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WEDDINGS & EVENTS

AN EPIC PERSPECTIVE The Art of the Photographer

KU STUDIO



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Editor's Note

JulY 2025 | By Adrián Pavía

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

In this new issue of ÉPICA, I want to begin by profoundly thanking all the National Chapters that work day in and day out with love, drive, and vision to empower their destinations. With every action you take, you are writing the future of romance tourism in our region.

In particular, I want to give a special mention to **Diana Sciarrillo**, our National Chapter Head in Guatemala. Thanks to her tireless commitment, strategic diplomacy, and fierce conviction, Guatemala—after years of effort—has been officially chosen as the new host destination for the **LAT Wedding Congress**. What a tremendous achievement! Not only for what it represents for the country, but because it shows us that when there is passion and leadership, change is possible. Diana, thank you for showing us the way. Secondly, I want to invite you to reflect on a phenomenon that is growing by leaps and bounds: **destination weddings**. This trend is no longer just a fashion; it is a solid industry with significant economic, social, and cultural impact. More and more couples are dreaming of getting married in places different from their hometown, and this opens up immense opportunities for all of us.

But be warned: it's not enough to have good intentions or know beautiful places. Being a destination wedding organizer requires **professional training, preparation, and an international vision**. That is why, if you haven't already done so, completing the **Wedding Tourism Specialist (WTS)** certification from the **IADWP** is an obligatory step for those who wish to stand out in this global market. Training is not an option: it is the foundation for providing security, support, and excellence to our clients.

And speaking of excellence... start your engines! The heart of the **Wedding Congress 2025**, to be held in **Querétaro, Mexico**, is already starting to beat strongly. We are preparing a spectacular event, with a focus on sustainability, inclusion, professional development, and real connection among leaders from across the continent.

Querétaro will welcome us with history, gastronomy, culture, and hospitality. And we, at the IADWP, guarantee a program that is as powerful as it is human. You can't miss it!

To close this note, and from the depths of my conviction, I want to insist on something that is, for me, undeniable: **community is everything.**

In an increasingly competitive world, where ego often interferes with collaboration, choosing to connect through generosity, respect, and mutual support is **revolutionary**. This is a sector of emotions, trust, and dreams. And dreams are better built when we are not alone.

Today, more than ever, we need a united, strong, empathetic, and professional industry. Let's continue to bet on building networks, extending bridges, and celebrating who we are: **one big family with a shared passion.**

With affection,

Adrián Pavía

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



A gifl went to a Pixar workshop and saw a boy sitting alone. Little did she know she was about to speak the first words of their love story when she asked him: "Hi! Is this seat taken?"

Their fairytale story continues with their wedding celebration surrounded by family and friends on April 28, 2023

IMAGINED, FELT, LIVED Planner, designer, and decorator: the concepts that elevate a wedding from beautiful to unforgettable

PH: @camanuelaldana



An impeccable wedding doesn't happen by chance. It is imagined. It is built. It is felt. It emerges when structure and soul align; when beauty is not just seen, but experienced. In a universe where excellence must be as visible as it is invisible, the weddings that linger in memory are those in which every element is intentional and every detail resonates. Not because they follow a script, but because they were conceived from a more profound place: a fusion of precision, sensitivity, and vision.

Behind these weddings, three forces are at work—sometimes separately, sometimes intertwined: planning, design, and execution. Each is a discipline. Each, a language. All are essential to bring to life that which is truly extraordinary.

Planning is the architecture of trust. It's not just about timelines or agendas: it is the skeleton of the experience. A planner doesn't just organize; she orchestrates. She anticipates, protects, and coordinates. From the first decisions—the venue, logistics, the flow of guests—to the last-minute adjustments, she ensures that everything flows not just on time, but in harmony. Her work is often invisible, and that is precisely where her mastery lies: when everything seems to happen naturally, it's because someone thought it through long before it occurred.

Design, on the other hand, is the soul given form. If planning anchors the event, design elevates it. A true wedding designer doesn't decorate: they narrate. Their medium is space, light, proportion, and emotion.



They listen beyond words and translate the couple's essence into something that can be walked through. An aroma. A texture. A meaningful silence. From the stationery to the last corner of the altar, everything responds to a single aesthetic voice. It is not a trend. It is a truth.

And once that vision has been defined, it needs to be built. This is where execution comes in-the final, equally crucial act. A talented decorator is not merely a visual stylist. They are a technician of feeling. The one who transforms the imagined into a space that is inhabited and felt. Their art requires a mastery of materials, an understanding of volume, rhythm, and impact. Without them, the design remains a dream. With them, it becomes an atmosphere.

These three roles-planner, designer, decorator-do not compete. They converse. They form a creative ecosystem where each needs the other to materialize the whole. Sometimes, these skills reside in different people. Sometimes, they are found in two. And in extraordinary cases, they converge in a single person: a planner with the soul of a designer, or a designer with the mind of a strategist. When that happens, something very powerful occurs: the narrative and the execution speak the same language. There are no fractures, no translations. The event breathes like a single organism.

Many confusions in sophisticated weddings arise from reducing these roles to a single generic figure of the "wedding organizer." But they are not interchangeable. Each has their specialty, their rhythm, their form of authorship. The planner thinks in order. The designer, in emotion.







The decorator, in matter. And it is in the respectful, aligned, and creative interaction between them that true magic is born.

Because in the end, the wedding that transcends is not the one with the most flowers, nor the most grandiose entrance. It is the one where everything seems inevitable. As if it could not have been any other way. Where the couple's essence was not only respected but replicated in every gesture, in every corner.

Where the planning is invisible, the design is unmistakable, and the execution seems natural. That wedding was not just planned. It was not just designed.

It was imagined. It was felt. It was lived.

> **DIANA SCIARRILLO** National Chapter Leader Guatemala @idoguatemala

Barranguilla, Colombia Couture Where the Caribbean merges with fashion

7

"The long-awaited date arrived. The sun rose in splendor. The organdy, the malin, the silk, and other fabrics had ceased to be rolls on display counters to become beautiful dresses made for the ladies of the village. The white linen ran out quickly. The last ship had just anchored in the old port..."

— In a Town with No Name, Hilario José Ariza Gómez

When we think of vibrant and enchanting wedding destinations, Colombia always comes to mind. Cities like Cartagena with its colonial air or Bogotá and Medellín with their metropolitan atmosphere, but without a doubt, Barranquilla is the destination that is currently stealing the spotlight. A treasure on the Colombian Caribbean coast that is rapidly gaining ground in the world of weddings and fashion.

Barranquilla and the department of Atlántico were important ports of entry for many people from around the world from the late 19th to the mid-20th century. It became a maritime and fluvial port of great importance, especially in the early 20th century. Its development as a port was fundamental to connecting Colombia with global markets.

The capital of Atlántico, known for its joy, its carnival, for talented artists like Shakira, and its warm people, is also an epicenter of creativity and design. It has positioned itself as a key place for fashion, and its designers are leaving an indelible mark on the bridal industry at an international level.

The connection between fashion and the city's rich cultural mix is deep and multifaceted. It manifests in various aspects such as: Inspiration in the Diversity of Styles, Artisan and Manual Techniques, Textiles, and Embroidery.

The arrival of Middle Eastern communities (Arabs and Jews) brought with it an ancestral knowledge of textiles, attention to detail, and subtle embroidery. This influence can be seen in the delicacy of the lace, the intricate adornments, and the richness of the textures often found in Barranquilla's bridal designs, where embroidery is used prominently.

Our designers connect with their teams of Colombian artisans, which allows for the masterful application of beading and embroidery techniques. European fashion, with its classic cuts, impeccable tailoring, and timeless elegance, also left its mark. Designers like **Silvia Tcherassi** and **Beatriz Camacho** often incorporate refined silhouettes and architectural structures that may have roots in European haute couture trends, fused with the landscape, nature, and floral richness of our country.



