

ÉPICA

WEDDINGS AND EVENTS



Number 6

June 2024

The matchmaker
of the romance
travel industry
**KITZIA
MORALES**

The official Magazine of the IADWP

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Adrián Pavía
Head Chapter Capítulo
Sudamérica IADWP

Dear readers of *Épica*:

It fills me with pride and excitement to share with you the impressive growth that our magazine has experienced in recent months. *Épica* has achieved an exponential reach, consolidating itself as an indispensable source for all those interested in weddings and events. Every day, more and more readers join our community, attracted by the quality content and inspiring stories we offer. Our magazine is not only an informative resource, but also a platform that celebrates love and creativity, connecting thousands of people around the world.

Recently, we had the honor of attending World Romance Travel, held in the beautiful city of Cartagena, Colombia. This event brought together an incredible number of attendees from across the romance industry, from wedding planners to service providers and romantic destinations. It was a vibrant and energetic gathering, where innovative ideas were shared and new partnerships were forged.

We would like to congratulate the organizers on the resounding success of the event and thank them for creating a space where the magic of romance can flourish at its best.

The success of *Épica* and events such as World Romance Travel would not be possible without collaboration and teamwork. The importance of joining forces to promote each country and destination is fundamental. The IADWP (International Association of Destination Wedding Professionals) plays a crucial role in this aspect, supporting not only the development of destinations, but also the professional growth of its members. Through collaboration and mutual support, we are able to strengthen our industry and offer unforgettable experiences to couples around the world.

Finally, I would like to express my deepest gratitude to the entire *Épica* team, especially our Chapter Heads throughout South America. Their tireless dedication and continuous effort are fundamental to empowering destinations and making our magazine more visible and relevant every day. Without your hard work and passion, *Épica* would not be able to reach the heights it celebrates today. To all of you, thank you for being the backbone of this wonderful project.

With love,


Adrián Pavía
Head Chapter
Capítulo Sudamérica
IADWP



Africa: The New Chapter in Wedding Tourism!

By Kitzia Morales

Hello dear readers!

It is an honor for me to write to you from Tanzania, Africa, where I have had the opportunity to participate as a speaker at the ITSA (International Tourism Summit Africa) presenting this continent the opportunity to be a new ideal destination for destination weddings.

Full of inspiration and enthusiasm, I want to share with you the wonders that Tanzania has to offer for an unforgettable wedding or romantic experience.



Tanzania: A Magical Destination

Tanzania is a country of unparalleled beauty with paradisiacal beaches in Zanzibar; the majestic Kilimanjaro, Africa's highest peak; and national parks such as the Serengeti, home to one of the greatest diversity of species on the planet, including the iconic "Big Five".

In addition, it is home to more than 157 different tribes, each with its own unique culture and traditions. The best-known



tribes include the Maasai with their distinctive plaid dress. The official language is Swahili, but English is spoken throughout.

If you are looking for a unique and memorable destination for your couples, Tanzania is the perfect choice for everything you are looking for in Africa: wildlife, beaches, mountains, national parks, culture and traditions. Don't hesitate any longer and come and discover the magic of this amazing place!

It is a destination that will undoubtedly leave an indelible mark on your hearts.

A Paradise for Lovers

Tanzania offers a perfect combination of romantic experiences: divine lodges in the middle of national parks, adventure, and relaxation. Imagine celebrating your wedding in a breathtaking natural setting, with Kilimanjaro as a backdrop, or enjoying a safari through the African savannah, observing wildlife in its natural habitat.



For the more adventurous, Tanzania offers the possibility to climb Kilimanjaro, hike through breathtaking landscapes or dive in the crystal clear waters of the Indian Ocean at “Mafia Island”. And for those looking to simply relax, the beautiful beaches of Zanzibar are the ideal place to enjoy tranquility and sunshine.

Africa’s Opportunity in Destination Weddings

These are some of the benefits that Tanzania offers for brides and grooms looking to have weddings outside of the traditional:

-Tanzania is a paradise for couples who love nature and culture.

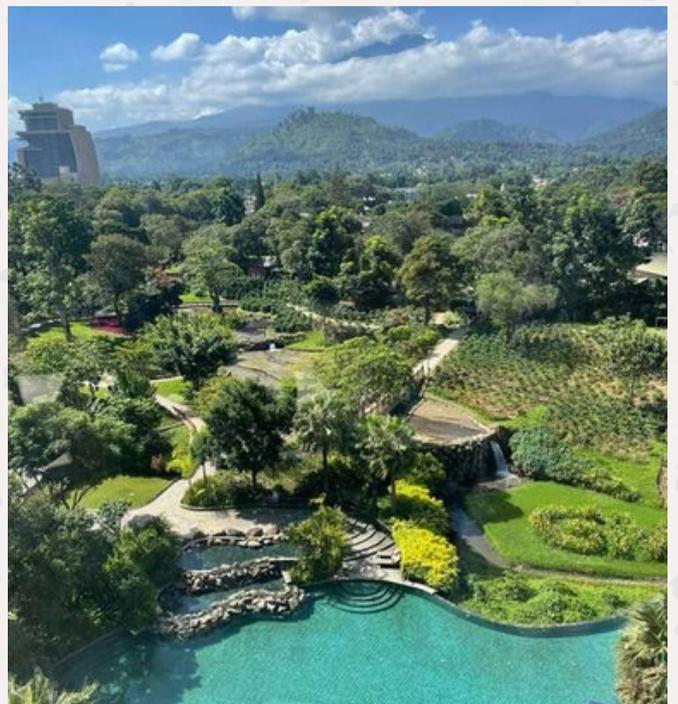


-It is very easy to get to Tanzania with flights at excellent prices.

-Communication is very easy in English and there are many guides in many languages.

-Visa facilities: Easy visa requirements open doors for dream weddings.

-Safe and accessible country: No vaccinations of any kind are required to enter Tanzania. In addition, it is very safe.



My Big 5 of Tanzania

These are my recommendations for an unforgettable trip in Tanzania:

1. Top Airline: I recommend checking airfares through Turkish Airlines via Istanbul. @turkishairlines

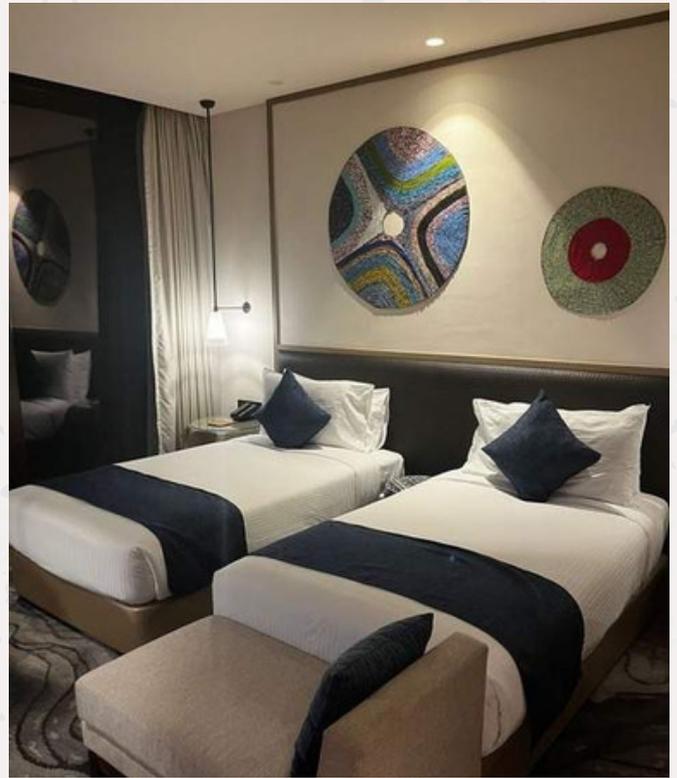
2. Top Operator and Inbound Destination Weddings: Alice Jacob CEO and Founder: African Queen Adventures @africanqueenadventures_

3. Top Hotel: Grand Meliá Arusha: the hotel that has everything you need for dream destination weddings. @granmeliaarusha



4. Top Lodges for Safaris: Tamba Tented Camp in the Serengeti. Don't forget to live the experience of flying in a hot air balloon at www.tambacap.com and Ngorongoro Lodge Member of Meliá Collection @ngorongorolodge

5. Top Beachfront Hotel: Meliá Zanzibar @meliazanzibar



Love Is in the Air and It's Worth Billions

Let's remember that from 2023 to 2024 has been a year of exponential increase in destination wedding spending growing from 27.64 to 36.49 billion. By 2028 exponential growth and benefits of 105.92 billion are expected, so now more than ever we are at the right time to offer exotic destinations.

I hope this article has inspired you to consider Tanzania as your next romantic destination. Continue to flourish to your fullest potential!

Meet new destinations that fulfill you personally, and why not also to do business? Dare to sell exotic and exclusive experiences, leaving your comfort zone to make your business more profitable.

Kitzia Morales
IADWP President



Real Wedding Tourism Specialist

The importance of obtaining the International Certificate.

PH: Freedy Ku Photography



Two women are engaged in a conversation at a conference table. The woman on the left is wearing a black and white patterned top, and the woman on the right is wearing a black sleeveless top. They are both smiling and looking at each other. In the background, other people are seated at tables, and there are laptops and papers on the table.



In an industry as competitive as wedding tourism, standing out from the crowd is essential to ensure the success and satisfaction of our clients. Obtaining the International Certificate that distinguishes members of the International Association of Destination Wedding Professionals (IADWP) as a Wedding Tourism Specialist is not only an honour, but a necessity for those looking to excel in this field.

Differentiating Value Based on Academic Excellence. In the wedding tourism sector, academic excellence and continuous training are fundamental to maintain and raise quality standards. This certification not only validates the knowledge and skills acquired, but also acts as a seal of confidence and professionalism for our clients. Companies that distinguish themselves by their honesty, creativity and global competence are those that not only survive, but thrive in such a dynamic and demanding market.

Quality Award in Wedding Tourism. The IADWP Wedding Tourism Quality Award is an invaluable tool for all service providers involved in the planning and development of destination weddings. This framework not only ensures that the services provided meet the highest quality standards, but also provides a clear and structured guide for continuous improvement and innovation.

Comparison Chart: Advantages of Quality Certification

Aspect	With IADWP Certification	Without Certification
Credibility and Confidence	High credibility and confidence among customers.	Difficulty in demonstrating professionalism
Differentiation in the Market	Clear differentiator against the competition.	Greater difficulty to stand out
Access to Global Opportunities	Access to international networks and opportunities	Limitation to local or regional markets
Continuous Training and Updating	Access to educational resources and updates	Without innovation, continuous training cannot be achieved
Networking and Collaborations	Networking opportunities with other professionals	Reduced access to professional networks and collaborations
Recognition and Prestige	International recognition and prestige	Lack of formal recognition

Wedding tourism is an industry that demands passion, dedication and an unwavering commitment to quality. Obtaining the IADWP International Certification as a Wedding Tourism Specialist will not only elevate your business to new heights, but will also allow you to offer your clients the certainty of your professionalism.

We invite all professionals in the sector to register and obtain this distinction that will not only validate your experience and knowledge, but will also open doors to new opportunities and collaborations. Accept the challenge, invest in your future and distinguish your company as a benchmark of excellence in wedding tourism.

Register today <https://www.iadwpgo.com/offers/Zc78Fzyr/checkout> and ensure a bright and successful future!

Ilse Diamant

Luxury Romance Ambassador
IADWP ALPHA LEADER
LATAM DWSA DIRECTOR



A portrait of Mirta Sánchez, a woman with short, wavy grey hair, wearing a black lace bomber jacket with a gold zipper and a gold letter 'M' on the chest. She is looking upwards and to the right with a slight smile. Her hands are clasped in front of her, and she is wearing several rings. The background is dark.

Ping-Pong

Learn more about our Chapter Head in the Dominican Republic, Mirta Sánchez.

1. Do you have any phobia?

I have a phobia of earth tremors. I feel my heart beating too fast when I feel earth tremors.

2. Do you consider yourself a superstitious person? Do you have a token for luck for the wedding so that everything goes well?

I do not consider myself a superstitious person. Therefore, I don't have any tokens for luck during the weddings.

3. What is your favorite color? Would you use it in a wedding palette?

My favorite color is blue. I would use it as long as it is within the color palette chosen by the bride and groom, since it is their wedding!

4. Are you more mental or emotional? In your weddings, which part do you involve more, mental or emotional?

I am emotional. At weddings I keep the balance between the two to achieve a successful event. I combine reason, logic and emotional sensitivity.

5. Do you have the same breakfast every day or do you alternate? What do you recommend a bride to have for breakfast on her wedding day?

I alternate my breakfasts. For brides I recommend a light but nutritious breakfast; fruit, yogurt, granola, whole wheat bread, scrambled eggs with spinach.

