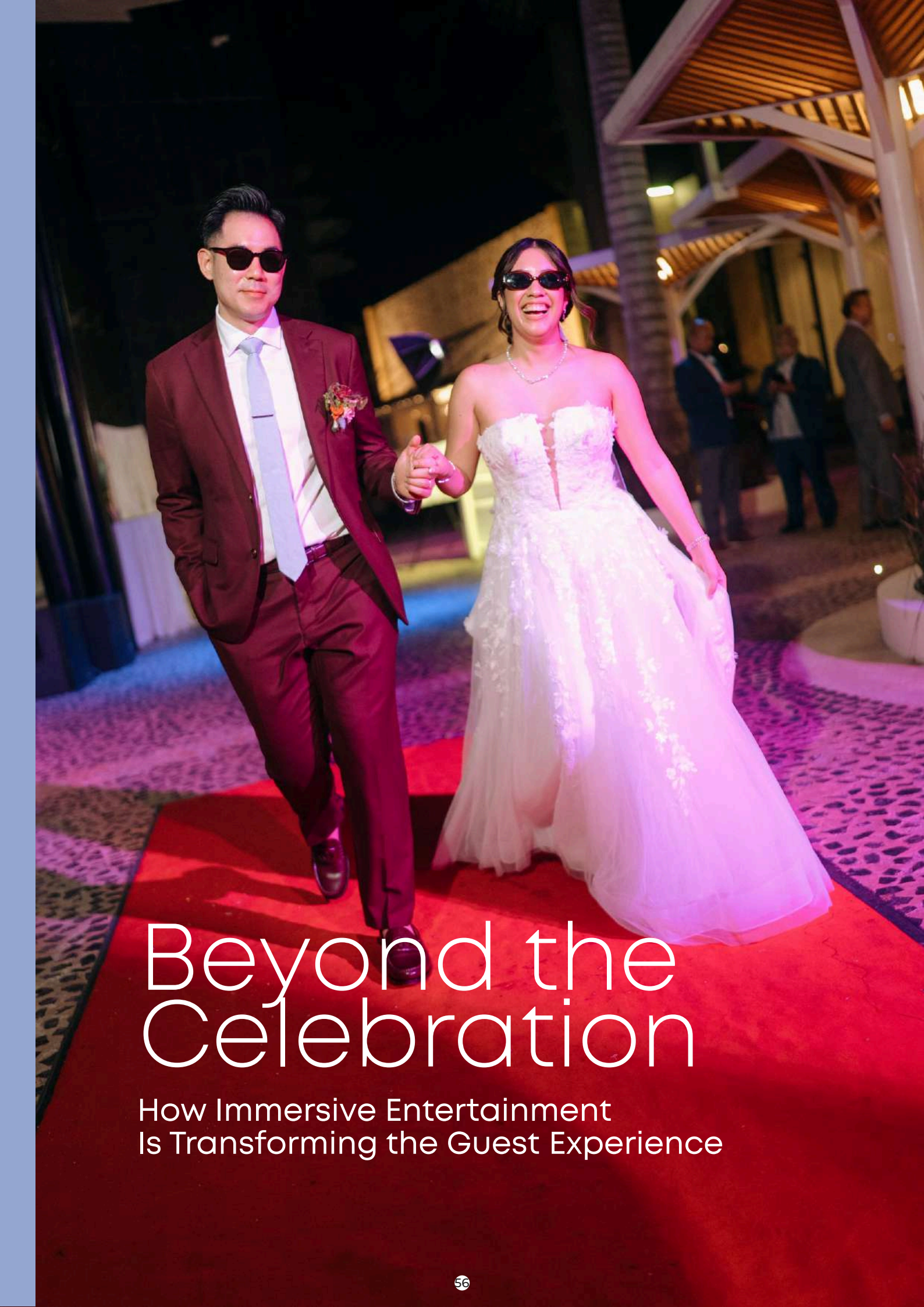
La Magia del Amor

ENCUENTRA SU DESTINO.



ÉPICA
WEDDINGS & EVENTS

The Official
Magazine
of the IADWP

A full-page photograph of a wedding couple walking on a red carpet at night. The groom is on the left, wearing a dark red suit, white shirt, light blue tie, and dark sunglasses. The bride is on the right, wearing a white strapless lace wedding dress, a necklace, and dark sunglasses. They are holding hands and smiling. The background shows a modern building with warm lighting and other guests in the distance.

Beyond the Celebration

How Immersive Entertainment
Is Transforming the Guest Experience



"Today's couples aren't just planning a wedding- they're carefully curating an experience."