Silvia Tcherassi



The Latin influence and the culture of our coasts bring an explosion of color, joy, and movement. While bridal fashion tends to be more subdued in color, the "joyful, optimistic, and open-to-the-world attitude" that **Silvia Tcherassi** mentions as part of the Caribbean DNA translates into designs with fluidity, lightness, and a celebration of femininity. Even in neutral tones, the way the dresses "dance" and adapt to the body can evoke the energy of the Caribbean. With her unmistakable style that fuses the romantic with the contemporary, Silvia Tcherassi is a pioneer. Her bridal designs are ethereal, sophisticated, and always incorporate unique details that make them stand out. Her dresses are a statement of timeless elegance.



Francesca Miranda





Francesca Miranda, born in El Salvador but based in Barranquilla, Colombia, where she developed much of her career. Renowned for her masterful use of lace, embroidery, and silhouettes that enhance the female figure, **Francesca Miranda** creates wedding dresses that evoke a bohemian and romantic charm. Her collections are a dream for brides seeking a distinctive and personality-filled design. She is considered a specialist in high-fashion wedding dress design, using fine fabrics, lace, and beading with artisanal touches, full of quiet luxury. Her collections can be inspired by art, such as Cubism, and she seeks to create a different world in her designs. Her work has been featured on runways in major cities like New York, Milan, and Paris. **Erika Quizena** creates unique pieces for women. Her designs are deeply inspired by luxury and elegance, creating a unique experience for brides through the meticulousness and care she puts into every detail of her creations. She uses a wide variety of textures, transparencies, lace, pearls, crystals, glitter, and feathers to enrich her designs. Shine is a trend Erika has strongly embraced, making it a hallmark of her brand and earning her great recognition in the fashion world. With Lebanese ancestry and a strong inclination towards the majesty and prestige of the Middle Eastern woman, her designs often incorporate elements that evoke these cultures, with dreamlike dresses full of crystals and beading.



Erika Quizena





Beatriz Camacho, although known for her prêt-à-porter, is a Cartagena native who adopted Barranquilla as her home. **Beatriz Camacho** also ventures into bridal fashion with the same sophistication and mastery of fabrics that characterize her. Her dresses are not published on her communication channels, as she designs her creations hand-in-hand with the brides, resulting from a design process with each one of them. Her bridal designs are elegant, fluid, and with an artistic touch that makes them unique. Nature and the sea have played an important role in her creative process. She also draws inspiration from the poetry of nature to respect and care for it. Her collections often evoke the warmth and memories of summer, with prints inspired by art, such as Portuguese tiles, Colombian crafts, and French tapestry.



Beatriz Camacho



New designers are also emerging in the city, offering a fresh take on fashion and design, such as:

Melissa Zirene, a revelation in design. Originally from Mompox but trained in fashion design in Barranquilla since she was 17, her work is a symphony of ancestral craftsmanship and contemporary high fashion. Her creations don't just dress; they tell stories. Each thread, each appliqué, and each shape is laden with symbolism, technique, and emotion. A winner of major national awards, such as the prize for the best artisanal dress at Miss Universe Colombia with her design "Hebrada," based on pure Mompox filigree. She brings a fresh and modern vision to bridal fashion. Her designs are innovative and often play with contemporary silhouettes and unexpected details, ideal for the bride who wants to break away from tradition with style.



Melissa Zirene,



Julio González, an expert in using techniques like handpainting on wedding dresses. With a solid career in design, Julio is a benchmark in event and bridal fashion in the city. His creations reflect a classic elegance with modern touches, ensuring that every bride and guest feels radiant on her big day. A few days ago, Julio launched his latest collection in Venice, where he created live experiences and hand-painting in the middle of the runway.



Julio González









Alejandro de la Rosa

Men's design also shines with its own light, offering sophisticated and bespoke options for the modern groom.

Alejandro de la Rosa is a leader in menswear tailoring in Barranquilla and across the country. His designs for grooms are characterized by elegance, impeccable cuts, and attention to detail, ensuring that the groom and his guests look as impressive as the bride on her wedding day. He has dressed various renowned national and international personalities, including artists like Maluma and Carlos Vives, and athletes like James Rodríguez and Carlos Ponce, among many others. High-quality textiles, the delicate use of accessories like artisanal pins, and excellence in high-end tailoring are the hallmarks of Alejandro de la Rosa.

From his atelier in Barranquilla, Alejandro has built more than a brand: he has woven a legacy. With every stitch, every fabric choice, every meticulously thought-out silhouette, he expresses a clear philosophy: today's man also deserves to be dressed with art, with narrative, with intention. His creative universe finds inspiration in the classic heritage of European tailoring but reinvents it with contemporary codes, with a style characterized by impeccable cuts, artisanal construction, and a sharp sensitivity to elegance.



Barranquilla is not just a destination for a wedding full of joy, luxury, and music, but also a fashion hub where brides' dreams come to life through the talent of its designers. If a bride is looking for a dress that tells a story, has a soul, and is of the highest quality, Barranquilla is undoubtedly the ideal place.

MARCELA BLANCO PINTO

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INTERVIEW WITH LUCHY RAMÍREZ Eventos E3f



For over 15 years, Luchy Ramírez has found in weddings a way to tell stories that transcend. She founded Eventos E3 in 2010 with the firm belief in creating authentic, memorable, and purposeful moments where every couple can see themselves reflected. Her passion, creativity, and dedication have led her to design weddings both in Mexico and abroad, always exceeding expectations and resolving challenges with a smile.



Passionate about teaching and convinced that knowledge should be shared, she has been a speaker at major industry congresses and is the author of the book "Una Boda FEA" (An UGLY Wedding). for Luchy, every wedding represents an opportunity to leave a significant mark on people's lives.



How did you find out about the Wedding Tourism Specialist distinction and what motivated you to obtain it?

I found out through the IADWP's Alpha Leaders program.

What were your expectations when starting the process, and what surprised you the most while experiencing it?

I thought it would be a very demanding process, but I was surprised to discover that my company already met all the requirements. These were processes, documents, and formats that I have been using for many years.



What do you consider were the biggest challenges during the process of obtaining the distinction? How did you overcome them?

Without a doubt, making the time to gather, organize, and send all the documentation. I overcame it by setting a personal deadline for myself: obtain the distinction before the León 2024 Wedding and Special Events Congress.

How would you describe the impact this recognition has had on the projection and positioning of your company?



MMy clients, mostly Americans, highly value certifications and recognitions, as they build trust and increase the chances of closing deals. I always mention it in meetings with clients, and it definitely helps strengthen their confidence when hiring our services.



Do you consider that this distinction has helped you attract clients with larger budgets or more ambitious projects?

Not necessarily clients with larger budgets or more ambitious projects, but it has made it easier to close deals within the market I currently work in, which is precisely the one I enjoy the most.



From your experience, what value does this distinction bring not only to your company but to the destination wedding industry in general?

For me, the professionalization of the industry will always be a cause worth championing. This distinction helps to raise the standard of quality and formality for all of us who are part of it.

What advice would you give to other wedding professionals who are considering starting the Quality Recognition process: Wedding Tourism Specialist?

Don't overthink it. The process is much more accessible than you might imagine, and it's an excellent opportunity to evaluate how you are managing your processes and structure.

Finally, would you recommend this process to other wedding planners or vendors? Why?

Without a doubt. It is a program that not only certifies you but also allows you to pause and validate that the path you have chosen is the right one.