6. What is your favorite season of the year and is it compatible for weddings?

Spring. It is quite compatible, especially in my country, Dominican Republic.

7. What is your favorite movie of the last few months?

"Freddy". It is a biographical film of Freddy Beras-Goico, a great character in my Dominican Republic.

8. What is the worst question you have ever been asked in a job interview? What was the most unusual thing you were asked?

The worst question I have ever been asked is what minimum salary I would work for in a company.

The most unusual thing I have been asked to do is to kick a person out of an event because the client requested it, even though they were a guest of the hosts.

9. Do you have any intolerance?

I am gluten intolerant.

10. What always makes you laugh?

My grandson's little face when he sees me coming or hears my voice.

11. What is the longest trip you have ever taken?

Dubai.





12. Which emoji do you use the most in your WhatsApp chats? Tell us about your communication with your clients through Whatsapp. How do you feel about it?

The emoji I use the most is the smiley face with two hearts. The communication is friendly and open.

13. Are you an early bird or a night owl?

Night owl. The silence of the night inspires me and it is where I start my creative side.

14. Do you regret not having done something in life?

Not so far.

My mind remains open to continue evolving and growing, contributing in all the areas in which I have dedicated myself so far.

15. What makes you most nervous at a wedding?

That the suppliers don't meet the deadlines established for the set-up.

16. Do you believe in God?

Yes, I was born, raised and have grown up with Catholic values.

17. Would you like to change jobs?

No. I love what I do, it is my great passion.

18. ¿Qué museo recomiendas visitar en tu ciudad?

The Museum of the Royal Houses.

19. What are your hidden talents and do you use them at a wedding?

Crafts. Yes, even more so at events events where clients are looking for personalized details.

20. Do you prefer to be cold or hot? What do wedding guests suffer more from, cold or heat?

I prefer to be cold. Guests in the Dominican Republic usually suffer more from the heat.

Mirta Sánchez

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A full-page photograph of a wedding couple walking away from the camera on a wooden boardwalk. The groom is on the left, wearing a white suit jacket and black trousers, looking back at the bride. The bride is on the right, wearing a long, white, sequined wedding dress with a long veil, looking back at the groom. They are holding hands. The background is a tropical setting with palm trees and lush greenery. The text is overlaid on the bottom right of the image.

***Real Wedding
Sara and Jean
Paul's Wedding***

**A Dream Come True in the Mexican
Caribbean**



A Dream Destination

Sara and Jean Paul, a charming couple from Ecuador, decided to have their destination wedding in Cancun, a magical place where their dreams came true under the expert guidance of Ilse Diamant of Diamant Events. With an intimate group of 60 people, this celebration was not only an event of matrimonial union, but also an unforgettable experience for all present.

We know that for our destinations the revenue that a wedding trip represents is important. We are not only talking about the suppliers of the events themselves, but also about the value chain of a destination. The revenue is reflected in airports, transfers, lodging, restaurants, beauty salons, nightlife, tours and activities.

Each destination wedding is the perfect opportunity to generate transformative experiences that leave an impression on each of the participants, and thus generate frequent travelers and continue contributing our grain of sand from the wedding tourism and romance to our tourist destinations.

Teamwork for a Perfect Dream

Organizing a destination wedding requires meticulous collaboration and exceptional team effort. In this presentation our IADWP Alpha Leader Ilse Diamant and her team of professionals worked tirelessly to ensure that every detail reflected the couple's unique vision. From the selection of venues to the coordination of every moment, each step was precisely planned to create a 360 experience.

The scouting took place 9 months before the wedding date and included several hotels at first. Once in the destination, the bride and groom liked The Fives Ocean Front Hotel in Puerto Morelos, but they wanted a private space for their ceremony.

And so their planner suggested they go to a secret and small chapel, which was the ideal setting for what they were looking for.

The match was instantaneous, they discovered in the *Capilla of Santa Maria del Secreto* the perfect spot to bless their union. And at that moment, with the selection of both locations, the planning of their entire wedding weekend began.

Sara and Jean Paul were on board with the idea of giving guests a complete view of the destination. The wedding was held in both a private location and a hotel. This “wow” effect provided a varied and exciting experience for all attendees.

On February 10, 2024, the ceremony took place in a consecrated beachfront Catholic chapel in the heart of the Riviera Maya. This sacred and serene setting provided the perfect ambiance for the exchange of vows, followed by a lively cocktail with mariachi music that added a touch of Mexican authenticity and joy.

The reception was held in bohemian Puerto Morelos, where guests enjoyed a magical evening filled with love, music and fun. The contrast between the intimate ceremony and the vibrant reception offered guests a dynamic and memorable experience.

We Fulfill Dreams with Magic

As a professional in this industry you must connect with your personal magic. Personal magic is what connects human beings, and helps us realize ideas with experiences that exceed expectations, and this is the real value of a wedding planner. For this wedding the bride and groom shared with us inspirational images that were crucial to achieve a unique and personalized design that was reflected in every corner of the celebration. From the floral decor to the smallest details, each element was carefully selected to represent the essence and style of the couple.

Party, Joy, and Fun

With the party in full swing, the lovers sealed their union surrounded by their family and friends, who blessed them by the Caribbean Sea. Ecuadorians, known for their joyful and festive nature, know how to have fun and celebrate life in a big way. Sara and Jean Paul's wedding was no exception, as live music encouraged guests to dance non-stop all night long. With a vibrant and contagious spirit, attendees enjoyed a fiesta full of rhythm and joy, reflecting the essence of a culture that deeply values celebration and shared joy.

Accomplices of this Union

Wedding Planner: @diamantevents
@luxuryromanceambassador
Ceremony and Cocktail Venue:
@secretjewelcelebrationsvenue
Reception Venue: @allsensesweddings
@thefivesoceanfront
Photographer: @alainmartinezstudio
Videographer: @gallardo.films
Booking Platform: @doyoukissandtell
Live Band: @aa.productionsmx
Stage on Swimming Pool:
@hercon.entertainment
Music: @musikentertainmentmx
Audio, Lights, and DJ: @grupo_sonus
@solendi
Florals and Decor: @bloom_in_love_mx
Furniture: @mystique_riviera
Chapel Decor and Personal Flowers:
@silvestradeflores
Cocktail Catering: @easygourmetc
Cake: @pastelerialamigaja
Transportation: @mayanconnections
Dress & Tux: @bartolome.couture

Destination weddings are essential for our tourist destinations, in this occasion for the Mexican Caribbean, as they not only promote tourism, but also create transformative experiences for both couples and their guests.

By integrating unique and personalized experiences in each celebration, we ensure that everyone take with them unforgettable memories that encourage them to return to the place where those emotions were born to share them with more people.

As ambassadors of our destinations, we have the opportunity and the responsibility to weave stories of love and happiness that transcend borders. Every wedding we organize is a seed planted in the hearts of our visitors, an invitation to return and spread the beauty and charm of our paradises. By creating magical and memorable moments, we not only enrich lives, but also strengthen our identity and cultural heritage, turning each event into a lasting legacy of love and joy.

Like turtles that always return to their place of origin, it is your responsibility that the destination wedding you create leaves a lasting impression on everyone, calling them to return and relive those magical moments again and again at that destination. This is how each wedding becomes a story that continues to evolve, intertwining hearts and forging an eternal legacy of love and happiness.

Let each celebration be a page in the book of destiny, where joy and love are the protagonists, and where the echo of laughter and whispers of eternal promises resound for generations. In creating these unforgettable experiences, we become true ambassadors of our paradise, inviting the world to share and celebrate the beauty and magic of our home.

Ilse Diamant

Luxury Romance Ambassador
LIDER ALFA IADWP
LATAM DWSA DIRECTOR





Costa Rica: A Destination

A destination that wins everyone's heart.

Live your dream in Costa Rica: Meet the Destination Wedding Paradise. In the heart of Central America, where biodiversity merges with cultural richness, lies Costa Rica, a dream destination for couples looking to celebrate their union in a naturally lush and exciting setting. Between active volcanoes, tropical forests, white sand beaches and crystal clear waters, this small country offers a range of possibilities to turn a wedding into a fantastic event.



Weddings in Nature. Imagine sealing your love in a botanical garden with vibrantly colored tropical flowers as a backdrop or exchanging vows under a canopy of century-old trees in the middle of the jungle. Costa Rica is the ideal place for those couples who dream of a ceremony in nature, where birdsong and the murmur of the rivers become the perfect soundtrack for such a special moment.

Paradisiacal Beaches. Costa Rica is known for its stunning white sand beaches and crystal clear waters. Imagine saying “I do” with your loved ones, with a gentle breeze and the sound of the waves in the background. Destinations such as Tamarindo, Manuel Antonio or Puerto Viejo offer idyllic settings for an unforgettable beach wedding.



Coffee states and rural venues. For those looking for a touch of rustic and elegant charm, Costa Rica's states and rural venues offer natural, picturesque and romantic settings for a wedding with a country and sophisticated atmosphere. Venues such as country states, historic hotels, old houses overlooking volcanoes or lakes become perfect accomplices for your wedding.



Viewpoints. If you are looking for spectacular panoramic views for your wedding, Costa Rica has numerous viewpoints that will take your breath away. From viewpoints in the city, beaches or mountains, you can enjoy breathtaking landscapes that will add a touch of magic and romance to your special day.



Unique experiences for your guests. Beyond the ceremony itself, Costa Rica offers a wide range of activities to entertain your guests and make their stay unforgettable. From exciting wildlife watching tours, extreme sports adventure activities, to relaxing days at luxury spas, your friends and family will have the opportunity to enjoy unique experiences that only the “PURA VIDA” can offer.



Exclusive Services. Whether you want an intimate sunset beach wedding or an extravagant celebration at an elegant resort, in Costa Rica you will find a variety of specialized wedding vendors ready to make your dreams come true. We have expert and certified Wedding Planners, creative chefs that will delight you with exquisite gastronomic proposals, the best photographic capturers, DJs that will make you dance for hours, every detail of your wedding will be carefully planned and executed so you can enjoy a day without worries.

Costa Rica, with its stunning natural beauty, hospitality and world-class tourism infrastructure, is the perfect setting for an unforgettable wedding. Whether you choose to get married in the middle of the jungle, on a paradisiacal beach or in an elegant boutique hotel, my beautiful country will give you the opportunity to live a unique and magical experience that will remain engraved in your memory and that of your loved ones forever. Get ready to live a tropical fairy tale of adventure and glamour in Costa Rica!

Photographs Courtesy of **Mauricio Ureña Photography** | IG: @photobymaug

Je rey Cervantes Calderón

Costa Rica Wedding Planner.
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Lighting

Technique

The perfect light.



Lighting is an art capable of turning the intangible into tangible, of creating unforgettable experiences and, in many opportunities, of making the unfeasible viable. When we started LÚMINA in 2007 we saw the opportunity to create a proposal that meets the premises but at the same time gives that added value that makes the difference.

SEPARATING WHAT SEEMED TO BE INSEPARABLE

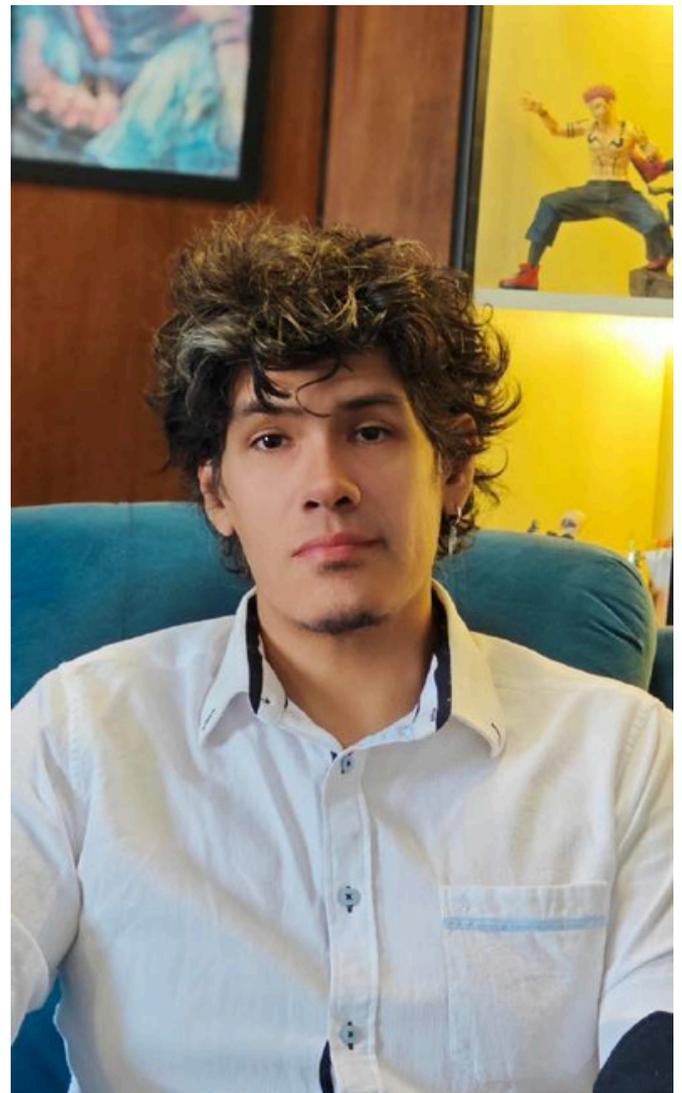
That value began by separating something that had almost been institutionalized, which was LIGHTS AND SOUND as a single provider, which although it is true that they complement each other, each deserves and should have its own specialist within the planning.