The conversations I'm having with couples today are very different from what I expected when I became more deeply involved in wedding planning. Beyond choosing colors, flowers, or décor, more and more couples are asking a very different question:

"How do we want our guests to experience this day?"

One trend has become impossible to ignore: today's couples aren't simply planning a wedding— they're designing an experience.

Of course, breathtaking floral designs, exceptional cuisine, and stunning venues will always be essential elements of a beautiful celebration. But today, the real challenge is ensuring that every decision

contributes to creating a wedding that feels authentic, emotional, and unforgettable.

That shift is also redefining the role of entertainment.





It is no longer simply about surprising guests with a performance or keeping the dance floor full. Entertainment has become a way to tell a story, create emotion, and make every guest feel like an essential part of the celebration.

As a wedding planner, I've had the privilege of working with couples whose personalities and visions are completely different from one another. Every wedding has its own identity, but every so often a celebration perfectly reflects where our industry is heading.



One of those weddings was inspired by the elegance, glamour, and energy of a classic cabaret. From the very beginning, the couple knew they didn't want to host a traditional reception. They wanted their guests to step into an experience that would surprise and captivate them from beginning to end.

Rather than scheduling individual performances throughout the evening, every element was intentionally woven into the celebration. Live singers, aerial artists, dancers, fire performers, music, lighting, and carefully choreographed transitions ensured the energy never faded and that every moment naturally led into the next.

There wasn't one designated show.







The entire reception became part of the performance.

Yet perhaps the greatest achievement of the evening was finding the right balance.

While entertainment became the thread that connected the entire reception, the wedding itself always remained at the heart of the celebration. The couple's grand entrance, their first dance, the speeches, and every meaningful milestone retained the importance they deserved. The performances weren't there to compete with those moments—they were there to elevate them.

That is what immersive entertainment is all about.

When thoughtfully designed, guests stop feeling like spectators and become part of the experience itself. Performers interact naturally with the crowd, music evolves throughout the evening, lighting transforms the atmosphere, and every surprise serves a purpose within the celebration's story.

Perhaps the most fascinating part of this trend is that it doesn't necessarily require the largest





budget. It requires a clear vision, strategic planning, and the ability to ensure every element contributes to the story the couple wants to tell.

With every wedding I help bring to life, I'm reminded that the celebrations people remember most aren't always the most extravagant. They're the ones that create genuine emotion.

Years later, guests may not remember every course that was served or every detail of the décor.

But they will remember how the celebration made them feel.



They'll remember the excitement of an unexpected entrance, the energy that filled every corner of the ballroom, the spontaneous applause, the shared laughter, and the feeling of having experienced something truly unique.

I truly believe this is one of the trends that will continue shaping the future of our industry. Music, live performances, lighting, guest interaction, and storytelling are no longer separate elements—they're becoming part of one cohesive experience.

Because the most memorable weddings aren't simply the most beautiful ones.

They're the ones where every guest feels like they became part of the story.



Nadia Gallo

Maryland Chapter, USA IADWP
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Interview with Yanique Thomas

Weddings Manager
Princess Grand Jamaica
& Princess Senses The Mangrove





1. Adrián: Jamaica has become one of the most desirable destinations for weddings in the Caribbean. What do you believe makes it so special for couples?

Jamaica is such a naturally beautiful Island; the sun; the beaches; food; the music but most importantly the culture and the people.

When it comes to destination weddings in the Caribbean, couples have many beautiful options to consider. There are countless islands with stunning beaches, but Jamaica offers something truly special.

Long before Jamaica became known as a leading destination for weddings, it was already celebrated as a place of escape, renewal and relaxation. It has always been an oasis; a destination where visitors could disconnect from the ordinary, reconnect with themselves and experience the warmth, beauty and culture of the island.

Over the years, Jamaica has continued to evolve, becoming one of the most desirable and distinctive

wedding destinations in the world. The island offers far more than a picturesque ceremony by the sea. It caters to couples planning a private elopement in a secluded sanctuary, intimate celebrations surrounded by close family and friends, and larger wedding groups seeking a complete destination experience.

Guests can relax on beautiful beaches, explore rivers and waterfalls, hike through lush natural landscapes, experience local culture and cuisine, and create unforgettable memories both on and off the resort.

In Jamaica, we do not simply host weddings; we create experiences. Experiences filled with romance, adventure, culture and connection. Experiences that remain with couples and their guests long after the celebration has ended.

That is what makes Jamaica more than a wedding destination. It is a place where unforgettable love stories come to life.