LUCHY RAMÍREZ

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Start your certification process today:

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THE MEXICAN CARIBBEAN

The eternal romantic destination and the evolution from a travel agent to a wedding organizer





From the iconic beaches of Cancún to the relaxed charm of Isla Mujeres or Holbox, and the exclusive allure of Plava del Carmen and Tulum, the Mexican Caribbean continues to offer a unique combination of natural beauty, culture, and high-quality service like no other destination. Despite the growing list of exotic wedding locations worldwide, the Mexican Caribbean always tops the list for couples, whether they are planning a romantic getaway, an intimate celebration, or a grand destination wedding.

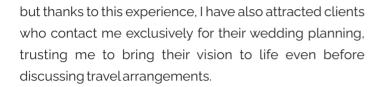
For over a decade, I have had the privilege of working in the tourism industry, creating experiences for couples seeking not just a vacation, but a meaningful



and unforgettable experience in paradise. While travel trends change and destinations gain or lose prominence, this region has remained a constant in romantic travel.

But staying relevant in such a dynamic industry goes beyond knowing the best resorts and tourist spots. From my beginnings in the hospitality industry, I had the opportunity to plan weddings, and being a destination bride myself gave me a completely new perspective on what couples truly need and value in these special moments. That's why I made a decision that changed the course of my business: I became a certified wedding organizer. As a travel agent, I was already deeply involved in logistics (booking rooms, transportation, and excursions), but I saw a growing need from clients who were looking for more than just travel services. They wanted someone who could help them design and coordinate their entire wedding experience.

Diversifying into wedding planning wasn't just about adding a title to my resume; it was about elevating the level of service I could offer. The results have been transformative. I have not only gained a better understanding of the specific needs and emotions of couples getting married in destination locations,



One of the great advantages of being both a travel advisor and a wedding organizer is having a holistic view of the entire experience. I understand the resort's operations, the dynamics of group reservations, and the policies of the vendors. I also know the importance of a floral mockup, scheduling a ceremony at sunset, the minute-byminute timelines, and proactive communication with suppliers. This dual perspective allows





me to guide clients more comprehensively and anticipate challenges before they arise, creating beautiful memories for a lifetime.

And in a destination as dynamic as the Mexican Caribbean, this approach is especially valuable. This region offers incredible diversity, from all-inclusive luxury resorts with in-house coordination teams to boutique beachfront properties and cultural spaces where traditions like Mayan ceremonies or mariachis are integrated into the celebration. Every couple is different, just like every place. My experience in planning and travel has allowed me to find the environment and experience that truly represents them, and in doing so, exceed their expectations.





To my professional colleagues in the sector—agents, hoteliers, and suppliers—I encourage you to consider how collaboration and interdisciplinary training can generate better results for our clients. The distinction between roles is changing, as are client expectations. Today's couples are looking for impeccable service and trustworthy collaborations. By transcending our traditional roles and exploring how we can expand or perfect our offerings, we not only grow as professionals but also contribute to improving the entire destination wedding and romance tourism experience.

NADIA GALLO

Travel advisor and destination wedding planner nadia@when-i-travel.com +52 444 180 30 01/02 www.when-i-travel.com

Photography: Eze Marcellini | Mexico Wedding Photographer @ezemarcellini.bodas

BETWEEN CALLS, FLOWERS, AND EMOTIONS

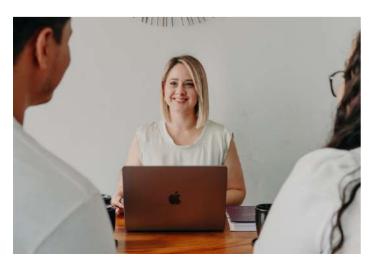
A day in my life as a destination wedding planner



Every wedding I plan is much more than an event. It's a story that begins to be written with a call, a smile through the screen, and a promise: "You will have the wedding of your dreams."

I am Rebeca Jerez, a wedding planner specializing in destination weddings in El Salvador. Over the years, I have accompanied many Salvadoran couples living abroad—most in the United States, others as far away as Barcelona—who decide to return to their homeland to celebrate love, family, and their roots. And although borders separate us, something stronger unites us: trust.

One of the most beautiful (and challenging) things about planning a destination wedding is achieving that deep connection without meeting face-to-face. For 12 months or more, we maintain a long-distance relationship nourished by video calls, voice notes, decisions made over email, and moments of shared emotion from two different worlds.





A story I remember with great affection is that of Keren and Enrique. Coordinating schedules with them was a real challenge, so we took every meeting from the car, each in their own, stealing time between work and life. On the wedding day, we recreated that moment of ours: everyone behind the wheel, simulating one of our calls. It was magical, symbolic, and profoundly emotional.

I also remember with great love Lidia, who trusted me so much that she sometimes didn't even reply to messages. She would just write "I trust you" after having made a transfer to a vendor. Her confidence in my work was one of the greatest gifts I have ever received as a planner. And speaking of emotional gifts, I can't fail to mention Jacky and Brandon. What began as a planning process ended in a sincere and lasting friendship. We closed their wedding with so much affection that they were convinced we would celebrate more important moments together, like a baby shower when the time comes. Their message said it all:

"We know it's your job, but for us, you were someone very special. Thank you for your dedication, your commitment to every detail, and for becoming more than a professional: a true friend. We are not ones to share personal things, but with you, we felt a genuine connection, a sincere trust. We leave with our hearts full, satisfied, emotional, and even more in love. Thank you for being with us, even in the difficult moments, and for giving us an imperfectly perfect day, but one filled with love."





These words remind me why I love what I do: because behind every wedding, there is a story, a human bond, a relationship that goes far beyond the event. I love creating beautiful experiences, yes, but above all, creating meaningful relationships that endure over time.

From my experience, I recommend that couples travel at least once before the wedding to do menu tastings, setup trials, and experience firsthand the flavors and moments that will mark their big day. And if that's not possible, it is key to choose someone with absolute trust who can represent them with the same love that they would.





The big day arrives, and what was a shared dream from a distance becomes a reality. And then you see their eyes full of surprise and joy because the result is more than they imagined. And as a Wedding Planner, it's emotional too. Because you know how much it took to get there, how



Lmany long nights, how much dedication, how much emotion.

Yes, there are calls, flowers, lists, decisions... but above all, there are stories to tell. And every story leaves a mark on my heart.

With love,

REBECA JEREZ

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COLOMBIA () THE COUNTRY OF BEAUTY

COLOMBIAN COMPANIES SHOWCASE WHAT THEY OFFER IN WEDDING TOURISM AT IADWP ACADEMY

Generating expectations of USD 11.7 million

With business expectations of USD \$11,722,414 and more than 50% of business meetings held by Colombian entrepreneurs generating opportunities, Colombia concluded its participation in the IADWP Academy: Destination Wedding Congress in the Dominican Republic. The event took place from May 26 to 29 in Santo Domingo and was a key space to continue positioning Colombia as a leading destination for weddings at an international level.

The presence in this scenario was part of the strategy led by ProColombia to consolidate the country as a competitive destination for destination weddings—those celebrations where the couple chooses a location different from their residence, which implies the travel of family and friends and, with it, a significant economic impact on the host territory.

"Our participation in this fair responds to a clear strategy: to bring the Colombian offer closer to those who make decisions in the wedding market. Colombia has a diverse proposal, with services prepared for this type of event, and an identity that connects with those who seek to celebrate authentically. We showed why we are the country of beauty in this segment as well," stated Carmen Caballero, president of ProColombia.

At the IADWP Academy: Destination Wedding Congress, the Colombian delegation was composed of three hotels—Faranda Hotels, with a national presence; Grand Hyatt Bogotá; and Hotel Isla del Encanto—as well as two regional promotion entities: the Quindío Convention Bureau and the Pereira Convention Bureau. The event included a commercial showcase where Colombia had a stand with coffee from the Coffee Cultural Landscape. In this space, the new promotional video for destination weddings in Colombia was also presented for the first time.