Breaking and turning that concept around was quite complex as we were struggling against the tide in a flow that seemed overwhelming, but with the passage of time we gladly noticed that there are many specialists who choose to handle both services in their proper dimension.

CREATING TO MAKE A DIFFERENCE

When looking for suppliers or specialists for a certain situation, one always evaluates all the variants, but there is always one that stands out for us, which is exclusivity, and that means having our own elements and incorporating the design to create materials that allow us to make that difference tangible and achieve the so called WOW effect.



Giving value to both functional and decorative lighting is a team task. Let's imagine that we have a main station of pastel colors throughout the staging, we make a previous sample and the result is great, but at the time of bringing to reality the light fixture that is "commonly" used, it completely cancels our pastel colors turning them into a white with shades not expected, loss of volume and textures. This is the job of the lighting specialist to achieve the objective.

CREATING MEMORABLE SPACES

In a location or an ephemeral structure, the premise is that the work as a whole creates a concert of ideas that are embodied in reality. This is achieved with the coordination of each specialist that within their experience contributes what is necessary to achieve the objective.

That moment where people live the experience of attending a certain event must become a memory, something that lasts over time and that can be shared in an endearing way.



PROVIDING SAFETY

For us, a non-negotiable aspect of any physical staging must be safety. There is no design that overrides established standards and safety criteria, for us it is a tipping point between the feasible and the unfeasible.

Each space must be studied and evaluated to implement the different types of proposals, always taking care of the aspect of how to achieve it, and if this is safe or not, we know that it is a tedious subject and that many times it is not mentioned, but making the client and the organizer aware of it is a must in this great industry.

From Peru we look to the future and hope that every day more and more companies and professionals see the richness and the enormous opportunity of lighting in events. We celebrate with joy the legacy left to us by our founder who from the firmament looks with a smile as his creation today brings unforgettable moments to many people and will continue to do so forever.

Alberto Varea Loayza

Events Designer
@luminaperu

*Knowing how to walk,
knowing how to behave*

Protocol



I always remember that when I was a child, my Parisian grandparents, great geniuses of great bearing, used to tell me that if I found control of my body and any type of organic manifestation that it produced, I would have the rules to know how to behave at all times.

Our ancestors based good manners on foundations that today we are rebuilding little by little, although those rules that are based on the most elementary respect for others will remain valid.

We know that the essential ingredient for the grace of all our movements, the gestural harmony, the way we move or walk are an innate gift. We will have to pay close attention and take care to cultivate them over time if we have not been gratified with a great gift.

Exaggerated gesticulations as well as abrupt movements should be replaced by slow gestures, often more effective than disordered and nervous ones. For example, giving an arm to an elderly person to help them walk a few steps is the greatest gesture of kindness we can consider. It is quite another thing to grasp them lightly and somewhat roughly by the forearm.

We all know that as long as no one sees us, everything is valid, although we should all remember that bad habits will be difficult to hide in public.



The way we treat objects for example, how to open and close a door gracefully, slide a chair without making too much racket are within everyone's reach, but nevertheless there are many people who are rude with the treatment of these things so simple to handle, reflecting in every act the daily bad habits.

From my own experience I can tell you that there are postures in others that give us a better or worse impression of people. Knowing how to stand implies knowing how to walk. Knowing how to walk implies standing upright, and walking naturally with harmonious yet proud steps. A stooped and slouching gait reveals a vice in posture. More than two thousand years ago, the Latin poet Ovidius quoted in his writings phrases such as, "There is in the way you walk a part of charm not inconsiderable, it is what attracts or repels a man who does not know you".

If knowing how to walk requires a lot of questions, knowing how to sit requires many others. Let us remember that we are sitting correctly when we bring our body close to the back of the chair, keeping our spine straight. As far as possible, when sitting at the table we should avoid leaning on the back of the chair, this will allow us to move more naturally.

It is very important to manage the body and avoid dropping until the body is collapsed, for example when using a chair or armchair. It is also incorrect to spread your legs too far apart, cross them or swing them. It goes without saying that ladies should avoid postures that are embarrassing for those in front of them.

Remember that the chair is not a seesaw, that the legs should fall naturally in front of it, that we should not curl our legs around the legs of the chair and that we should never move one leg nervously and repeatedly.

Although I know that you have made some of these mistakes, remember that there is still time to change them and little by little change the way you know how to be in public.

Surely you are not one of those people who still practice medieval customs such as spitting in the streets, picking with a toothpick between your teeth or wetting a finger to turn the pages of the newspaper. These are practices that are nowadays widely confirmed as forbidden matters in public places.

Yawning, sneezing and coughing are issues that also speak of knowing how to behave. We have all been uncomfortable at some time with something as natural as yawning, coughing or sneezing, because we did not know how to proceed.

I assure you that I have seen the most unusual practices to discreetly disguise these special situations, transforming that second into a mocking situation of eternal laughter.

Sneezing or coughing is done in the most discreet way, turning the head to one side, preferably using a handkerchief. Blowing your nose in public should be a natural gesture, it happens that it ceases to be so when we make strange noises or when we check the handkerchief after the operation. Remember that if you are excessively cold it is preferable to cancel attendance to any public place.

It seems that yawning would be the least embarrassing of all situations, knowing that it denotes tiredness or boredom. Remember to cover your mouth with the back of your hand and keep it quiet.

The way we behave in public not only reflects our politeness, but also the respect we have for others. From the way we walk to the way we sit or handle everyday objects, every gesture is a manifestation of our consideration and courtesy. Manners, passed down through



generations, remain relevant today, reminding us that grace and composure are not just innate gifts, but skills we can cultivate with effort and attention.

Posture and the way we move also play a crucial role in our presence. Standing upright and walking with confidence not only projects a positive image, but also influences how we feel internally. As Ovid mentioned, our gait can attract or repel those who observe us, becoming an extension of our personality and character.

In conclusion, knowing how to walk and knowing how to behave are skills that go beyond simple physical actions; they are an expression of our respect for the environment and the people around us. By diligently cultivating these habits, we not only improve our personal image, but also contribute to creating a more respectful and harmonious environment for everyone. Let us always remember that every small gesture counts and that courtesy and consideration are timeless values that enrich our daily interactions.

Prof. Adrián Pavía

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A vibrant street scene at night, likely in a historic town. The street is lined with colorful buildings (blue, orange, yellow) and is filled with people dining at long tables covered with white cloths. The tables are decorated with flowers and lit with warm lights. In the center, a couple in formal attire (a woman in a long white dress and a man in a grey suit) is walking away from the camera. The sky is filled with numerous colorful hot air balloons of various patterns and colors, illuminated from within, creating a magical atmosphere. The overall scene is festive and celebratory.

Artificial Intelligence

A friend or a foe?

Bridging Love and Technology: The Role of Artificial Intelligence in the Wedding Industry.

The integration of artificial intelligence (AI) into the wedding industry heralds a transformative era where tradition meets modern efficiency.

AI as a Catalyst for Efficiency. In the dynamic world of wedding planning, artificial intelligence emerges as an essential ally, automating our routine tasks and freeing professionals to focus more on client experiences. AI simplifies operations such as managing schedules and creating inspiration boards, indispensable tools for visualizing unique, dream weddings. This frees our minds and our time to create, as tools such as AI chatbots can handle initial customer inquiries and scheduling, while algorithms efficiently manage guest lists and seating arrangements, for example. This automation not only optimizes workflow, but also ensures that every detail is meticulously organized, allowing us planners and designers to devote more attention to personalizing the wedding experience.



The Future of Weddings: Creativity and Humanization. As AI takes over repetitive tasks, I envision a future in which the wedding industry relies more and more on personalization and creativity. In this evolving love landscape, the value placed on unique and imaginative ideas will skyrocket and will be crucial for couples deciding who to choose as their wedding designer or planners. Wedding professionals will need to tap into their creativity to create unforgettable experiences that truly stand out. Doing the “perfect planning process” is no longer sufficient. AI also supports this creative process by providing data-driven insights into popular trends and customer preferences, thus helping planners tailor their offerings to meet specific customer desires. The human element becomes paramount, as emotional intelligence and the personal touch are irreplaceable by machines, shaping a future where technology and human creativity exist in symbiosis. In the end, the human touch remains not only necessary, but essential and increasingly valuable to couples. How we humanize our services and our client experiences and incorporate creativity into this process is what will make us stand out as professionals.

Practical Applications of AI for Wedding Suppliers. Implementing AI into the daily operations of wedding suppliers can dramatically improve efficiency and customer satisfaction. For wedding suppliers eager to integrate AI into their operations, several practical applications can be implemented immediately to improve efficiency and customer satisfaction. AI-driven analytics can help suppliers understand market trends and customer preferences, enabling them to offer more personalized services. For planners, AI-powered platforms can assist, for example, in logistical planning, from guest list management to venue selection, optimizing layouts based on predicted weather patterns and guest preferences. For photographers and videographers, AI can assist in editing, quickly selecting from hundreds of photos the best shots and even suggesting creative adjustments. Caterers and venue suppliers can use AI for inventory management and predictive analytics to anticipate customer needs and manage resources effectively. AI can revolutionize marketing efforts in the wedding industry by analyzing consumer behavior and optimizing advertising campaigns, creating written content for blogs and social media, ensuring that suppliers connect more effectively with their target audience.

Conclusion. Artificial intelligence is not just a convenience tool in the wedding industry; it is a revolutionary force that enhances, customizes, and redefines wedding planning and execution standards. By automating

routine tasks, fostering creativity and providing practical tools for everyday use, AI empowers wedding professionals to focus on what really matters: the human experience. As we look to the future, the successful integration of AI will undoubtedly be marked by a harmonious combination of technology and personalized human and creative service, making every wedding an unforgettable celebration of love and innovation.

I would say that in the future it will no longer be possible to hide in “simple” “technical planification perfection”. Professionals need to stand out by emerging with their creativity, unique ideas and offering a personal service that needs to be emotionally crafted and managed for each couple.



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***CAPEV, the camera
that unites us***

**Building the road to professionalization and
growth in Peru.**

When you are a professional -after years of studies, training and experience- you belong to a college or a collegiate; the engineer is registered in the College of Engineers, the accountant in the College of Accountants, etc. And what if you are a professional in the wedding or social events industry? Of course, it is very important to belong to an organization that represents you before your colleagues, clients, private and public organizations, and the industry in general.

In the case of Peru, this organization is the *Cámara de Profesionales de Eventos del Perú* (CAPEV, for its acronym in Spanish). CAPEV is not a community, it is an organization that represents you before the industry in every sense of the word, implements codes of ethics, offers you legal advice, implements mechanisms to benefit associates through agreements and discounts, trains its associates to apply good practices and enter modernity and, of course, is a fabulous networking tool.

CAPEV associates may also be members of many communities, Peruvian or foreign, but no community replaces CAPEV. In addition, to become a member, you need to fulfill several requirements, the most important of which is to be formal.



CAPEV professionals, and especially the Board of Directors, are aware of everything that concerns the wedding and social events industry, and the purpose is its growth and strengthening, which ultimately generate values that benefit the country.

On April 18, CAPEV celebrated seven years of hard work for the benefit of its associates and the events industry. These have probably been the most difficult years, as every beginning is a great challenge and the pandemic added even more difficulties.

In 2018 we created an ambitious plan, but the pandemic transformed our plans into a struggle for survival and reactivation. CAPEV and the Emergency Working Table PROEVENTOS created bridges with the communities (formal and informal), and after dozens of meetings with government authorities, a peaceful protest march "Marcha Blanca", interviews and chronicles in the press, we managed to contribute to the reactivation of the industry.

Today, our associates enjoy benefits and agreements that are used as sales tools with the following institutions: APDAYC, (copyright in the music industry),

JW Marriott Lima Hotel, Pullman Hotel Chain, Dazzler Hotel (Wyndham), San Ignacio de Loyola University (USIL), BEC School (Training School for professionals in the wedding and events industry), in addition to the great project “Peru, a luxury destination”.

Likewise, we are in the process of signing an agreement with PROMPERÚ (domestic and inbound tourism promotion strategies) for mutual benefits promoting destination weddings and social events, UNINPRO (phonographic producers' rights) and with the Lima Convention Bureau. We consider all these benefits to be a reward for promoting formality in our industry.