2. Adrián: What are couples looking for today that is completely different from what they were seeking five years ago?

Today's couples are looking for something deeper—an experience that connects them and their guests to the destination itself. More than ever, they want their guests to leave with something meaningful. Not a tangible item or a souvenir to place on a shelf, but a feeling and a memory that can never be erased.

Of course, couples want their loved ones to join them in celebrating their union, but they also want the spirit of that celebration to continue long after the wedding has ended. They want their guests to leave feeling inspired; inspired by the love they witnessed, the culture they experienced, the connections they formed and the memories they created together.





That inspiration may encourage someone to believe in love again, strengthen an existing relationship or even begin imagining a wedding of their own. Inspiration is personal, powerful and limitless, and that is part of the beauty of a destination wedding.

A destination wedding is no longer simply about "me and you." It is about us. It is about unity, connection, shared experiences and bringing people together to celebrate and spread love. *nir a las personas para celebrary compartirel amor.*

3. Adrián: Luxury has evolved significantly. How do you define luxury in destination weddings in 2026?

Luxury in destination weddings begins long before the ceremony, the décor or the celebration itself. It starts at the very first touchpoint, with meaningful connections and with people who take the time to truly understand who you are.

It is found in the professionals who listen attentively, anticipate your needs and genuinely care about the details that matter most to you. That is where true luxury begins: with genuine care, thoughtful attention and a personalized approach.



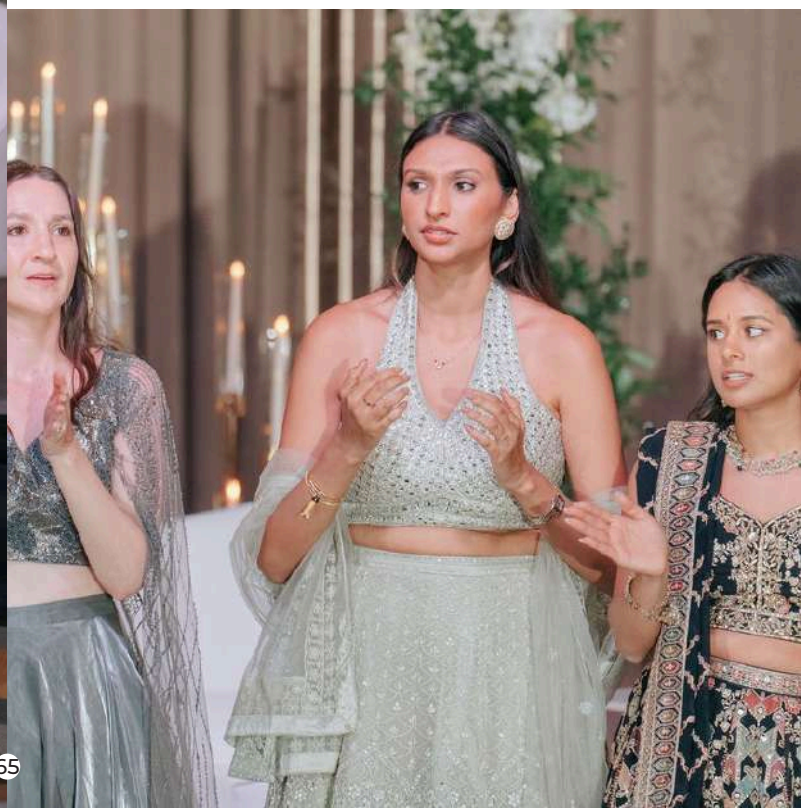
When that foundation is combined with expertise, consistency and exceptional standards, outstanding service follows naturally. Luxury is not simply about extravagance or expense. It is about ease, confidence and the reassurance that every detail is being handled with intention.

It is the comfort of knowing that your vision is understood, your time is respected and your needs are anticipated before they are expressed. It is seamless planning, thoughtful gestures, refined execution and the ability to make every couple and every guest feel valued.

True luxury is personal. It is not one experience designed for everyone, but an experience carefully created around each couple's story, preferences and expectations. It is the freedom to be fully present, to enjoy every moment and to trust that everything happening around you has been thoughtfully considered.



Ultimately, luxury is how an experience makes you feel. It is feeling seen, understood, cared for and completely at ease. It is not only what is provided, but how it is delivered, remembered and felt long after the celebration has ended.





4. Adrián: What wedding trends are you seeing most frequently among international couples choosing Jamaica?

We are seeing more couples thoughtfully blend elements of their own heritage with the richness of Jamaican culture.

This fusion is being elevated through bespoke, carefully curated experiences that are intentional, personal and deeply meaningful.

Rather than simply incorporating cultural elements for appearance, couples are creating moments that honour who they are while embracing the spirit of the destination.