For his part, José Manuel Cimadevilla, executive director of the Quindío Convention Bureau, mentioned: "Hand in hand with IADWP, we have consolidated a strategy for positioning Quindío in different markets. (...) Participation in Santo Domingo was very important to continue positioning Quindío for all types of events and encounters, and to captivate clients from the United States





and Canada, our prioritized markets. From the Wander Love Quindio board, where wedding planners and venues are involved, we have identified a quality offering that is already being received by markets from all over the world."

The three Colombian hotels participating in the IADWP Academy 2025 showcased different experiences around destination weddings. The Hotel Caribe by Faranda Grand stood out for its beachfront infrastructure in Cartagena, ideal for large-scale celebrations. The Grand Hyatt Bogotá presented its urban proposal with versatile spaces, cutting-edge technology, and signature cuisine. For its part, the Hotel Isla del Encanto brought an offer based on natural environments, with settings in the Rosario Islands and a team specialized in events.

Finally, and according to figures from ProColombia, the most requested destinations for weddings in Colombia are Cartagena, Medellín, Bogotá, Santa Marta, and Cali, and the most frequent countries of origin for couples are the United States and Spain. The variety of scenarios—beaches, haciendas, heritage sites—, the broad and well-positioned bridal fashion offer, and competitive pricing make Colombia a solid alternative with a comprehensive proposal compared to other countries in the region.

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FROM LEGAL TO UNFORGETTABLE The magical weddings of Ana Castro Calzada

Sie ense



When talking about civil weddings in Costa Rica, and even in the world, one name resonates with force and respect: Ana Castro Calzada. A lawyer and Notary Public, a graduate of the Universidad Autónoma de Centroamérica, Ana has dedicated more than two decades to transforming the legal act of marriage into a profoundly significant and personalized moment. Since 2003, she has celebrated more than 2,000 weddings, for both Costa Rican and foreign couples, consolidating her legacy as one of the most beloved and recognized ceremony officiants in the country.

But Ana doesn't just sign documents. She designs moments. She creates stories...





On May 26, 2020, she had the honor of celebrating the first legal wedding of an LGBTIQ+ couple in Costa Rica, the date on which marriage equality came into effect. Ana remembers that moment as one of the most emotional of her career, a ceremony filled with emotion, pride, and hope.



Ceremonies that tell stories.

"What types of weddings have you performed, Ana?" I ask. Her face lights up. For her, the ceremony is not a simple formality. It is the heart of the entire celebration. That's why she has studied dozens of traditions from around the world to offer each couple a unique experience.

Among the most requested modalities are:

- Civil marriages (with the signing of the notarial act and registration in the Civil Registry)
- Spiritual ceremonies, with Christian or Catholic elements
- · Jewish, Persian, Hindu, and Yoruba ceremonies
- Mesoamerican shamanic rites
- Poetic styles of Latin American and American tradition
- Rites with fire, water, sand, the four elements, and other symbols, among others.

Ana provides each couple with a document of more than 80 pages—a ceremonial guide she has compiled over 20 years with ideas, readings, rituals, and structures. Together, they design the ceremony from scratch. "Every wedding should be an original work of love," she affirms.

Rain, pirate ships, and open hearts: three unforgettable weddings

As a great narrator of real love stories, Ana has witnessed moments as unexpected as they are emotional.

Wedding under the storm - Central Pacific.

A couple from Alaska traveled to Costa Rica with a dream: to get married in front of the sea at sunset. Everything was perfect until a black cloud covered the sky. Ana offered them the chance to move to plan B under a roof. The bride, with tears of conviction, replied: "No, Ana. This is my dream. I came from Alaska. Let's continue." Minutes later, the downpour began. With everyone soaked, the ceremony continued as an epic poem, with photographers covering themselves with umbrellas and a love that shone brighter than the storm.



Mud and glamour wedding - San José.

At a spectacular estate on the outskirts of San José, the renowned wedding photographer Viviana Vieto and her partner Erick were celebrating their union. It was the middle of summer, but it had rained for days. The gardens turned to mud. Despite the ankle-deep mud, under an elegant tent and with a guest list that included wedding planners, celebrities, pilots, and politicians, the ceremony was a success. Ana, as always, transformed the chaos into magic, integrating the mud and rain into her speech as a symbol of surrender, authenticity, and unconditional love.

Adventure on the high seas - Pacific Coast.

Another of her favorites was a themed wedding aboard a pirate ship. Ana officiated the ceremony at sea, amidst pirate decorations and a movie-like sunset. "It was a dream wedding, completely outside the conventional, where every detail was designed to celebrate love with freedom and joy."





Ana Castro Calzada not only legally unites couples. She listens to them, interprets them, and turns their story into a sacred, intimate, and authentic rite. Her work is the perfect fusion of the legal and the unforgettable. Through each ceremony, she has shown that love is as diverse as cultures, as strong as a tropical storm, and as free as the sea at sunset.

I want to share that she has also just launched her channel on Spotify with her first three singles. I invite you to listen to them!

https://open.spotify.com/artist/6Yku9B53mtrWCokE7r nn93?si=ARzz1VsYSl6hF1gxeh5cow

story, Ana Castro is not just an officiant. She is a true narrator of love.

If you wish to contact the most famous ceremony officiant in Costa Rica, you can do so via her email: castrocalzada@yahoo.es

With love,

MSC. JEFFREY CERVANTES CALDERÓN

Costa Rica Wedding Planner National Chapter Leader en Costa Rica Phone: +506 8665 0990 director@crweddingplanner.com IG @CRWeddingPlanner

A CONFERENCE THAT TAKES FLIGHT Adrián Pavía at Wedding Plus Congress 2025 – Rio de Janeiro

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CONGRESS



On June 9, 10, and 11, the iconic **Hotel Grand Hyatt in Rio de Janeiro** was the stage for the second edition of the **Wedding Plus Congress**, an international event that brought together the great protagonists of the wedding industry in Latin America. And among them, the Argentine **Adrián Pavía** shone, traveling as a representative of the IADWP as the Director of the Latin America and Spanishspeaking Caribbean Islands Chapter.

Invited by the founder of Inesquecivel Casamento, **Fabiano Niederauer**, Adrián was part of a stellar lineup that included figures such as **Roberto Cohen**, **Mary Cueter**, **Indira Fodor**, **Patricia Vaks**, **Renata Paraíso**, **Eliana Terrazas**, **Marina Cook**, and **Daniel Cruz**, among others. A constellation of talents that offered the Brazilian and Latin American public a high-level experience of training, networking, and inspiration.



ADRIÁ PAVÍA









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PALESTRANTE





ADRÍAN PAVÍA



ADRÍAN PÁVIA





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DANIEL CRUZ

MARY CUETER

ELIANA TERRAZAS



INDIRA FODOR



MANNU CARVALHO



PATRICIA VAKS



FABIANO NIEDERAUER

· ·



MARINA COOK



GEÓRGIA NOG Toda de Branco



ROBERTO COHEN



RENATA PARAÍSO

LOCAL

GRAND HYATT

www.weddingplus.com.br







On June 10th at 2:30 PM, Pavia took the stage with his conference "Basic etiquette rules for romance professionals," where he addressed the importance of behavior, image, and treatment in building truly memorable experiences. But it was his now-iconic dynamic of paper airplanes that elevated the moment to another level: a living metaphor that invited attendees to release their fears, write down their desires, and let their dreams take flight.

"We all work for money, yes... but also for impact, for love, and for freedom. When you understand that you can fly higher, everything changes," expressed Adrián, as the auditorium filled with colorful little planes crossing the air, laden with intentions and hopes.