An important step has been the implementation of the integrated network of event professionals at the national level (RPE, for its acronym in Spanish), created for mutual support among suppliers from different regions of the country, who will receive training under the agreement with the USIL university and those Peruvian or foreign institutions that want to join the project to prepare thousands of suppliers to be able to face destination weddings with professionalism.



Currently, CAPEV is preparing for the grand awarding of the finalists and the trophy award ceremony in more than 20 categories to the winners of the award for creativity in the wedding industry “El Amancay de Oro”, carried out with important allies (JW Marriott Lima Hotel, USIL University and APDAYC) and a prestigious international jury. In addition, a special award has been created in the category of journalism “Peru, a luxury destination”. This contest represents the effort to promote the work of industry professionals and will also help us in the search for the recognition and support required from the public and private sectors linked to our great industry.

CAPEV's path is designed to be an active part of the growth, leadership and professionalization of each of the actors that make up this wonderful wedding and social events industry.

Mariana Pollak

Engineer and Designer
Directora Interinstitucional CAPEV

Israel Napuri

Administrador y Marketing Presidente
CAPEV

https://www.instagram.com/capev_peru/



Ancestral Weddings

Ecuador

These ceremonies have a great impact on the destination wedding industry in Ecuador, as they attract tourists interested in living a unique experience through contact with the country's indigenous traditions.

Ancestral weddings in Ecuador are marriage ceremonies that are performed according to indigenous traditions of the different ethnic groups present in the country, it is celebrated in a traditional rite of union for the bride and groom who ask for the blessing of the ancestors and have as main elements the Pachamama (earth), the sea, the fire and even the clothing of the officiant is special, everything will depend on the place of celebration.

These weddings have their origin in the customs and beliefs of the native peoples of the region, there are communities that celebrate sacred rituals among curious traditions, mysterious characters, significant rituals, ancestral dances and a series of acts that enliven culture, mischief and love.

Weddings performed with indigenous people usually take place in sacred and



significant environments such as rivers, waterfalls or mountains. In the traditional gastronomy there are traditional food and drinks that are an integral part of indigenous marriages, so we can name some such as chicha, an ancient drink, and the use of corn that has a significance of prosperity.

These celebrations are more frequent in the indigenous communities of the Ecuadorian Sierra and Amazon, where ancestral traditions are preserved to a greater extent. The ceremonies are usually led by a spiritual leader of the community, such as a shaman or traditional leader.

In order to perform an ancestral wedding in Ecuador, the regulations and requirements established by the indigenous community in question must be followed, normally, the requirements include respect for the traditions and beliefs of the community, as well as the payment of a consideration or donation



to the community, in some communities they authorize foreign couples to perform an ancestral wedding with the finality of making known a part of their millenary history.

Currently, there has been an increase in the interest of foreign couples in participating in this type of ceremonies, which has contributed to the preservation and dissemination of indigenous traditions as well as a growth in community tourism, which allows them to support themselves through their handicrafts and typical local cuisine.

The experiences of foreign brides and grooms who have experienced these ancestral weddings are usually very positive and enriching. Many couples choose this type of wedding because they want to immerse themselves in the culture and traditions of the country in which they are getting married, and consider an ancestral ceremony to be a unique and special way to do so, for the bride and groom, this celebration represents a connection to their roots, a respect for the local culture and a way to celebrate love in an authentic and significant way.

Foreign brides and grooms who choose ancestral ceremonies usually come from different countries, but some of the most common are the United States, Canada, the United Kingdom and Australia. What attracts these brides and grooms is the authenticity and originality of these weddings, as well as the opportunity to experience something unique and different.

Ecuador benefits from these national and foreign ancestral weddings in terms of tourism and cultural promotion, as well as in the generation of income through wedding tourism. These celebrations help preserve and disseminate the country's ancestral traditions, and attract the attention of people from all over the world who are looking for unique and authentic experiences.

As Wedding Planners, our recommendations for the bride and groom who wish to carry out this type of ceremony would be:

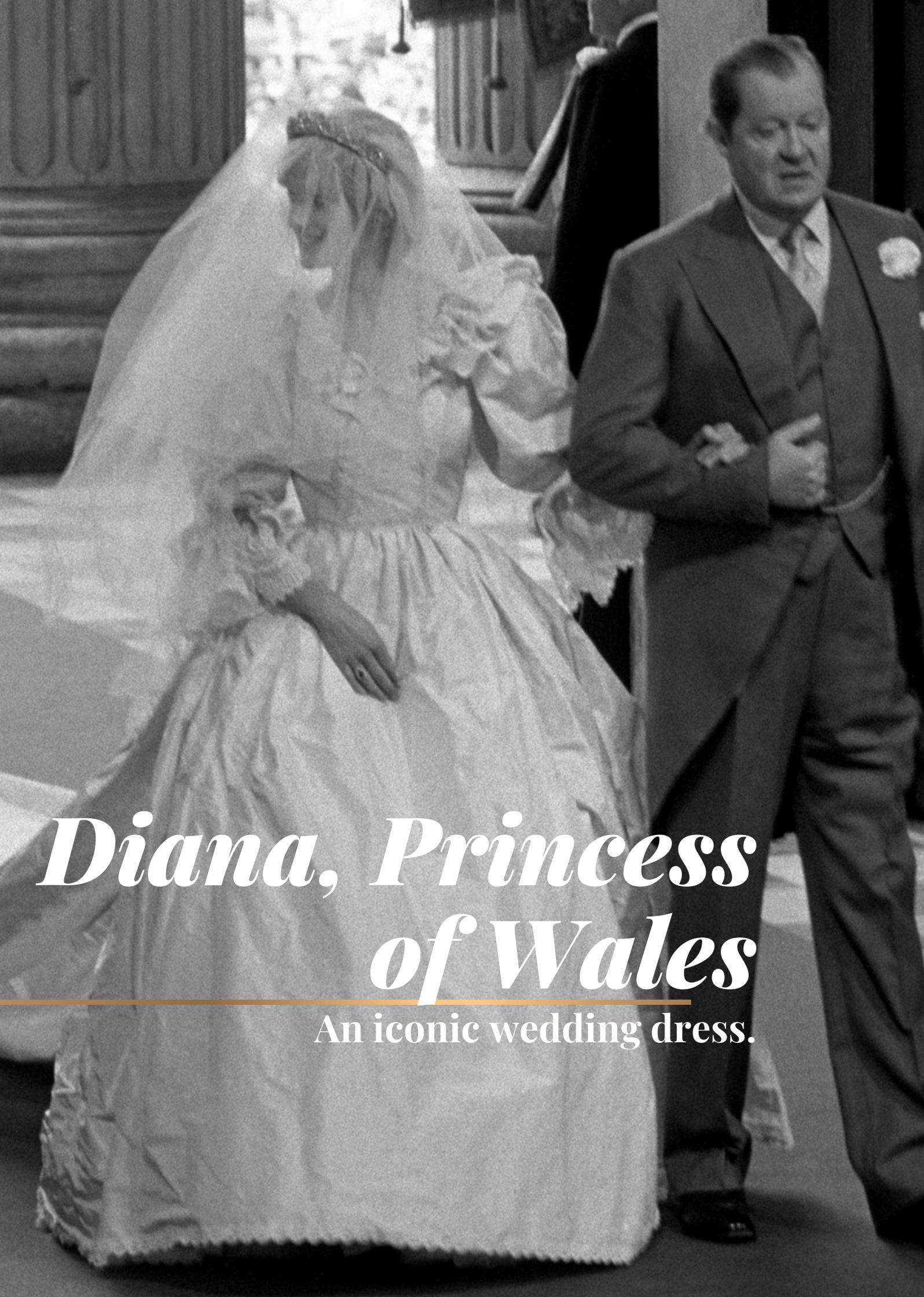
- Research and learn about the traditions and ancestral customs of the country where you are getting married.
- Work closely with local experts in ancestral weddings to ensure that the celebration is authentic and respectful.
- Customize the ceremony according to your tastes and preferences, while maintaining the essence of the ancestral tradition.
- Communicate clearly your expectations and wishes to your Wedding Planner to make sure everything goes as planned.

Lissner Ortiz García

Chapter Head Ecuador IADWP

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Photos courtesy: Esteban Meneses y Romance TourismTraining



Diana, Princess of Wales

An iconic wedding dress.

An icon dating back to the 80s. Lady Di's wedding dress.

Lady Diana Spencer's wedding dress, an icon for bridal fashion, is a masterpiece of timeless elegance and charm. It was designed by David and Elizabeth Emanuel. The dress dazzled the whole world. All the details were revealed on July 29, 1981, the day of the Royal Wedding of Diana and Charles.



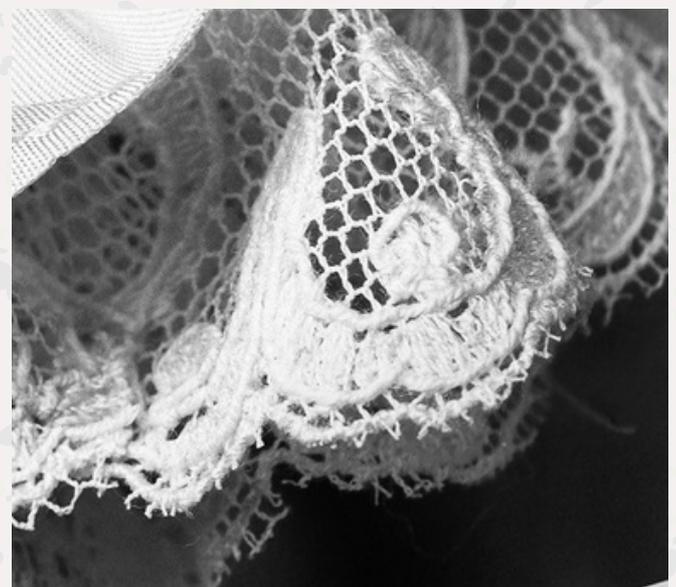
How much do you know about this dress?

The dress was made of silk taffeta and lace, embroidered with thousands of sequins and pearls, which were used in an impressive amount. No less than 10,000 pearls in total. The magnificent train of the gown, measured some 7.62 meters long, the longest ever used by royalty. The train was a dose of drama and majesty for the occasion, but also a complication when getting into the carriage.



The dress featured puffed sleeves, a fitted bodice and a voluminous skirt with multiple layers of fabric. Delicate ruffles accompanied the splendor of the design. For the big day, Diana was helped to dress by her mother and bridesmaids. She left the Clarence House Mansion in London in that grand fairytale gown for St. Paul's Cathedral, where the wedding ceremony was held.

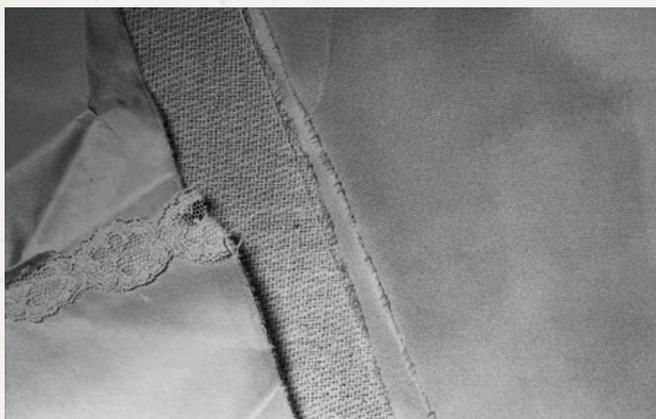
This dress, with its unique style and lasting influence, set a trend in the world of weddings, inspiring countless brides over the years. Its legacy endures as a symbol of beauty and grace, capturing the imagination of generations and cementing its place in bridal fashion history.



The dress became a symbol of elegance and tradition. This was made of silk taffeta and Carrickmacross lace. The type of lace used was very old and was of the type of lace that dated back to the 19th century and had already been used in Queen Victoria's christening dress.



The dress was the result of months of planning and meticulous work. The designers went to great lengths to capture the attention of the entire world. Although I don't have exact information on the exact time of making, I can tell you that it was a painstaking and detailed process. It is estimated that it was about 6 months of work.



Lady Diana arrived at St. Paul's Church in the famous golden royal carriage with her father. The dress, with its majestic train, was unfolded as she exited the carriage, creating a stunning image although it received swift criticism because it had wrinkled. Her unique style of wearing it made the wrinkled detail irrelevant. For me it was impeccable: elegant, classic and graceful. Even today the dress remains a benchmark for brides around the world.

Is there a before and after Diana's dress?

Fact: An intriguing detail has recently been discovered regarding the shoes Diana wore at her wedding. The shoes, handmade by Clive Shilton, had Diana and Charles' initials inscribed on the bows, joined by a heart, symbolizing their eternal love in an intimate and personal way. Too bad it didn't happen.

A dress that adds charm and loveliness to that unforgettable day in the history of royalty!