From cuisine, music and entertainment to décor, ceremony traditions and locally inspired guest experiences, every detail is purposefully selected to tell a story.

The result is a celebration that feels authentic to the couple while allowing their guests to form a genuine connection with Jamaica. It becomes more than the merging of two cultures; it becomes a shared experience of identity, tradition, discovery and love.





5. Adrián: Many couples dream about a beach wedding. What advice would you give them to transform that dream into an unforgettable experience?

When planning a beach wedding, it is important to manage your guests' expectations while creating thoughtful elements that naturally lead them into the experience. The beach should not simply serve as a backdrop; it should become an intentional part of the celebration.

Consider creating an interactive post-ceremony experience that allows your guests to connect with the setting and with one another.

For example, small empty keepsake vials may be displayed on a beautifully arranged table. Following the ceremony, guests can walk to the shoreline and fill their vials with a small amount of sand as a personal reminder of the destination and the celebration they shared with you.

This activity encourages guests to move beyond simply observing the wedding. It gives them an opportunity to participate, interact and create a memory of their own.



Another meaningful option is a shell-inspired guestbook.

Provide decorative shells or shell-shaped pieces on which guests can write their names, initials or short messages. These can then be placed onto a prepared canvas, gradually creating a unique piece of art throughout the celebration.

The completed canvas becomes more than a traditional guestbook. It becomes a visual representation of everyone who gathered to support the couple and share in their love story.



These experiences do not need to be elaborate to be impactful. When they are thoughtfully planned, even the simplest activities can create a sense of unity, togetherness and connection.

They allow guests to interact with the destination, contribute to the celebration and leave with a memory that will remain with them long after the wedding has ended.

6. Adrián: What are the biggest challenges when planning a destination wedding, and how does your team help couples overcome them?

The biggest difficulty in planning a destination wedding is coordinating expectations and logistics across multiple people, locations and timelines.

The couple is often planning from another country and may not see the venue, meet vendors or review details in person before arriving.

At the same time, they are managing guest travel, accommodations, budgets, legal requirements, cultural preferences and event decisions.

The most common challenges are:

- . Keeping communication clear between the couple, resort, travel advisor and vendors.
- . Managing guest travel and room reservations.
- . Understanding what is included and what carries an additional cost.





- . Planning around weather and having a realistic backup plan.

- . Balancing the couple's vision with the destination's operational limitations.

- . Finalizing details early enough for proper execution.

Ultimately, the greatest challenge is creating trust from a distance.

When couples feel heard, receive consistent communication and understand each stage of the process, destination wedding planning becomes far less stressful.

7. Adrián: Princess Grand Jamaica and Princess Senses The Mangrove offer two different experiences. How do you help couples determine which property best reflects their wedding vision?

It is important to truly listen to your clients and understand the vision they have for their special day.

Every couple is different, and sometimes the best experience is created not by offering a standard solution, but by understanding how they want to feel before, during and after the wedding.



Some couples have large families and want to spend the days leading up to the wedding surrounded by their loved ones.

They want to be present, interact with their guests and enjoy the energy of everyone coming together. At the same time, once the celebration is over, they may want privacy, relaxation and an opportunity to reconnect as newlyweds.

In a case like this, we recommend a split stay.

Before the wedding, the couple can stay at Princess Grand Jamaica, where they can remain close to family and friends and enjoy the excitement of the group experience. After the wedding, they can transition to Princess Senses The Mangrove, where the atmosphere is more intimate and tranquil.

This allows the couple to enjoy the best of both worlds: meaningful time with their loved ones before the wedding, followed by a peaceful retreat where they can relax, rejuvenate and begin the next chapter of their journey together.



8. Adrián: In your opinion, what is the secret ingredient that turns a beautiful wedding into an extraordinary wedding?

In my opinion, the secret ingredient that transforms a beautiful wedding into an extraordinary one is intention.

A beautiful wedding may have stunning décor, exceptional food and an impressive venue, but an extraordinary wedding makes people feel something.

Every detail has meaning, every moment reflects the couple, and every guest feels connected to the celebration.

It is the thoughtful welcome, the music that tells a story, the cultural elements that honour the couple's heritage, and the small personal touches that make guests feel considered.

It is also the genuine care of the professionals behind the scenes, ensuring that the couple feels understood, supported and fully present.

Extraordinary weddings are not always the largest or most expensive. They are the weddings that feel authentic, personal and emotionally memorable.

When every element is created with intention, the wedding becomes more than a beautiful event. It becomes an experience that lives on in the hearts of the couple and their guests long after the celebration has ended.