His participation was not only as a speaker but also as an ambassador of the community spirit that the IADWP promotes: building bridges, generating collective knowledge, and positioning romance tourism as a strategic value industry for the destinations of our region.

In addition to the talks, the event included exclusive experiences such as the **sunset on the rooftop of the JW Marriott**, the happy hour in the **penthouse of the Grand Hyatt**, and a magical visit to the Christ the Redeemer with a special blessing, reserved for speakers and VIP participants. It was, without a doubt, a transformative encounter.

With his clear, warm, and purposeful style, Adrián Pavía left a deep mark on Wedding Plus Brazil 2025. Rio was the stage... but the message transcended borders. Because dreams—when worked on with passion—don't just take off: **they reach their destination**.



THE GROOM The new protagonist of weddings



For many years, the narrative of weddings revolved around a single axis: the bride. Her dress, her grand entrance, her emotions, and, of course, her stress. Everything seemed designed for her. Meanwhile, the groom was often relegated to the background, with a discreet, almost symbolic role. On many occasions, he didn't even actively participate in the planning. But times have changed, and with them, the figure of the groom in the wedding universe has taken a turn as necessary as it is wonderful.

Today, I want to tell you from my experience as a Wedding Planner what it truly means to have the groom as an active part of the wedding process. Because yes, today's grooms also dream, they also feel, and they also want their wedding to be a reflection of their essence.







From sidekick to co-creator

Traditionally, important decisions about the wedding fell to the bride and, in many cases, her parents. Even the costs were almost entirely covered by her family. This dynamic left the groom in a kind of secondary role, limited to saying "yes" to the venue, the menu, or the chosen style.

Today, the new generations of couples are breaking that mold. It's no longer a wedding for the bride, but a celebration built by two. Decisions are shared. Grooms participate, give opinions, manage budgets, coordinate, and yes, they also get emotional when choosing their suit or seeing how their vision for the big day comes to life.

This change is not just a trend; it is a natural evolution of how we understand relationships. Now, the wedding reflects both of them. It is a shared project, not just a celebration.

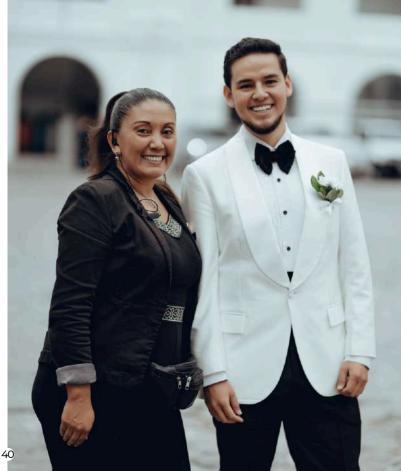
A process that also transforms them

I have had the privilege of working with many grooms who are involved from day one. And I must say, it moves me deeply to see how they live the process with commitment and joy. They enjoy choosing the venue, contribute ideas for the decoration, think about the music, the details, and even the invitations.

And the most beautiful part of all is that they also have their own pre-wedding moments, just as important and full of emotion. Many choose to share these moments with their brothers, close friends, fathers, or witnesses of their life. They get ready, laugh, hug, and also cry. Because their wedding day, although sometimes not said, is also one of the most important days of their lives. The image of the nervous groom before entering the ceremony is no longer just a romantic cliché. It is an emotional reality; they also feel anxiety, joy, fear, and anticipation. And it is beautiful to accompany them on that journey.

The groom's style also speaks

Another notable transformation has been in the way grooms express themselves through their image. The classic black or dark blue suit is no longer the only option. Today, we see grooms who take risks with colors, textures, modern cuts, and custom-made suits that reflect their personality.



We advise them, just as we do the brides, on suit fittings, accessories, footwear, and styling, and the best part is seeing how they enjoy the process. Some arrive with a clear idea; others let themselves be surprised. But all of them, when they find their ideal look, shine with a unique confidence.

I remember one of my grooms who wanted a winecolored suit because, according to him, that tone represented the passionate love he felt for his partner. It was a powerful moment. His attire was a reflection of his story, and that is exactly what we as planners seek: for every detail to have meaning.

Complicity, participation, and balance

As wedding professionals, one of our great missions is to balance the couple's tastes. Sometimes it happens that the bride and groom have very different ideas. And that's where we come in, not just as organizers, but as creative mediators; we listen, we propose, and we harmonize.





But there are also couples who flow with admirable synchrony. Grooms who arrive with a clear proposal, with a defined concept of what they want to experience and show at their wedding, then reveal that inspiring complicity.

The groom's participation not only lightens the bride's load, it also enriches the final result, because the wedding ceases to be one person's dream and becomes the construction of a shared life project.





The groom feels, too

This article would not be complete if I didn't say something I've seen time and again, and that is rarely said with clarity: the groom also gets stressed, cries, and is afraid. And there is nothing wrong with that; he is a human being living his big day.

We get to see grooms break down emotionally upon seeing their partner arrive, or when hugging their mother, or while reading their vows. We have seen them close their eyes while taking a deep breath before entering, and then laugh with loosened nerves. Emotion has no gender, and neither does love. That's why I love this new era we are living in, because the groom is no longer a secondary actor; he is a co-author, an accomplice, the heart, and the reason for the big day.

Why is this change important?

Because as a society, we are growing. We are understanding that planning a wedding is not just about flowers, dresses, and perfect photos. It's about people, bonds, and shared decisions; about building from real love. And when we allow the groom to have a voice, participation, and protagonism, we are honoring not only his role in the wedding but also his role in the relationship and in the life that this couple is about to begin.

As a Wedding Planner, I declare myself a fan of involved grooms. I love working with them, listening to their ideas, seeing how they surprise their partners, how they care for the details, and how they get emotional. I prefer this time where love has no labels, where planning is done by two, and where both are the protagonists.

To you, who are about to get married, if you are the groom, allow yourself to live it all. And if you are the bride, invite him to be part of it, because a dream wedding is not built alone, but with four hands and two hearts.

> LISSNER ORTIZ G. Destination Wedding Planner National Chapter Leader IADWP Ecuador www.lissnerweddingplanner.com



THE MAGIC BEHIND WEDDING BRANDING An interview with Zarah Pinzón, founder of Veil and Verse

Sapphire Blue Warm Neutrals (Pueblo tones) Hints of Bougainvillea Gold/ Marigold / Terracotia Optional

Accents Gold/Marigold Terracotia

There are weddings that are seen. And there are weddings that are recognized. Not for their opulence or their proportions, but because everything—every color, every line, every printed word—seems to belong to the same story. There are no borrowed elements or generic decisions. There is identity. There is style. There is a visual voice.

That is wedding branding.

I had the privilege of speaking with **Zarah Pinzón**, founder of **Veil and Verse** and a pioneer of this concept in Guatemala. Her proposal does not compete with the work of the planner, the decorator, or the wedding designer. On the contrary: **it defines, inspires, and orients it from the root.** Because when the branding is well done, everything else aligns without apparent effort.

"Wedding branding is the visual translation of a love story," Zarah shared with me, with the serenity of someone who has learned to look deeply. "Just as brands have logos that communicate their identity and values, we believe that every couple deserves a symbol that represents what unites them."

And in a visual era—where every detail is photographed, shared, and remembered—having a solid aesthetic identity is more than relevant: it is essential. Because it's not about standing out with design; it's about enduring through it.

"We live in a time where we seek meaning behind what we show. Branding brings coherence, soul, and permanence to every detail of the celebration."

A story that is seen

It all starts with a conversation. But not about flowers or styles. Zarah begins by asking about the love story, with questions as simple as they are profound:

Where did you meet? What moments marked you? What places are part of your story? What symbols represent you without you even noticing?