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Building the Perfect Playlist for Your Wedding

Your guide for a symphony of love.

Imagine this: the love of your life by your side, your closest friends and family surrounding you, and the perfect song playing as you make your grand entrance. The right music can turn these moments into unforgettable memories, stirring emotions and setting the perfect tone for your special day. Welcome to the definitive guide on how to create the perfect playlist for your wedding: a symphony of love, joy and celebration that will have everyone dancing from start to finish.



1. Start with Your Love Story. Your wedding day is the culmination of your unique journey together, so let your playlist reflect that. Start by choosing songs that are significant to both of you. Think about your first date, the first concert you attended together, or the song that played when you said “I love you” for the first time. These songs will add a personal touch, making your day even more special.

Tip: Create a “memory lane” segment within your playlist, with songs that tell your story from the time you met to the engagement.

2. Set the mood with a mix of genres

Variety is the spice of life, and the same goes for your wedding playlist. Mix different genres to satisfy all your guests and keep energy levels high. From romantic ballads to upbeat pop hits, classic rock anthems to smooth jazz tunes. A well-balanced mix ensures there is something for everyone.

Tip: Start with softer, more elegant tunes during the ceremony and cocktail hour, then gradually increase the tempo as the evening progresses, leading to energetic dance tracks for the reception.

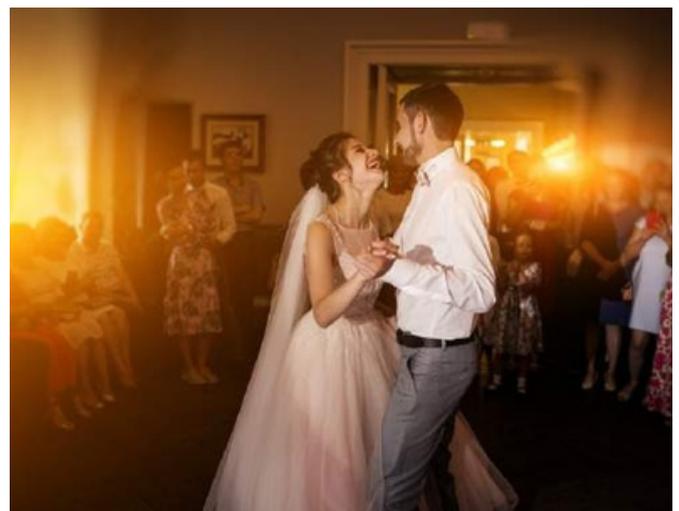
3. Start the Party with Must-Have Dance Hits

When it's time to dance, you want everyone from your youngest cousin to your grandparents to get up and move. Include popular songs like “Uptown Funk” by Bruno Mars, “Dancing Queen” by ABBA and “Can't Stop the Feeling!” by Justin Timberlake. These songs are guaranteed to fill the dance floor and keep the party alive.

Tip: Create a “gold” playlist for the dance floor within your main playlist, with hits sure to keep guests dancing all night long.

4. Don't Forget the Classics. Timeless classics have a magical way of connecting generations. Songs like Etta James' “At Last,” The Righteous Brothers' “Unchained Melody” and The Temptations' “My Girl” evoke nostalgia and romance, making them perfect for slow dances and special moments.

Tip: Include some classic songs for traditional dances, such as the first dance, the father-daughter dance and the mother-son dance. These moments will be cherished forever.





5. Incorporate Guest Suggestions. Before the big day, consider asking your guests to suggest songs. Not only does this make them feel included, but it also ensures a variety of music that pleases everyone. You can include a space for song suggestions on your wedding invitations or create an online survey.

Tip: Balance guest suggestions with your own selections to maintain a cohesive playlist that still feels like “you”.

6. Finish High. As the night comes to a finish, choose a final song that encapsulates the joy and love of the day. Whether it's a soulful ballad like John Legend's “All of Me” or an upbeat anthem like Rihanna's “We Found Love,” make sure it leaves a lasting impression.

Tip: Plan an encore! Have an extra song or two ready in case your guests aren't ready to end the night.

7. Trust the Experts. If you're feeling overwhelmed, don't hesitate to ask a professional DJ or confident friend with an eye for creating great playlists for help. Their expertise can help ensure smooth transitions and keep the energy flowing smoothly.

Tip: Provide your DJ with a list of “don't play” songs to avoid unwanted surprises.

8. Try it out. Before the big day, listen to your playlist from start to finish. Make sure the songs flow well together and adjust the order if necessary. This final step is crucial to catch any potential problems and make sure everything sounds perfect.

Tip: Share your playlist with a few friends to get feedback and make any necessary adjustments based on their reactions.

Creating the perfect playlist for your wedding is more than just choosing songs, it's about creating the soundtrack for the most important day of your life. With these tips, you'll be well on your way to creating a playlist that captures the essence of your love story and keeps the dance floor full. So go ahead, turn up the volume and let the music take you on a journey you'll never forget!



Diana Sciarrillo

Chapter Head IADWP Guatemala
I Do, Guatemala by Diana Sciarrillo
IG Idoguatemala



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A bride and groom are embracing in a wedding aisle. The bride is wearing a white, off-the-shoulder, long-sleeved gown with a full skirt. The groom is wearing a white tuxedo jacket and a dark tie. They are standing in the center of a long aisle lined with tall, lush arrangements of white flowers, including roses and calla lilies. The ceiling is decorated with warm white string lights and blue accent lighting. The overall atmosphere is romantic and elegant.

The Flowers

The soul of weddings and the connection with brides.

A floral legacy that blooms. I have always been surrounded by flowers. Since my childhood, I have been fortunate enough to wake up every day and be able to interact with them. I was born in Medellin, Colombia into a family that has grown hydrangeas for more than 30 years. I am León Castro, a floral designer and wedding planner for 11 years.

When I did my first wedding, I gained extensive experience about flowers, learning how they germinate, grow and are preserved, among much more information. The flowers bring with them a more emotional and intuitive connotation, as if they generate a kind of magic between people and themselves. They awaken the senses, evoke moments and, above all, make us feel that we are part of the whole.



More than a job: A passion that captivates me.

My background in the creative, dynamic and avant-garde industry, I have questioned myself about the importance of flowers for brides. Why do they choose them? What do they generate for them? What is the connection between these two contexts? Although flowers have their own significance and language, this significance changes according to each couple's point of view and tastes.

I have had the privilege of witnessing how these artistic creations go beyond simple decoration, becoming essential elements that transmit feelings, evoke memories and create magical atmospheres that reflect the essence of each couple.



The flowers and their significance: A deep connection with brides.

The flowers are not only decorative elements, but also have a symbolic language of their own. Each type of flower conveys a special message, making them an ideal way for brides to express their personality, style and emotions on one of the most important days of their lives.

Deciphering the floral language of brides.

Through my experience, I have identified five types of brides and the flowers that best represent them:

The classic bride: embodied by the rose, a timeless symbol of love, beauty and passion. Classic brides tend to be romantic, elegant and passionate, and they look for their wedding to reflect these values through timeless and sophisticated floral arrangements. Roses, in all their range of colors and fragrances, are the ideal protagonists to create a fairytale atmosphere.

The romantic bride: Represented by the hydrangea, known for its exuberance and romanticism. Romantic brides appreciate beauty in simplicity and seek to create warm and cozy atmospheres at their wedding. The bride is likely to highly value

close relationships and express gratitude to her loved ones in a genuine way. Hydrangeas, with their voluminous petals and vibrant colors, are perfect for reflecting a natural elegance and a love of tradition.

The spiritual bride: Connected with eucalyptus, symbol of protection, healing and purity. Spiritual brides tend to be compassionate, protective and seek to create a harmonious atmosphere at their wedding. Eucalyptus, with its fresh scent and relaxing fragrance, brings a touch of peace and naturalness to the celebration. It has become an essential element in floral decor and bridal bouquets. Its soft silvery green color complements a wide range of color palettes, making it ideal for any style of wedding, whether rustic, bohemian, classic or modern.

The cheerful bride: Radiant like sunflowers, representing joy, vitality and loyalty. Cheerful brides are optimistic, full of positive energy and seek to convey their enthusiasm through their wedding. Sunflowers, with their bright colors and radiant shape, are ideal for creating a cheerful and lively atmosphere.

The elegant bride: Enchanted by tulips, symbol of elegance, grace and declaration of love. Elegant brides have exquisite taste and appreciate classic beauty. Tulips, with their stylized lines and varied colors, are perfect for creating a sophisticated and refined wedding. I consider them “the diamond of flowers”, their choice brings a touch of sophistication and exclusivity to the celebration.



Seasons: A floral seminar that flourishes in the world.

Beyond my work as a wedding planner and floral designer, I am proud to be the creator of the Seasons seminar. This event, which has transcended borders and has been held in different cities in Colombia and Panama, represents the culmination of our dream of sharing our knowledge and passion for flowers with the new generations of floral artists and wedding planners.

The Seasons seminar is not only an academic event, but the tangible expression of our trajectory as a company. Our international recognition for our unparalleled decorations has positioned us as a leader in destination and LGBT weddings, leaving an indelible mark on each and every one of them. Seasons is the opportunity to transmit our experience and vision to those who seek to cultivate their own path in the floral world.

The next edition of Seasons will take place in Ecuador, a country that is home to a rich floral biodiversity and a vibrant culture. This perfect setting will witness our deep commitment to teaching and learning. With the endorsement of IADWP, an organization of international prestige, Seasons will be consolidated as a space for exchange and professional growth, where the passion for flowers will be the common thread. It is an opportunity to establish significant connections with others passionate about flowers. We will foster collaboration, the exchange of ideas and the creation of professional networks that will drive individual and collective growth.

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Tribe of Brides

How to Start Planning Your Wedding

Hello dear Tribe of Brides, how are you?

It is a pleasure for me to share with you through these lines my best tips and recommendations for this wonderful process you are going through, the planning of your WEDDING!

First of all, I want to tell you what TRIBU DE NOVIAS is. It is a space created in 2020 that was born on Instagram, but now month by month I will also be here in the pages of this incredible magazine to share with you tips for planning your wedding! But BEWARE: if you are a supplier in the Romance industry, you will also find a lot of valuable information so you can give your best version to all the couples you are working with to be their accomplice in such an important day as their wedding!



Today I want to start with the basic steps for you to have a totally enjoyable planning and take away all those doubts, stress or nerves that may involve the organization of this important project of life that you share with the love of your life.

So congratulations, you have received your engagement ring and from there, what's next? What to do first? Where do we start? Will it be a lot of work? Surely these and other questions have bombarded your head since your fiancé placed that ring on your finger, but don't worry! Hand in hand we will solve each of these doubts. So here we are! Let's start at the beginning, the first thing you must define is:

1. Possible Date: Check at least in what season of the year or month you would like to hold your wedding, it is very important that you analyze issues such as weather. If you want to make your event in an open or closed space, if you would be exposed to heat, cold, rain, etc., as this will definitely lead you to define which is the best option to start looking for the venue or location for your big day.

2. Approximate number of guests: Of course, with the anticipation with which you are planning your wedding, this number may vary as the date approaches, however, it will give you a clear picture of for how many people you should consider the services and spaces so that all your guests are comfortable and feel an important part of your celebration..

3. Budget: This is essential, yes, I know it can be complicated to start the wedding talking about money, but it is essential to avoid friction, discussions or headaches. For it to be the wedding of your dreams it must be in balance what you want to have vs. what you can invest in it.



4. Priorities: It is also important that you define together what is most important, so that you are clear and can allocate your budget based on your tastes and needs. Maybe the food and music are very important to you, or you prefer to prioritize the decoration or the venue because you love it.

These basic questions will be the guideline for you to start working together on one of the best days of your life! And if you establish clear communication from the beginning, I predict that you will enjoy the whole process of planning your wedding!

Don't forget that every month I will be sharing my best recommendations for you! But if you have any questions, comments or concerns between now and the next edition, I'll be happy to read them via DM.

I'll read you soon!

Sandra Alas

Professional Event Planner

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Mexico

#YoSoyLiderAlfa



The best vine for your wedding

Enology



Wine, this sublime elixir that has accompanied mankind throughout the centuries, is a crucial choice when planning a wedding. Not only does it add a touch of elegance to the celebration, but it can also enhance the pleasure of tasting the selected gastronomy; undoubtedly a glass of wine in harmony with the seasonings in the chef's proposal will be pampering for the palate of your guests.

Wine is characterized by being a common thread of emotions, conversations and proposals. Celebrations revolve around wine and catering, let's not forget that the art of winemaking is perhaps one of the few that has resisted technology and automation. Behind a wine label there is a winemaker who comes day after day delivering his talent to that stock of grapes that encloses in each glass with effort, patience, technique and above all passion, yes! a lot of passion.