9. Adrián: Sustainability has become an important topic in events. How is this reflected in weddings hosted at your resorts?

Sustainability has become an increasingly important consideration for couples, and we see this reflected in the way weddings are being planned and hosted at our resorts.

Many couples are now choosing décor elements that can be reused, repurposed or incorporated across multiple events. Floral arrangements may be transferred from the ceremony to the reception, while existing resort furniture, natural scenery and architectural features are used to reduce the need for excessive installations.

We also encourage couples to make intentional choices with menus, guest counts, printed materials and wedding favours. Digital invitations and itineraries, locally inspired menus and practical or experience-based guest gifts can all help reduce unnecessary waste.

Our natural surroundings also play an important role. The ocean, gardens, lawns and scenic views provide beautiful backdrops that require very little





Music is also a powerful way to connect the celebration to Jamaica.

A bride may choose to walk down the aisle to a Bob Marley song, while the reception may include reggae, dancehall, mento or live Jamaican entertainment. Local cuisine, signature cocktails and cultural performances can further immerse guests in the spirit of the island.

These details do more than enhance the wedding aesthetically. They allow guests to experience Jamaica through its flavors, sounds, traditions and warmth.

Jamaican culture is not simply added to the wedding as a theme. It becomes part of the story, creating a celebration that feels authentic to the destination and unforgettable for the couple and their guests.

enhancement. By allowing the destination itself to become part of the design, couples can create an elegant and memorable wedding without overproducing the space.

Sustainability does not mean compromising luxury. It means being more thoughtful about how resources are used, supporting local talent and incorporating elements that are meaningful, reusable and connected to the destination.

Ultimately, a sustainable wedding is one that creates a lasting emotional impact while leaving a lighter physical footprint.

10. Adrián: What role does local Jamaican culture play in the weddings you organize?

Jamaican culture plays an essential role in the weddings we organize.

Whether the celebration is intimate or elaborate, couples tend to incorporate elements of the destination in a way that feels natural, personal and meaningful.

This may begin with a Jamaican-inspired welcome bag featuring a small bottle of local rum, traditional treats or locally made products. It may be reflected in the décor through tropical fruits, native florals and vibrant colors used as centerpieces or design accents.





11. Adrián: Is there a wedding or a particular moment from your career that has stayed with you forever?

One of the most memorable weddings I have executed was a South Asian celebration that required our team to build an entire structure on the Honeycomb Rocks.

The vision was ambitious, and the location presented several logistical and technical challenges. However, our team worked carefully and collaboratively to ensure that every element was executed flawlessly.

Two moments from that experience will always stand out to me. The first was during the initial site inspection, when we showed the bride and groom the completely empty space and explained how we intended to transform it.

At that point, they had to trust our expertise and believe that we could bring their vision to life.

The second moment came on the night of the wedding and continued into the following day, when the bride and groom fully realized what had been created.

They were overwhelmed by the transformation and by the fact that the final result reflected the vision they had imagined so clearly.



For me, that is one of the most rewarding parts of wedding planning. It is the moment when an empty space becomes something extraordinary, when trust becomes reality, and when a couple sees that their dream has not only been understood, but beautifully brought to life.

12. Adrián: What is one wedding trend you believe will continue growing over the next few years?

One wedding trend I believe will continue growing over the next few years is the creation of intentional, experience-driven celebrations.

Couples are moving beyond planning a single beautiful ceremony and reception.

They are creating multi-day experiences that allow their guests to connect with one another, engage with the destination and become part of the couple's story.

This may include cultural welcome events, locally inspired cuisine, interactive entertainment, wellness activities, excursions and personalized moments throughout the stay.

We are also seeing more couples blend their own traditions with Jamaican culture, creating celebrations that feel both authentic and distinctive.

The focus is no longer solely on how the wedding looks, but on how the entire experience makes people feel.

Couples want their guests to leave with meaningful memories, stronger connections and a genuine appreciation for the destination.

I believe this trend will continue because today's couples are not simply hosting weddings—they are thoughtfully curating experiences that reflect who they are and remain with their guests long after the celebration has ended.





13. Adrián: If you could give just one piece of advice to couples beginning their wedding planning journey, what would it be?

My one piece of advice to couples beginning their wedding planning journey is to start with how they want the experience to feel, not simply how they want it to look.

Before choosing the venue, décor or entertainment, take the time to identify what matters most to you as a couple. Consider the atmosphere you want to create, the moments you want to share with your loved ones and the memories you want everyone to carry home.

It is easy to become distracted by trends, outside opinions and expectations, but your wedding should remain a reflection of your relationship, values and story. Once that foundation is clear, every other decision becomes more intentional.