"I always start by asking them about their love story," she explains. "What I'm looking for is to detect those details that are invisible at first glance but are full of meaning. From a restaurant where it all began, to an object that has traveled with them over the years."

It is there, in those intimate footprints, where the visual soul emerges. From them, Zarah builds graphic systems with identity: monograms, color palettes, illustrations, phrases, textures. And unlike a catalog aesthetic, what she delivers could never belong to another couple.

"When the design is born from within—from a story, a memory, a real symbol—it can never be generic. We don't use templates. We use memories."

This sensitivity, which seems simple, is actually alchemy. Because converting the emotional into something visual, the symbolic into something tangible, is an art that few know how to execute with precision. And Zarah does it with the delicacy of someone who doesn't impose a style, but reveals it.

Design with memory

Every visual brand she develops has a symbolic anchor. A root. An unforgettable example was that of a bride who still kept her partner's first gift: a flower-shaped necklace he had given her thirteen years ago.

"That detail, almost forgotten, was transformed into the emblem of the entire wedding," she recalls. "The flower became a monogram, a pattern on stationery, a design on the dance floor. It wasn't just pretty; it was profoundly symbolic." Branding manifests itself. You see it. You walk on it. You receive it. It is framed. And that is what transforms the visual experience: it's not about adding pretty things, but about building a solid visual narrative, full of meaning.

That's why her work is fundamental for the rest of the creative team. Because if the wedding branding is well-designed, the decorator doesn't start from scratch, the event designer doesn't improvise, and the planner can give shape to every moment with a unified aesthetic.

"It's like setting the tone of a film," says Zarah. "All the departments—costumes, art, music—work based on that creative direction. And that's what branding does in a wedding."

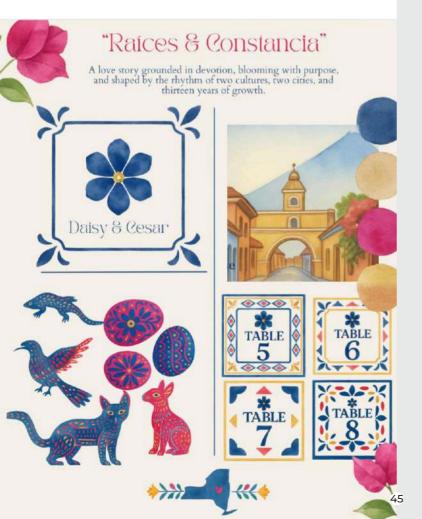
A system that guides, not imposes

At no point does branding pretend to replace the work of those who design or produce the wedding. What it does is provide a guide. An aesthetic root from which everyone can grow in the same direction.

"We don't seek to decorate. We seek to represent," she says with firmness.

"The result is an atmosphere where every element—from the menus to the signage—has a purpose. Everything speaks. Everything responds to a story. Well-done branding doesn't feel like an accessory: **it becomes the visual soul of the event.**"

And that's why, when it is present from the beginning,





it completely transforms the process. It inspires. It organizes. It differentiates.

A mark that doesn't end

I asked her if her work ends on the day of the wedding. Zarah shook her head with a smile.

"The most beautiful thing is when the branding doesn't die at the end of the wedding. When what we create becomes part of their future story."

Many of the monograms and illustrations she creates for her couples become everyday objects that accompany them long after the altar. They are embroidered on bathrobes, engraved on wine glasses, printed on envelopes, converted into jewelry or commemorative keychains. And so, what was created for a single day, **remains as a symbol of a living promise.**

"It's a beautiful way to remember who they are and why they chose each other," she says.

Zarah's work is not to embellish: **it is to reveal**.

She doesn't impose an aesthetic; she listens to a truth and gives it form. She translates emotions into visual language. And she does it with soul.

The weddings where she develops the branding don't follow a formula. They follow a story. And that is why they feel personal. Intimate. **And absolutely unforgettable.**

DIANA SCIARRILLO National Chapter Leader Guatemala @idoguatemala @veilandversestudio

A BUDGET FOR YOUR WEDDING Chaos or tranquility?

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When a couple decides to get married, a journey full of excitement, dreams, and... yes, budgets begins. At this stage, the heart often wants to fly, but the wallet reminds us that we need to land. And while this may sound frustrating, it doesn't have to be. A wedding budget shouldn't be a barrier, but a tool to build the most significant day of your lives.

Today, I want to talk to you from experience and also from the heart. As a Wedding Planner, I have accompanied many couples through this process. I have seen tears of emotion, of stress, and of joy. And if there's one thing I've learned, it's that what truly matters is not how much a wedding costs, but the love that sustains it.

The true meaning of a wedding

Social media has taught us to admire spectacular weddings, full of luxury, hanging flowers, designer dresses, and dream locations. And while all of that is beautiful, we must not forget why we get married.

A wedding is a reflection of a decision, the decision to build a life as a couple. It is a symbol of love, commitment, and mutual growth. It is a reminder of what each person means to the other. It is not a commercial spectacle; it is a celebration with soul. And when we remember this, we understand that the key is not in the spending, but in the intention. What's essential is not how much you invest, but in what and how you do it.

How to approach the budget without losing your cool?

Tranquility begins with an honest conversation. Before thinking about the dress, the catering, or the music, sit down together and ask yourselves: **How much do we want and can we invest in our wedding?**

This chat may be uncomfortable at first, but it is absolutely necessary. It will allow you to have realistic expectations and will prevent future conflicts. Because as the popular saying goes: "After the pleasure comes the pain," and we don't want you to start your life together with debt or frustration.



This is where the figure of the Wedding Planner comes in. Many times, couples think that hiring a professional is an unnecessary luxury, but the truth is that it is an investment that can save you time, money, and, above all. stress.

We know the market, we know which vendors adapt to different budgets without compromising quality, and we have the ability to land beautiful ideas in viable and realistic versions.

5 frequent questions couples ask about the budget

During this journey, it's normal to have doubts, so here I share the five most common questions we planners receive and what experience has taught us:

Is a small wedding more economical?

Not necessarily. Petite weddings tend to have more personalized details, which can increase the cost per person. The important thing is to define priorities.





How much does an average wedding cost?

It varies depending on the country, the city, the number of guests, and the style. But the most relevant thing is not how much an "average" wedding costs, but how much you are willing to invest.

Can I have a beautiful wedding with a moderate budget?

Of course! With creativity, planning, and good professional guidance, you can achieve beautiful things without spending a fortune, but you also need to be coherent when setting your budget.

Where should linvest more and where can I save?

Invest in the essentials: the venue, the food, the photography, and the coordination. You can save on souvenirs, dispensable decorations, or elements that are not priorities for you.

Is it better to hire everything separately or look for a package?

It will depend on the type of wedding and the vendor. Your wedding planner can help you make real comparisons and suggest what suits you best.



A reality that many live (and not everyone talks about)

As planners, we understand that not all couples choose us. Sometimes, it's a matter of budget, and we completely understand. There are couples who dream of having us by their side, but sincerely cannot afford it; we value that and respect it.

But there are also those who dismiss us thinking we are an unnecessary expense, and they prefer to hire separately without guidance. In many cases, this ends up costing them more, not only in money but in peace of mind.

And of course, there are also the couples who make an effort because they understand that peace of mind and the good execution of their big day are priceless. They trust that, as professionals trained in this industry, we will know how to manage unforeseen events, take care of the details, and make that day flow with love and harmony.