Each winemaker transmits his passion with his wines; he concentrates ancestral stories of those families that in generations have been dedicated to cultivate the vine and obtained wines of different grape varieties. Crops that are the product of combining factors such as climate, altitude above sea level, geographical location and perhaps most importantly the ancestral legacy that is behind that variety. Today these aspects come with a controlled denomination of origin, that is, a certification that validates that the content of the bottle described on the label corresponds to the grape variety and attributes, including its aging characteristics.

In a celebration we always seek to provide unforgettable experiences, to conceive the right grape variety, the bottle of that grape variety, and the service that should accompany it including the perfect glass. I know that reading all this may sound more complicated than it sounds, but it is not. With the right recommendations from your Wedding planner, the caterer's chef or even the banquet manager at the venue where you are having your celebration, you will be able to find suggestions for selecting those options. Don't forget that it's a combination of elements, which will depend on the thematic concept of the wedding, the type of catering and the rhythm you desire. Wine will always be an experiential driver that will give that chic and sophisticated touch to the experience.



For the moment I leave you with these simple tips to select the most appropriate grape variety and type of wine for your wedding or event:

1. Define the location and style of wedding you want, this is key. In a beach wedding, at sunset and with a high temperature, a guest will prefer a Chardonnay or Chenin Blanc cold in temperature, or even could go for the bubbles of a sparkling wine that can be refreshing as a Frizzante, Prosecco or even some of the ICE sparkling wines that have recently been marketed in the market. On the other hand, in a mountain climate, where the weather is cooler, the guest may prefer a red wine such as a Malbec, Cabernet Sauvignon, Merlot, etc.

2. Review with the chef or banquet manager of your caterer the list of snacks, food stations, appetizers and main courses that you will offer to your guests, harmonize it with your location and concept and try to define a first list of wines and gastronomic

elements; taste them, feel the experience and you will see how this Eno-gastronomic pairing ends up taking shape.

3. Service is fundamental! The ideal glasses, the number of service personnel, and the ideal temperature for the selected grape variety. In my experience, many times a wine is not enjoyed because the harmony was not the right one or it was served at the wrong temperature, this is something that obsesses me in the events I organize. That information is usually on the label and I'm sure your banquet manager with his experience will know how to channel it. Once again, I recommend you to make a tasting as close to reality as possible, obviously including the wine or wines you are going to offer.

4. Select the right wine. It may surprise you that in the selection there is a wine of medium cost, young, even of a not so recognized brand, but there is a maxim! My master winemaker taught it to me, "the best wine is the one you like"! Most of the time it has nothing to do with brands or years in barrels, each wine has its moment, its harmony and its service to be the star of the experience.

5. Finally, I remind you that you are going to please your guests, your loved ones, think about them, their ethnic group, age, tastes and the expectations they may have. Surprise them but do not overwhelm them, do not let them be afraid of your selection, on the contrary, try to surprise them and make them curious about what they are receiving. The details of service and presentation of dishes and glasses is key, always take care of them.

I'll see you next time, I'll leave you my coordinates, write me and we'll continue sharing content like this. Cheers!

Juan Salvador

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Brides & Peruvian design

Trends in wedding dresses





Peruvian brides, although still mostly traditional in style, are daring more and more to go out of their comfort zone and look for minimalist style dresses or with asymmetrical details, detachable pieces and even incorporating colors outside the classic white or ivory.

In the group of brides who dare to incorporate color to their dresses are those who very proud of our culture decide to have as part of their bridal look traditional embroidery with very defined and elaborate techniques such as Ayacucho style embroidery (Ayacucho, a city in the south central area of Peru) or Cuzco style embroidery giving their dresses a very Peruvian, cheerful and traditional touch. In addition, this detail that can be worn in many ways (veil, detail on the tail, belt or waistband) gives an added value to the dress due to its handmade and handcrafted finish.

On the other hand, currently more than 75% of my clients usually request 2-3 in 1 dresses, which is a proposal that I love because it allows the bride to wear more than one style on the same day. It is also a creative solution for those brides who don't want to settle for just one style as well as those who want to look like princesses during the ceremony and protocol but also look sexy and elegant at the reception. Because of this particular requirement, dresses with detachable pieces are a MUST among the options I share with my brides day by day in the Atelier.



In my creative process my priority is always to capture the style, essence and personality of each of my brides regardless of current trends and also highlight the features or attributes that make them feel confident, because as I have always said: there is no better outfit than confidence and self-confidence.

"How do you want to look? What do you want to convey?" These are key questions when choosing or designing the perfect dress, as well as how comfortable you want to feel or how functional the dress can be based on the location and season. All these questions are part of the process of getting to know each bride and starting to propose that unique and perfect design that will take their breath away when they see their reflection in the mirror.



If we talk about trends this 2024 for those brides who love to go out of the mold we have the slip dress perfect for an effortless and relaxed look, but at the same time elegant, and capes and angel wings for those who choose to give a twist to the classic veil. Minimalist dresses that require a neat tailoring and perfect finishes or low waist dresses or drop waist dresses that aim to be a strong trend this year.

Whether you are a traditional bride, a timeless bride, or an out-of-the-box bride, remember that the most important thing will always be to focus on your instinct, respect your style and essence and listen to the experts who are the ones who can capture your best version in THE DRESS.

Mercedes Luna Valenzuela

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Signature Cocktails

Making history at your wedding.

The signature cocktail at events has evolved to become a growing trend and a unique way to surprise attendees. These exclusive drinks made with careful combinations of premium liquors, fresh ingredients and creativity, add a touch of distinction and personality to your wedding.

Signature cocktails are not only a delicious way to provide guests with an unforgettable sensory experience, but also reflect attention to detail and care in planning an exceptional event. From reinvented classics to entirely new creations, each drink is designed to captivate palates and pique the curiosity of those in attendance.

We had the opportunity to interview experienced Costa Rican Mixologist David Sánchez of *Alquimia Coctelería*, who shares his best-kept secrets in signature cocktails for events. With his innovative approach and passion for creating unique experiences, Sánchez transforms each drink into a sensory work of art that captivates attendees and elevates the experience of any celebration. Discover how his cocktails tell stories through flavors, colors and aromas, turning each event into an unforgettable moment for everyone present!



David, what is your background in the world of mixology?

I started as a waiter at special events and then I had the opportunity to work in the bar area, where I discovered my passion for mixology when I observed a group of mixologists creating impressive cocktails. After studying Mixology and working with them, I have been immersed in this exciting world for 18 years, always learning.

What do you do to keep up with the latest trends in mixology?

I closely follow world-renowned mixologists and attend meetings of liquor suppliers to learn about new products. In Costa Rica, I have had the privilege of pioneering the use of products not previously used in the market.





What advice would you give to someone who is interested in becoming a professional mixologist?

Let your imagination fly, it is very important to always make a difference and be humble, that helps you to have many opportunities in this world. You can be the best of the best, but if you don't have humility at some point you fall and very hard.

What has been the most challenging cocktail you've had to create and why?

When I was a novice in the world of mixology, I was asked to prepare molecular cocktails without cocktails without any prior knowledge.



Despite the pressure of having a tasting the next day, I accepted the challenge with enthusiasm. I spent the day researching and the next day I tried to prepare them without success. Still, I showed up for the tasting with the client, and to my good fortune, the cocktails were perfect in front of his eyes. This unexpected success secured me the contract for that activity. Thanks to constant practice, I am now proficient in the art of molecular mixology.

Today, signature mixology at events has not only become a growing trend, but also represents a creative and sophisticated expression that enriches the experience of any celebration. This unique approach not only adds a touch of elegance to events, but also guarantees to leave a lasting impression in the memory of guests.

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*What do you choose
for your dessert
table?*

An interview with Ronald García.

When the doors to the grand salon open, the sight that greets you is nothing short of a confiterie's dream. Twinkling chandeliers cast a warm glow over tables laden with desserts that look almost too beautiful to eat. In the world of weddings, where every detail matters, the dessert table has been transformed into a statement piece, the sweet culmination of a couple's unique story and style.

Today I had the extraordinary opportunity to sit down with the Guatemalan master behind these edible works of art: renowned pastry chef, Ronald García. With years of experience transforming wedding dessert tables into stunning displays of culinary art, Chef Ronald is here to share his insight on the latest trends, essential elements and mistakes to avoid when creating the perfect sweet display for your special day.



1. Trends and Popularity

What are the latest trends in wedding dessert stations?

Desserts that go beyond the traditional macaron towers, a more thoughtful pastry design that blends and merges with the overall theme of the wedding and style of the bride and groom.

Are there specific desserts or flavors that are currently popular with couples?

Semi-cold desserts, ice cream bars, chocolates with local flavors.

How has the trend of customized dessert stations evolved over the years?

Before, quality was sacrificed for presentation, since they had more of a decorative use. Now, it is more demanding, they look for quality, that satisfies and surprises the guests.



2. Seasonal and Thematic Considerations

How do you tailor dessert stations to fit different seasons or themes?

I always offer products that include seasonal fruits for example, this way I avoid using products with artificial flavors. You always have to be transparent about what you can do and what you can't do, being in a country with a tropical climate there are preparations that are not possible to achieve in the hottest time of the year.

So I'm always open to design new proposals.

Can you share examples of unique dessert stations you've created for themed weddings?

They were mainly focused on the color palette to harmonize with the entire event.

3. Customization and Adaptation

How important is customization in today's dessert stations?

I think you always have to be open to new trends but you also have to know how to say no. There is always someone who will be able to satisfy that requirement that the customer requests (some allergy or intolerance) and that we don't, so creating a network of contacts to be able to recommend is also important.



What are some of the most unique or personalized requests you have received from couples?

Representing the bride and groom's trip from Germany to Guatemala along with the story of how the couple met. The theme was quite abstract so it was both challenging and satisfying to be able to capture it on a cake.

4. Healthy and Dietetic Options

How do you handle dietary restrictions and preferences, such as gluten-free, vegan or low-sugar options?

Because of the type of baking I do, gluten-free is impossible for me as you need a special kitchen to work with it. With other types of restrictions I really am very transparent, and since it is not my area of expertise, such as veganism, I would rather recommend someone else or not work on a proposal than put quality at risk.

Are there any emerging trends in healthier dessert options?

Definitively, gluten-free desserts rather than veganism or low sugar.

5. Presentation and Design

How does presentation influence the appeal of a dessert station?

It makes it more appetizing to want to try them. Putting care into the design involves having detail that is not necessarily inedible decorations but in a neat finish.

What are some innovative ways you have presented desserts to make the station stand out?

I like to use acrylic bases, this way they don't overshadow the main piece which is the cake, and at the same time the design of the desserts makes them stand out on their own.

6. Practical Considerations

What are the key logistical considerations when configuring a dessert station at a wedding venue?

You should check access to the location, whether you have back-up tables or kitchen for set-up, assigned set-up time, and weather on the day of the event.

How do you ensure that desserts stay fresh and visually appealing throughout the event?

Do not use decorations that are susceptible to humidity, avoid direct exposure to the sun (nothing resists under the sun), if possible have a fan when the season is hot, create a menu according to the season so that they melt or have an unpleasant texture.

7. Customer Collaboration

How do you collaborate with couples to ensure the dessert station aligns with their vision?

I listen and respect what they want to embody and always make sure to recommend the best based on my experience.



Can you share a memorable experience where a customer's vision led to a special dessert station?

Everything had to strictly follow a color palette to harmonize with the concept of the cake.

8. What's Trendy and What's Out of Style

What desserts or styles do you think are going out of style at wedding dessert stations?

Pavlovas, alfajores, cheesecakes, pannacotta, macarons, fondant cookies.

Are there any classic desserts that are making a comeback or maintaining their popularity?

Entremets, confitures: pate de fruit, jelly beans, pralines.

9. Innovations and Inspirations

Is there an innovative technique or ingredient you're excited to introduce into wedding dessert stations?

I think the part of pieces mounted as sculptures that are not necessarily for guests to eat but rather as part of the decor.

Where do you get your inspiration to create new desserts and concepts?

My inspiration comes from the personalities of the couples. I think at the end of the day I owe my work to them and I always try to make sure they have something memorable.

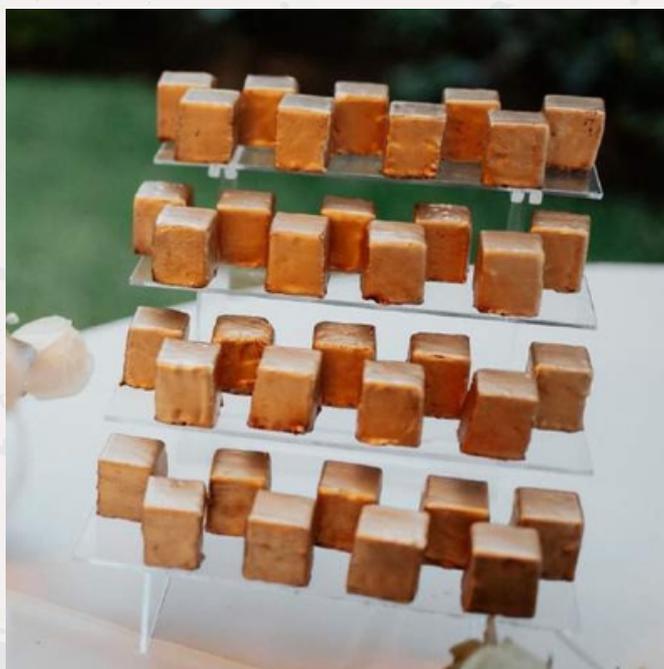
10. Future Prospects

How do you see the future of wedding dessert stations?