Trust your vision, work with professionals who listen and understand it, and remember to enjoy the journey. The most memorable weddings are not necessarily the most elaborate.

They are the ones that feel genuine, personal and unmistakably yours.



14. Adrián: What excites you most about the future of destination weddings in Jamaica?

What excites me most about the future of destination weddings in Jamaica is the opportunity to create even more immersive, meaningful and personalized experiences for couples and their guests.

Jamaica already offers a powerful combination of natural beauty, culture, music, cuisine and genuine hospitality. As couples become more intentional about their celebrations, I believe we will see even greater demand for weddings that connect deeply with the destination.

This means more cultural fusion, more locally inspired experiences, more multi-day celebrations and more opportunities for guests to explore Jamaica beyond the wedding itself. Couples will continue looking for experiences that feel personal, authentic and emotionally memorable.

I am also excited about the continued evolution of luxury. Luxury will become less about excess and more about thoughtful service, seamless planning, meaningful details and genuine care.





The future of destination weddings in Jamaica is not simply about hosting beautiful events. It is about creating experiences that reflect the couple, celebrate the island and leave every guest with a lasting connection to Jamaica.

15. Adrián: When couples leave Jamaica after celebrating their wedding, what do you hope is the lasting memory they take home with them?

I hope they leave with the feeling that Jamaica became part of their love story.

Beyond the beauty of the ceremony, the music, the food and the scenery, I want couples to remember how the destination made them feel.



I want them to remember the warmth of the people, the joy shared with their loved ones and the genuine care that surrounded every moment of their celebration.

I hope their guests leave feeling connected, not only to the couple, but also to Jamaica and to one another.

The most meaningful memories are often found in the laughter, the unexpected moments, the cultural experiences and the feeling of everyone coming together in one place to celebrate love.

Ultimately, I hope they return home knowing that they did not simply have a wedding in Jamaica.

They created an experience that became part of who they are, a memory they will carry with them for the rest of their lives.



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Strategic partnerships:

How do planners collaborate across countries without competing?





Before introducing a client to a partner abroad, agree on the fundamentals.

Who owns the client relationship?

Who leads venue research? Who manages supplier communication?

Who approves budgets? Who is responsible for the wedding day?

These conversations are far easier before the project begins than halfway through planning.

Not every collaboration needs the same structure. Some partnerships work as referrals, where one planner introduces the client and the destination planner takes over completely.

Others succeed because the original planner remains the lead consultant while the local planner manages production, logistics and on-site execution.

Complex celebrations may even benefit from a joint planning model, provided responsibilities are documented from the start.

International weddings have changed the way planners build their businesses. Few professionals today can confidently cover every destination on their own, which is why cross-border partnerships have become one of the strongest competitive advantages. The challenge is making those partnerships work without creating confusion, conflict or competition.

At WEMA Global, we often see the most successful collaborations built on one simple principle: both planners contribute different expertise. One understands the couple, their expectations and the overall vision. The other knows the destination, its venues, suppliers, regulations and local business culture. Together, they deliver a stronger experience than either could alone.

Problems usually begin when these roles are never clearly defined. If both planners communicate separately with the couple, negotiate with the same suppliers or make independent decisions, misunderstandings become inevitable. The client should never have to guess who is responsible for what.