Wedding Planners don't just organize weddings; we also act as strategic mediators between couples

and vendors, ensuring that every decision aligns with the style, needs, and real possibilities of our clients. According to data from various couples, having a planner can represent a savings of 10% to 20% of the total budget, thanks to our negotiating experience, established professional relationships, and control of unnecessary expenses. Our job is not just to execute ideas; it is to help couples prioritize, distribute their resources better, and turn their budget into a shared planning tool, not a source of conflict. Additionally, we help balance the participation of the bride and groom, ensuring that each one is reflected in the wedding, not only aesthetically but in making conscious decisions that transform the process into a shared and significant experience.





Essential recommendations for planning a wedding from the heart (and with your feet on the ground)

1. Talk about the budget from the beginning. Agree as a couple and establish a realistic range. This will be the foundation of everything.

2. Define the essential and the special. The essential is what cannot be missing (like food, venue, photography). The special are those nice extras that can be added if the budget allows.

3. Prioritize time. Planning in advance allows for distributing payments and evaluating possibilities. Rushed decisions tend to be more costly.

4. Trust in professionals. Although it may seem like an additional expense, having a Wedding Planner can save you from costly mistakes and reduce stress.

5. Remember why you are getting married. Keeping the real purpose of your wedding in mind will help you make decisions with your heart, without falling into external pressures or comparisons.





At the end of the day, what will be remembered most will not be the number of flowers or the size of the cake, but the love that was celebrated, the connection with your loved ones, and the shared happiness. So, if you are planning your wedding, breathe deeply, talk to your partner, establish your priorities, and remember: the budget doesn't have to be chaos; it can be the path to the perfect wedding... for you.

And if you need guidance, remember that you have an expert who can guide you, because the most special day for you deserves to be lived with love, emotion... and tranquility.

LISSNER ORTIZ G. Destination Wedding Planner National Chapter Leader IADWP Ecuador www.lissnerweddingplanner.com

WINE WEDDING

A toast to love: The magic of a wedding among vineyards



A setting where romance blossoms with the same intensity as the vines under the sun. Weddings in vineyards or with a wine theme have become the favorite choice for couples seeking a celebration that combines rustic elegance, sophistication, and a deep love for details. More than a simple choice of location, it is an immersion into a sensory experience that delights both the couple and guests, turning the "I do" into an indelible memory.

Imagine an aisle to the altar flanked by rows of vineyards stretching to the horizon, a ceremony under an arch of wildflowers and vine leaves, and the setting sun coloring the landscape with golden and purple hues.

The ambiance of a vineyard wedding is, in itself, a declaration of intent. A vineyard essentially contains history and legacy, tradition and discipline in the care and art expressed in the vine and the wines obtained from the barrels. It's an inspiration that, even with technological advances, maintains the unique path of wine through human approval, today embodied in the profession of the Oenologist, but always maintaining the identity and craft that characterizes each vineyard and the family to which it belongs.





The decoration is nourished by the very essence of the place: oak barrels that transform into elegant support tables or dessert stations, corks that ingeniously become original messengers or part of a unique guest book, and wine bottles that, with warm lights inside, create centerpieces full of charm. The color palette is inspired by grape varieties: marsala, burgundy, deep greens, and creamy tones that evoke the richness of the earth and the nobility of the wine.

The choice of location is, of course, the heart of the experience. From the valleys of Napa and Sonoma in California, through the rolling hills of Tuscany in Italy, to the prestigious wineries of La Rioja in Spain or the landscapes of Mendoza in Argentina; the world offers a range of possibilities to find the perfect vineyard.





Each region brings its unique character, not only in the landscape but also in the architecture of its wineries, which can range from colonial houses with centuries of history to modern, avant-garde structures. These enclaves not only offer a spectacular backdrop for photographs but also provide the convenience of celebrating the ceremony, cocktail hour, and reception in the same place, allowing guests to relax and fully immerse themselves in the festive atmosphere. Gastronomy at a wine-themed wedding reaches a new level of prominence. The menu is designed in perfect harmony with the house wines, creating a pairing experience that guides diners on a journey of flavors.



From a station of selected cheeses and cured meats to accompany a robust Cabernet Sauvignon during the cocktail hour, to a main course of delicate fish enhanced by a fresh Sauvignon Blanc, every bite is an opportunity to celebrate. The wine is not just a beverage; it is the common thread of the celebration. Guided tastings by a sommelier can be organized, personalized bottles with the couple's initials can be offered as guest favors, or even a "wine ceremony" can be performed, where the couple mixes two different varieties in one glass as a symbol of their union. In this way, wine, with its complexity, its history, and its ability to unite people, becomes the perfect metaphor for the love being celebrated: a love destined to improve and enrich itself with the passage of time.

A Vineyard Wedding is magical. If you are looking for a sophisticated, elegant, and fascinating option to captivate the five senses of your guests, this is an extraordinary choice. It is important to have a Wedding & Event Planner who is passionate about the world of wine and gastronomy, as they will be able to guide you and enjoy both their work and the experience your guests and hosts will have.





It is important to let the location and all the elements that revolve around it express themselves. You can personalize it with many details, make the guest live and take away many unique experiences in their memories. Luxury and elegance are expressed beyond an eccentric table setting; with a wedding in a vineyard, the exclusivity of a unique wine pairing in a guided tasting by a Sommelier, or better yet, by the oenologist who cared for that wine since it was a fruit on the vine at the time of harvest. Imagine tasting a wine that is part of a private barrel, a wine of which there are only a few bottles that will not go on sale, there is only that one, and you are one of the privileged few who will taste it.

Imagine getting a barrel, bottles with a label, and giving your guests a unique example of a personalized wine with a special commemorative label of your wedding.

Enjoy this experience with your guests, dare to have an unforgettable celebration. If you want more details about how to plan an extraordinary Wine Wedding, write to me, and I will gladly share more information with you. If you liked this topic or have any other topic you would like me to write about, just let me know. I leave my contact information at the bottom of the note.

JUAN SALVADOR

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> Illustrations: Georgelys Chávez Georgelys@juansalvadoreventos.com

INTERNATIONAL CONGRESS WEDDING PLUS A new look at the wedding market in Latin America

Held on June 9, 10, and 11, 2025, at the Grand Hyatt hotel in Rio de Janeiro, the Wedding Plus International Congress reached its second edition, reaffirming its purpose of transforming the wedding market through integration, innovation, and cultural appreciation. The initiative, conceived by Fabiano Niederauer, CEO of Inesquecível Casamento, brought together professionals from different countries in a program that combined content, sensory experiences, and strategic connections.

The international congress presented a packed agenda of conferences, where key topics for the growth of companies in the sector were discussed, including decoration, destination weddings, marketing, sales, financial planning, and the impact of new generations on the market. The objective was to strengthen the performance of suppliers in a global scenario, adapting to the new market and enhancing their authenticity.









Among the distinguished international speakers were the Colombian Mary Cueter, the Bolivian Eliana Terrazas, and the Argentinians Adrián Pavía and Marina Cook. The speakers shared reflections on the wedding landscape in their respective countries, reinforcing the importance of events like the Wedding Plus International Congress for the exchange of experiences and the strengthening of the Latin American professional network.

Another central theme was the impact of Generation Z on the wedding market. Specialists highlighted that this audience values digital references and seeks visually attractive experiences to share on social media. They also warned about the risks of maintaining traditional strategies in the face of a profile that demands innovation and a coherent and active digital presence.

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DA REDE SOCIAL AO ATENDIMENTO AO CLIENTE

Wedding play

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For those who work in the segment, Wedding Plus was a fundamental immersion to rethink paths, update strategies, and expand connections. The cultural exchange revealed common challenges and reinforced the sense of community among the professionals in the sector.

Among the most relevant learnings of the congress, the need for professionals to understand their own culture and identity to develop authentic proposals was highlighted. The international exchange reaffirmed that investing in training and establishing connections beyond borders can be key to standing out in an increasingly competitive and connected market.