With desserts that are well-executed over design, taste good and make memories for the bride and groom.

Are there any upcoming trends or changes in preferences that you anticipate in the next few years?

Yes, healthier pastries. Although it is not going to replace everything, I believe that the adaptation to this trend will be inevitable.



Throughout this interview, we've explored how a dessert table can transform a wedding into an unforgettable experience. From choosing customized delicacies to creating a visual spectacle, a dessert table not only satisfies the palate, but also adds a touch of magic and elegance to the event.

So, if you are planning your wedding and want to ensure that every moment is memorable, don't underestimate the power of desserts. A dessert table is more than just a dining option; it is a statement of style, love and dedication to excellence. Dare to surprise and delight your guests, creating a sweet ending that will be remembered forever. Incorporate a dessert table into your wedding and let every bite tell a story of happiness!



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A close-up photograph of a person's legs wearing elegant silver high-heeled sandals. The person is standing on a vibrant red carpet. The background is a blurred, dimly lit interior space, possibly a theater or a grand hall, with wooden paneling and rows of seats. The lighting is soft and focused on the shoes and legs.

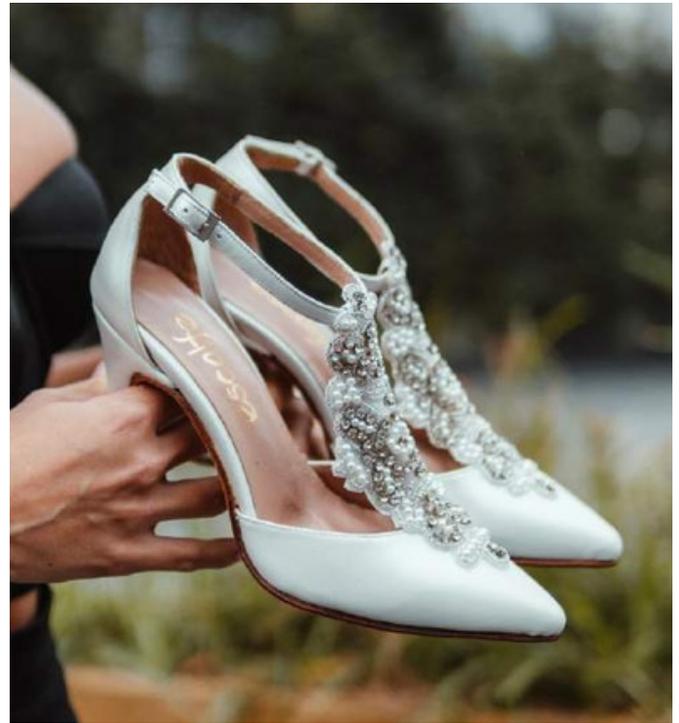
Escalfe Argentina

Designer Shoes

Discover Elegance and Personalization in Wedding Footwear

In life, every step we take marks a new page in our history. And at no other event is the power of those steps more evident than at a wedding. Because at a wedding, every step is a symbol of union, of commitment, of eternal love. And that is why the footwear we choose for this special day acquires a transcendental importance.

For wedding planners looking to create unforgettable moments for their clients, we offer a deeper look into the world of wedding footwear. At Escalfe, we understand the magic behind every pair of shoes, and we're here to help you create experiences that transcend time.



Each pair of Escalfe shoes is a masterpiece of design, carefully crafted to reflect the essence and style of each individual. From the highest quality materials to the most delicate details, each pair is an expression of elegance and sophistication. Best of all, we offer customization options so that, together, we can create a design that is truly unique.





At Escalfe, we are dedicated to making dreams come true. From our custom designs to our personalized one-on-one attention, we're here for you every step of the way to love and happiness. Best of all, we offer worldwide shipping, so you can enjoy bespoke elegance wherever you are.

Because at Escalfe, we believe that every step is a masterpiece, every shoe is a love story, and every customer is a part of our family.

For the bride and groom who are looking for the perfect shoe for their big day, here are some tips to help you in your search:

- **Prioritize comfort:** Look for a pair of shoes that will allow you to move easily and without discomfort throughout the celebration. We also offer a line of sneakers for those more relaxed moments of the celebration.
- **Look for a style that represents you:** Choose a design that reflects your personality and the wedding theme. Whether classic and elegant or modern and bold, make sure your shoes are an authentic expression of who you are as a couple.



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Wedding Marketing

Matteo Tosi from Italy

Ph: Andy Nasta

Wedding Marketing and Public Relations

In the wedding sector, marketing is fundamental to the success of any wedding-related business. This sector requires specific and personalized strategies, capable of capturing the desires and emotions of couples. The use of both offline and online media is crucial: platforms such as Instagram and Pinterest are ideal showcases to display services and products, leveraging high-quality images and emotional content. In addition, content marketing through blogs and video tutorials helps to generate confidence and position yourself as an industry expert. Industry events and trade shows represent excellent opportunities for networking and meeting potential clients. Finally, word of mouth and positive reviews remain very powerful tools for building a solid reputation. With a well-planned integrated strategy, marketing, public relations and press work can transform a simple wedding company into a successful brand.



Ph: Francesco Fornaini



Ph: Francesco Fornaini

Wedding Marketing: Strategies and Excitement for a Growing Industry

The wedding industry represents an ever-expanding and highly competitive market, where marketing plays a crucial role in the success of the companies involved. The personalization of marketing strategies is fundamental to attract and satisfy modern couples, who are increasingly demanding and in search of unique and memorable experiences.

Social Networks: The digital showcase

Social networks have become indispensable tools in wedding marketing. They allow companies to showcase their work through high-quality images and videos that capture attention and inspire couples in their preparations. Campaigns on these channels must be meticulously curated, with a focus on emotional and visually appealing content that can tell stories of love and unforgettable moments.

Content Marketing: Creating Value and Confidence

Content marketing plays a vital role in positioning a brand as an industry expert. Blogs, video tutorials and how-to guides offer couples helpful tips and inspiration, helping to build a confidence relationship. A well-kept blog, covering topics such as choosing a wedding theme, current trends or tips for perfect organization, can appeal to a wide audience.

Events and Trade Shows: Networking Opportunities

Participating in fairs and events dedicated to weddings represents an unmissable opportunity for companies in the sector. These events allow direct contact with potential clients, offering a complete overview of the services and products available. They are also a valuable opportunity for networking with other professionals in the sector, fostering collaborations and synergies that can be very profitable.



Ph: Francesco Fornaini



Ph: Francesco Fornaini

Reviews and Word of Mouth: Reputation Counts

In the wedding world, reputation is everything. Positive reviews and word of mouth are among the most powerful marketing tools. A satisfied couple is a brand's best ambassador, and positive testimonials can significantly influence the decisions of other future couples. Therefore, it is critical to provide excellent service and take care of every detail to ensure you receive enthusiastic feedback.

Conclusion

Marketing in the wedding industry requires a combination of creativity, strategy and attention to detail. Making the most of social media, press, investing in content marketing, participating in industry events and valuing reviews are key steps to building a successful brand. In a market as emotional and personal as weddings, the ability to tell authentic stories and create unique experiences can really make a difference.

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A large, leafy tree in a garden setting. In the foreground, three people are sitting on the grass. A man in a white shirt and blue overalls is sitting in the middle. A woman in a white dress is sitting on the left, and another woman in a white dress is sitting on the right. There is a picnic basket and a fruit bowl on the grass. A white bench with pink and blue cushions is visible in the background.

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Deliciously unforgettable

Keys to choose the ideal menu for your wedding



Imagine that your wedding day arrives, everything has gone perfectly in the ceremony, you have already declared your vows of love, you have had the most perfect music to frame your moment of idyllic and perennial love, you go to the protocol photos but you see the faces of your guests who have perhaps not eaten for hours and you can only think that they will enjoy the menu you have chosen for them, but how did you choose that menu? On what did you base your choice of service? Did you choose the best option?

When we start planning a wedding our couples arrive with many ideas, inspirations and details of everything they would like to be part of their big day, and the choice of the menu is one of those five essential elements for a successful wedding. Here is a list of tips that can help you make your day deliciously unforgettable.



Tip 1: Consider the location of your cocktail party or reception: knowing if your wedding will be outdoors or indoors will be fundamental for choosing the type of service as well as the style of food you will be able to offer. Consider whether it is rainy season, winter or summer, as well as whether the guests can easily move around due to the nature of the floor. You can also take into account the space you have in the place, if there is enough area to position a spectacular table of snacks, stations or a live show, or if on the contrary the snacks are offered by elegant waiters to the comfort of the guests.

Tip 2: Keep in mind the culture of the place where your cocktail party or reception will take place: There are cities where culturally buffets are seen as abundance and opulence, where not only the food is shown, but also the culinary art and the greatness that gastronomy can represent within the event. There are catering companies where setting up a buffet is compared to an art exhibition. Likewise, there are cultures where the service of the dish served at the table is considered as sophistication and elegance, where having a service of three, four or five tempos elevates the level of the event.



Tip 3: Consider the tastes and preferences of you as a couple and also of your guests: We already know if your event will be outdoors or indoors and if culturally you decide to have a buffet or a served dish. Now how do you choose what to offer? I would start by asking you about your tastes, what you love to eat and what you enjoy, since for me the bride and groom are the guests of honor. They should also keep in mind that the choice should be balanced between proteins, carbohydrates and vegetables as well as the sizes of each one, achieving a balance between flavors and quantities. Remember to take into account restrictions or preferences such as vegetarians, vegans, celiacs and others.

Tip 4: Impress your personality and style on the menu: Check the possibility of choosing within the menu what reflects your personality and style. If you can choose a preparation that reminds you of an important moment in your relationship or a place that represents a memory of your relationship. Also if your style is more focused on buffet, live stations or served plate. Drinks play an important role, choose those that pair with what you have chosen as well as a selection of cocktails to make the night a more unforgettable one.

Tip 5: Choose an appropriate and professional service: The best support you can have within the food and beverage service of your event is to have a suitable, responsible and prepared supplier. If you must hire a catering service, make sure they have proven experience in handling quantities and this type of service. Likewise, if you must hire the service with the event venue, make sure they have the experience and adequate personnel so that your event is successful and free of risks due to intoxication or a deficient service. Performing a menu test is an excellent way to ensure that the day of your wedding everything will be fine, take advantage of this space to review the presentation and taste you have chosen.

Choosing the perfect menu for your wedding is one of the most important decisions in the planning of your big day. Remember that the key is to consider the needs and preferences of your guests, balance tradition and innovation, use fresh and seasonal ingredients, taste before you decide, pair drinks appropriately, adapt the menu to the style and schedule of the wedding, and manage your budget carefully. With these tips in mind, you can create a memorable culinary experience that will delight your guests and add a special touch to your celebration to make it deliciously unforgettable.

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WRTC Colombia

An event without precedent



When I am asked what it feels like to fulfill a dream, I can describe it perfectly as: WORLD ROMANCE TRAVEL CONFERENCE CARTAGENA 2024 IADWP.

An unprecedented event, full of excellence, teamwork, united efforts and a single vision: COLOMBIA AS A TOP ROMANCE TOURISM DESTINATION. A country full of magic, love, hospitality and generosity. Cartagena was dressed in colors, culture, experiences and great business expectations thanks to the IADWP, Procolombia and all the entities that joined together to deliver to the country the most impressive event of the romance tourism industry. More than 150 wedding planners and travel agents from the United States, Canada, some South American countries and Europe gathered to learn about how the industry works in Colombia and explore destinations such as: Eje Cafetero, Cali, Santa Marta, Medellín, Bogotá among others. The assistance and educational content of leading professionals and industry benchmarks such as: Ceci New York, Gideon Hermosa, JC Castillo, Ángela Profit, Mary Bet Lynn, among others with the presence of special guests such as Rui Mota, Percy Sales, Ary Iturralde.

Feeling the joy of gathering in one place people from one industry, vibrating together and working for the same goal was a dream come true. As Chapter Head of Colombia I feel totally proud of the talent and professionalism that characterizes us. Very high level suppliers showed their capabilities and talents and made available to all, the best tools to generate strategic alliances that allow all visitors to consider Colombia as one of their most important destinations when organizing an event. We had the opportunity to offer them spaces prior to the event to get to know great destinations such as: Santa Marta, Cali and Quindio, where they had the opportunity to make a complete immersion in each place, learn about its culture and fall in love with each special corner.