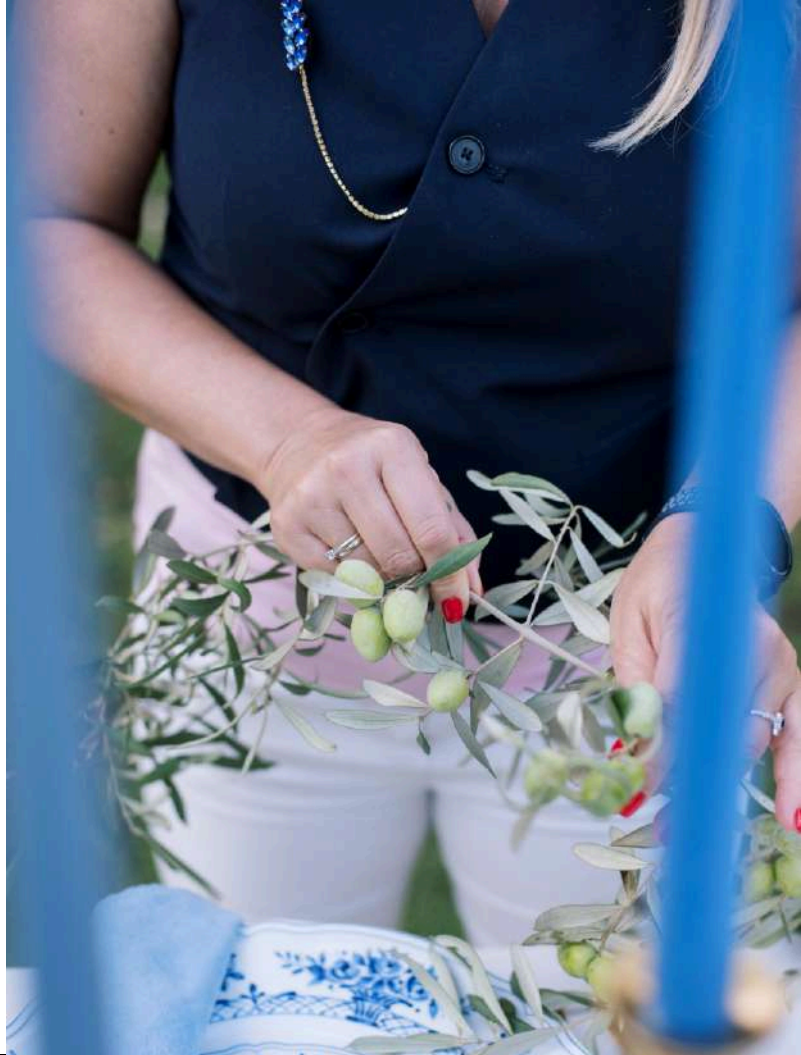


Communication deserves as much attention as creativity.

Regardless of how many planners are involved, the couple should receive one coordinated flow of information. Shared planning documents, clear meeting summaries and defined approval processes help prevent contradictory advice and unnecessary delays.

Financial arrangements should also be transparent between partners. Whether the collaboration includes a referral fee, commission or another commercial agreement, it should never influence recommendations that are made to the client.

Trust is built when every supplier is selected because they are the right fit for the wedding, not because of hidden financial incentives.



Working across countries also means working across different business cultures.

Working across countries also means working across different business cultures. Response times, payment schedules, negotiation styles and production standards vary from one destination to another.

A local planner brings valuable insight that extends well beyond venue recommendations. They help international partners avoid cultural misunderstandings that can affect both suppliers and guests.

Visibility, Credit, and Content

Another area that deserves attention is portfolio visibility. Before the wedding takes place, discuss how images will be shared, how both both planners will be credited, whether the celebration



will be submitted for publication and when content can be published on social media. Clear agreements prevent unnecessary tension after a successful event.

Strategic Partnerships Are Not Outsourcing

Strategic partnerships should never feel like outsourcing. The destination planner is not simply executing instructions, and the international planner is not replacing local expertise.

Each brings knowledge that the other cannot easily replicate, creating greater value for the couple.

The strongest collaborations are built on respect rather than hierarchy. Local expertise deserves the same recognition as creative direction, while client management deserves the same respect as operational execution.

When both sides understand the importance of the other's role, decision-making becomes faster and more effective.

Picking the Right Partner Is More Important Than Adding Destinations

For planners looking to expand internationally, choosing the right partner is more important than adding another destination to a website.

Look for professionals whose standards, communication style and client experience align with your own. Shared values create stronger partnerships than shared geography.

At WEMA Global, we believe international collaboration is becoming one of the defining skills of modern destination wedding professionals. Couples expect seamless experiences regardless of how many countries are involved in planning their celebration.

Delivering that experience requires trust, structure and clearly defined responsibilities.

The most successful partnerships are not those where planners avoid competing.

They are the ones where competition becomes irrelevant because each professional brings distinct expertise, respects the other's contribution and works toward one shared goal: creating an exceptional wedding experience for the client.

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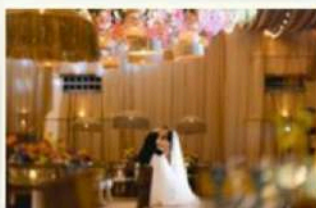
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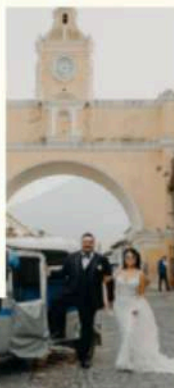
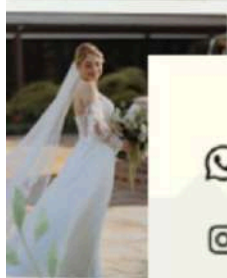
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The Power of Communities in the Wedding, Events, and Celebration Travel Industry

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Every great celebration begins with a human connection. Behind every wedding, anniversary, or celebration journey are relationships built on trust, closeness, and collaboration among people who share a common goal: creating unforgettable moments.