The second edition of Wedding Plus confirmed that the union of knowledge and cultures can be the necessary differentiator to boost the wedding industry in Latin America.

In addition to the conferences, the congress offered memorable experiences. The programming began with a welcome sunset at the JW Marriott hotel in Rio de Janeiro, in Copacabana. On the second day, participants gathered for a happy hour on the rooftop of the Grand Hyatt hotel.

The third day began with a special visit and a blessing at the Christ the Redeemer Sanctuary at sunrise. Afterward, participants took part in a mindfulness experience at the Santa Teresa MGallery hotel. The event's closing was marked by a networking cocktail and the presentation of diplomas to the participants.

> VICTOR SANTOS SERMENHO DE CERQUEIRA

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THE USE OF DRONES IN SOCIAL EVENTS

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Technology, regulations, and best practices

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Introduction

In the last decade, drones have radically transformed the social events industry. From weddings and quinceañeras to concerts and corporate conventions, these unmanned aerial vehicles offer innovative solutions that go beyond simple aerial photography. However, their successful implementation requires consideration of multiple technical, legal, and operational factors that guarantee both the quality of the service and the safety of attendees.

Selecting the Right Equipment for Flights at Events

Drone Size and Weight

The choice of the ideal drone depends fundamentally on the type of event and the available space. For indoors or areas with high foot traffic, compact and lightweight models (between 200-500 grams) are recommended, as they offer greater maneuverability and reduce the risk of accidents.

Prior Calculations of the Environment

Before any flight, the operator must perform a detailed visual analysis of the space, identifying:

- Safe takeoff and landing points
- Possible obstacles (lamps, decorations, mobile structures)
- Lighting conditions (especially important for night flights)

Restricted areas for the public

FPV Technology: The Key to Dynamic Shots

The First Person View (FPV) system has become a standard for high-level social events. Unlike traditional drones operated via screens, FPV systems use specialized goggles that allow the pilot to see exactly what the camera is capturing in real-time, with minimal latency (less than 28ms in professional models).

Advantages of FPV at Events

- **Greater immersion:** Allows for fluid tracking of fast movements (like the couple's dance or artistic performances).
- **Millimeter precision:** Ideal for flights among crowds or in confined spaces.
- **Cinematic experience:** Creates shots impossible to achieve with conventional cameras.

Training and Practice: Beyond the Basics

Flying drones in social environments requires very specific skills that go beyond a basic certificate.





Key Skills

- Control in confined spaces: Requires many hours of training.
- Reaction to unforeseen events: Management of electromagnetic interference (common in places with many electronic devices).
- **Coordination with the technical team:** Perfect synchronization with photographers, lighting designers, and scene directors (when possible).

A minimum of 100 flight hours in similar conditions is recommended before operating at events with people.

Legal Framework and Safety Considerations

Regulations by Country

Each territory has specific requirements:

- **Panama:** License for any remotely piloted aircraft, registration, and insurance.
- **USA:** Requires a Part 107 license from the FAA for commercial flights.
- • Mexico: Registration with the DGAC and civil liability insurance.
- • **Spain:** A1/A3 certificate for 500g drones, A2 for larger models.

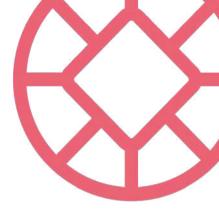
Specific Permits for Events

- Indoor flights: Although many countries do not regulate them, authorization from the property owner is always needed.
- Insurance policy: Covering damage to property and persons.
- Night flights: Require special permits in most jurisdictions.

The integration of drones in social events represents a qualitative leap in audiovisual production and memorable experiences. However, its successful implementation rests on three pillars: technically adequate equipment, highly trained operators, and strict legal compliance. As technology advances, we will see even more creative applications, but the safety and professionalization of the sector must always be prioritized.

> CARLOS MC NULTY Certified Drone Operator Panama Drone Tours @panadronetours

CORPORATE MEMBERSHIP 2025



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



freddyku.com@kustudio_mx

KUSTUDIO

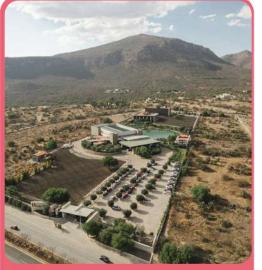
Photography/ Videography

Ku Studio is a creative team with over 10 years of experience in destination wedding photography and videography in Cancún and the Riviera Maya.

We specialize in a documentary and editorial style, capturing authentic emotions with elegance and timeless beauty.

Our mission is to deliver a personalized experience and create visual stories that last a lifetime.





puertasdelapeña.com@puertasdelap



Vineyard

Puertas de la Peña is the first vineyard in Bernal. It has different areas: a venue with a terrace, a chapel, a lake, Olivo Tinto restaurant with Chef Ana Martorell, a wine cellar, a store and a wellness hotel with spa. Each experience is a fusion of celebration and contact with nature.



BECOME A CORPORATE MEMBER

Contact us at members@iadwp.com

IADWP PLATINUM MEMBERSHIP 2025



Founder of My Wedding

minister and former youth

She began her journey in

weddings as a singer,

company in 2016.

launching her planning

Songbird, ordained

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



Nazaret Ramirez

Nazaret Ramirez Wedding Planner

Wedding planner and entrepreneur with over 10 years of experience in the Dominican Republic wedding and event industry.

Specialized in ceremonial design, etiquette, and both social and state protocol.

Known for her elegance and attention to every detail.

to every celebration.



Born in Taiwan, now based in the US, fluent in Mandarin and English.

pastor.

Regional Chapter Leader of California

@myweddingsongbird
 @



Mariama Taj

Premium Events & Design

O @premiumeventsanddesign

Lead planner of Premium Events & Design in Vancouver, known for her strategic mindset and design sensibility. With over a decade of experience, she curates high-end events tailored to each client's vision. Her interior design background brings elegance and refinement



Melanie Murray

Sweet Sights Travel

Regional Chapter Leader of North Alberta

© @<u>sweetsightstrav</u>

We are a travel agency that helps busy professionals plan destination weddings and romance travel in Mexico and the Caribbean. We guide you through the process so you can enjoy every moment stress-free. Let us take care of the details while you focus on the experience.

BECOME A PLATINUM MEMBER Contact us at members@iadup.com

IADWP® WISHES YOU A Happy Birthday JULY



Dee Lee © @<u>deeleedesigns</u> July 2nd



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Lizandra Segura © @lizandrasegura July 4th



Carolina Reyes © @claudiafiestas July 8 th



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Rosemarie Whitley ©@christine.whitley.3572 July 11th



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Miroslava Bautista ©@miroslavabautista.wp July 13 th

Georgelys Chavez

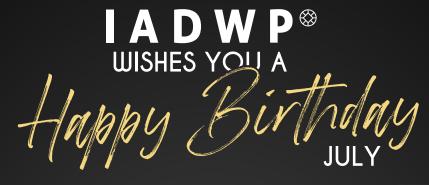
July 16th

@juansalvadoreventos



Myrna de Choza © @myrnadechoza July 13 th

Adriana Ballesteros

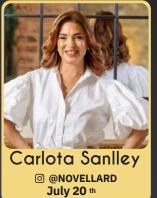




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Cheri VanDoren © @boho2chictravel July 20 th





Brenda Gomez © @grandsirenisrivieramaya July 21 st



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Sheyla Rojas @ @sheylaplanner July 25 th



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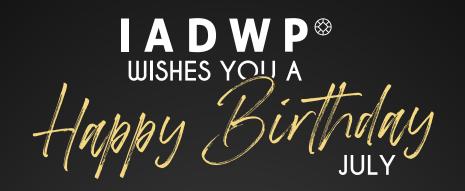
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Omy Torres © @lucianodesignerpr July 29

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