Wedding planners, suppliers, hotels, venues, and destinations are all part of an interconnected network where trust and collaboration are essential to designing memorable experiences for every celebration.

In this context, professional communities have gained strategic importance for the development of the industry. Beyond connecting people or generating business opportunities, they help build a shared vision that drives the growth of the entire sector and supports its long-term development. Their value lies in transforming contacts into lasting relationships, where knowledge sharing, trust, and collaboration create new opportunities and enhance the industry's competitiveness.





Learning from Others to Create Better Experiences

In recent years, the industry has evolved toward much broader models of collaboration. Wedding planners, suppliers, and destinations have come to understand that working together can generate benefits that go far beyond a commercial relationship.

Building strategic alliances has enabled professionals to share best practices, raise quality standards, and promote sustainability initiatives that strengthen the competitiveness of destinations. When the entire value chain embraces a common vision of service and excellence, the client experience becomes more consistent and professional.

Some destinations have even implemented certification and professional development programs that help strengthen their positioning within the celebrations and destination wedding market.

Professional communities also serve as accelerators of innovation. Collective learning facilitates the adoption of new trends, encourages knowledge sharing, and contributes to raising the overall level of professionalism across the industry.

More Than Contacts: Building a Professional Support Network

While having a broad network of contacts can generate short-term results, the true difference lies in being part of a strong professional community. A community is built around shared goals, a common vision, and a commitment to collective growth.

When there is a sense of belonging, the various stakeholders across the industry find a space to collaborate, exchange experiences, and participate in initiatives that benefit the sector as a whole. This cohesion also allows the industry to have a stronger voice when engaging with institutions, organizations, and key stakeholders involved in destination development.





When Connections Become Opportunities

One of the greatest benefits of professional communities is their ability to transform relationships into tangible opportunities. These connections can lead to peer recommendations, collaborative projects, new destination partnerships, or even the creation of comprehensive experiences that deliver great value to clients.



Strategic alliances help strengthen a destination's value proposition, generate new projects, and offer more complete experiences. At the same time, they support the development of collaborative networks that help position a region or market against competing destinations. Collaboration also enables professionals to share resources, knowledge, and experiences that would be more difficult to develop individually.



The Value of Meeting Face-to-Face

Despite the growth of digital platforms and emerging technologies, professional relationships continue to be built through human interaction.

Trust remains one of the most valuable assets in the weddings and celebrations industry. Meeting business partners in person, exchanging ideas, and engaging in face-to-face conversations helps build stronger and longer-lasting relationships.



Elements such as nonverbal communication, proximity, and direct interaction continue to play a fundamental role in strengthening relationships throughout the value chain. Technology facilitates communication, but human contact remains irreplaceable when it comes to building trust.

An Industry That Grows Through Sharing

The industry faces ongoing challenges related to innovation, sustainability, professionalization, and the evolving expectations of clients. In this environment, professional communities have the potential to become powerful engines of collective growth.

Sharing best practices helps raise quality standards and generate benefits for all participants within the ecosystem. It also fosters the development of complementary industries that enrich the customer experience and expand business opportunities across different sectors.



When knowledge is shared, the entire industry moves forward. This is precisely why spaces designed to encourage professional exchange have become essential for the sector's development. In this context, platforms such as IBTM Americas play a key role by creating environments where people, ideas, and opportunities come together. Through the exchange of best practices, trends, and innovation, the event fosters connections that strengthen the industry and generate long-term impact.



The value of these communities lies in their ability to promote collaboration, drive professional development, and facilitate new business opportunities. Ultimately, the best opportunities emerge when knowledge is shared, trust is built, and goals are aligned. In an industry where relationships are the driving force behind every project, being part of a community does more than open doors, it helps build the future of the sector.

Eleonora García

Show Director IBTM Americas
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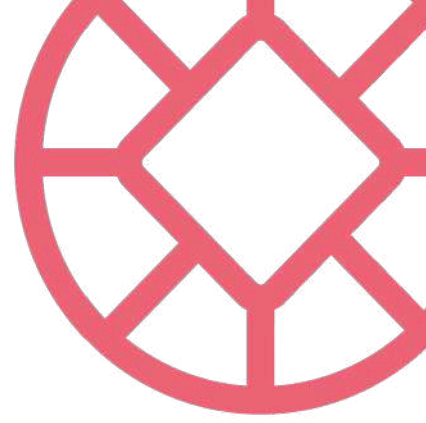
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