Kitzia Morales, our president of the International Association of Destination Wedding Professionals, together with our Director for South America Adrián Pavía have promoted Colombia as a great destination internationally.

For us as Colombia Chapter it was very gratifying to be great ambassadors of this great event. Every day these spaces become scenarios to generate alliances, do business and promote our destination.



Being a Speaker with my colleagues Paola Medina, Eliana González y Juanita Suzunaga, in a workshop called *Diversity fuels business in Colombia*, was the most enriching experience we have been able to live thanks to our association. Having the opportunity to tell hundreds of people about the benefits and great advantages we have in Colombia to receive any type of event. Knowing about air connectivity, market prices, operation and how to work with local suppliers made us leave Colombia on a high note.

From the bottom of my heart, I want to express my most sincere thanks to the entire organizing team of the association, to Procolombia, to Kitzia Morales especially for believing so much in our talent. For always allowing her team to shine and exploit their gifts and talents. To Adrián Pavía for leading this great South American team. To my Junior Chapter who have always believed in our association and work tirelessly to position it in our country: Paola, Jader, Eliana, Marcela, Mariale, Diego and Norma. They, full of motivation in the *World Romance Travel Conference* represented destinations such as: Bogotá, Medellín, Cartagena, Barranquilla, Cali, Pasto and Pereira respectively carrying their great flag.

To all the team of suppliers who participated and were present at our great MACONDO night:



EG event producer, Creativo Branding, Premier Rental, Dale Sonido, Ariel Waldman Dj, Andrés Paternina Dj, Nelson Gómez, Elsy de Figueroa, Casa Santos de Piedra, Sweet and Sour, Boden, Jader Cano, Cigar Roller, Cafe finca Los Ángeles, Kymbala, Olga Ferrer, Cuarto Elemento, among others.

We had the opportunity to experience a great welcome event by Gema Weddings at the great Baluarte San Francisco, a cocktail for IADWP members at the Santos de Piedra house and a closing dinner at the Hotel Interncontinental de Indias. For witnessing how an industry unites, when all the actors of the great productive chain challenge and motivate each other to do great and better things for our country.

I do not want to finish writing, how wonderful was the *WORLD ROMANCE TRAVEL CONFERENCE* in Cartagena and the great friends, allies and learning that it left us. In Colombia, each one of you will always receive a fraternal greeting or a big hug goodbye, as we Colombians know how to do. In places full of magic, charm and color. Around a great cup of coffee and flowers that adorn every corner, cheerful rhythms such as salsa, cumbia and champeta, and with a large number of professionals always ready to give their best and the extra mile in each event, so that the result is totally successful.

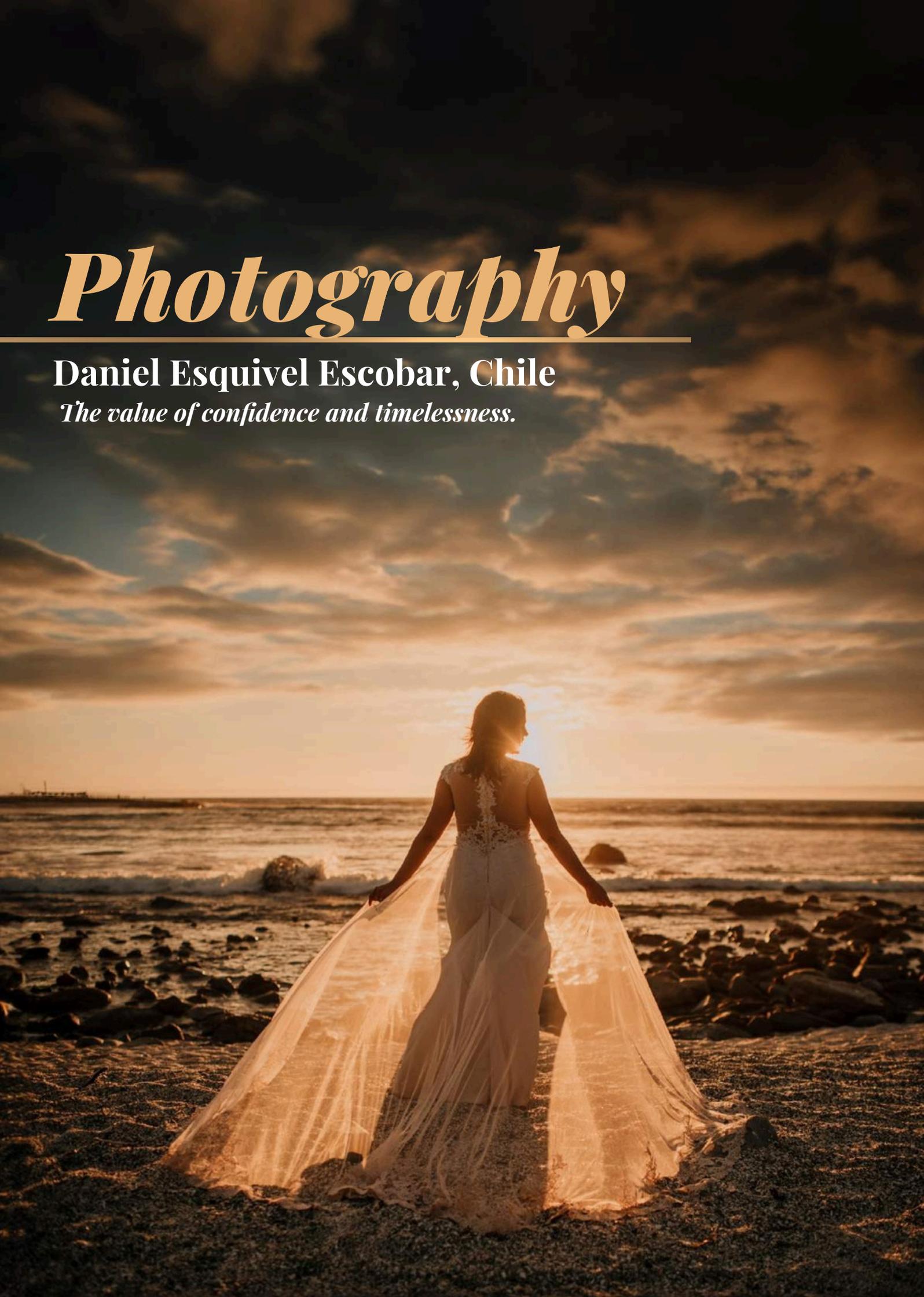
Welcome to the land of beauty: COLOMBIA.

Sonia Martínez Jurado
Colombia Chapter Head IADWP
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Photography

Daniel Esquivel Escobar, Chile

The value of confidence and timelessness.





Daniel Esquivel is one of the best Chilean photographers, with more than 14 years of experience in the field, which has allowed him to document more than 350 marriages throughout the country.

He began his first steps in the art world at a very young age, in the city of Concepción, influenced by his mother, who worked as an art teacher, and who inspired him to become an outstanding mural painter. But it was not until his passage through the School of Arts of the University of Concepción that he had his first reaches with the world of photography.

Then he emigrated to the city of Coquimbo, where he studied design and at the same time began to make his first wedding reportages. Then, in the search to



professionalize his work, he moved to the city of Santiago to study photography at the *Escuela Internacional Foto Design*, where he was able to acquire knowledge and skills to incorporate editorial tools to his work.

In addition to the traditional training, to date Daniel has taken more than 12 trainings with leading international wedding photographers, which have contributed to create a special and unique vision of how to portray marriages.

“I have been linked to art since the beginning of my life, from being the son of an art teacher, going through different schools linked to art and communications, until I met the click that changed my life and allowed me to undertake this beautiful journey, full of experiences, people and knowledge.”



What do you treasure most about your work and what makes you different from the rest?

I am very proud to be able to say that my work is not based on trends and that we create together with the bride and groom, images that are timeless, that will accompany them for the rest of their lives.



I treasure that every bride and groom who encounters my work tells me they “see something different” and I firmly believe that's what having a unique stamp is all about.

Currently my work has allowed me to work all over Chile and I feel proud of our country and the endless possibilities that it offers us at a photographic level.

I have a little motto in my head when I review and select my work: “if it doesn't look like a painting or a film frame, it's not a good photo”.

Besides that, I am very happy with the personal and professional perception the bride and groom have of me. Trust is half of the requirements you need to do a good job. When the bride and groom trust you as a person, it is much easier for one to portray them.

What do you think your wedding photography is about?

I never thought it was just about using the camera well, but about understanding that love is more than a kiss, it's looks, gestures, actions and sensations. For me, this is much more than a photograph, it is a fragment of time kept with much affection for future generations and above all, it must be authentic and artistic. My work is characterized by professionalism, but above all by the good relationship I always achieve

with the bride and groom before and after their marriage. With 14 years in this field and more than 300 marriages performed, every experience counts to advise the bride and groom in a tremendously important day.



What are the photographic advantages of getting married in provinces such as the Coquimbo region?

The Coquimbo region offers two very rich and diverse environments. On the one hand, we have its beautiful beaches with incredible sunsets, and due to weather conditions, these last a little longer than in the Caribbean, which turns Chile into iconic landscapes, and so these become authentic postcards.

On the other hand, towards the mountains, we have the imposing Elqui Valley, Chilean pisco, starry skies that offer incredible colors, and a unique vegetation that contributes a lot when it comes to setting up a wedding and portraying it.

Carla Valdebenito Jalaf

Wedding Planner
Chapter Head IADWP, Chile
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Daniel Esquivel

Wedding Photographer
@danielesquivelfotografia

5 Luxury Destinations

For your honeymoon





After many years working with couples and traveling all over the world, I would like to recommend five luxury destinations for your honeymoon. As you will see, some are classics, others have become fashionable in recent years, especially during 2024. All you have to do is choose the one that best suits you and pack your bags!

Tanzania (Zanzibar)

Thanks to its rich landscape and wildlife, Tanzania is the ideal destination for nature lovers, offering the perfect blend of adventure, relaxation and culture. The trip could start with a luxury safari to discover the country's wildlife, with gourmet dinners in scenic locations and romantic evenings under the stars. And if you are sporty and up for a challenge, you could also add a hike to reach the summit of the famous Kilimanjaro in the company of expert guides! The trip could end in one of the exclusive resorts located on the tropical island of Zanzibar, an earthly paradise of white beaches and crystal clear waters, where you can alternate moments of relaxation with water activities, such as snorkeling or kayaking, or meeting the local culture with exotic Arabic influences.

Emirates (Dubai, Abu Dhabi)

Traveling to the Emirates will give you the sensation of being catapulted into a future where the key word is opulence. In these gems nestled among the desert dunes, the ancient Arab culture has merged with others, giving life to a cosmopolitan universe, where vast golden beaches blend seamlessly with the urban environment, made up of boutiques, underwater restaurants and rooftops with infinite swimming pools. The vibrant atmosphere of this destination leaves no room for boredom: they just have to choose whether to spend their time shopping, sipping a cocktail by the sea during sunset, or enjoying the breathtaking view of the city from the top of a skyscraper. In addition, if you are in Dubai, you will have the privilege of being able to climb the Burj Khalifa, the tallest skyscraper in the world. A memorable and dizzying experience!

Italy (Venice, Rome, Amalfi Coast)

If visiting the Emirates is like traveling to the future, going to Italy is like immersing yourself in the past, in a land deeply tied to traditions and known for its art, fashion and exquisite food. This small chest contains many precious jewels, such as



Rome, the eternal city, an open-air museum with timeless charm. Or the Amalfi Coast, a popular destination for VIPs, where they can experience a day on a ship with a delicious lunch or dinner on board, or fly over the Tyrrhenian Sea with a private helicopter tour. Not to mention Venice, a Renaissance pearl characterized by unique architecture made up of bridges and canals. Imagine starting the day with a coffee in St. Mark's Square, climbing the Rialto Bridge and ending the night in a sumptuous princely palace? That's why Italy is called the Bel Paese!

Greece

Greece, like Italy, is a country of a thousand facets, a pleasing combination of ancient history, good food and nature. Although its mountains are legendary, Greece is best known for its stunning islands, home to jaw-dropping luxury resorts. You can stay in the structure enjoying all its amenities (there are some hotels with in-room whirlpools), or go exploring, strolling through the olive oil-scented alleyways, or take a dip in the turquoise waters of the sea. You could end the day with a romantic



dinner based on typical products, such as moussaka, feta cheese and delicious local wine, and organize a boat tour if life on the island starts to tire you out.

Maldives

Needless to say, this tropical country located in the Indian Ocean is ideal if you love the sea. On the thousands of islands that make up the archipelago there are dream resorts that compete in beauty and services, often offering all-inclusive packages. The typical architecture of many of them is that of bungalows on stilts: located directly on the water, you just have to lean out the door and dive in to find yourself immersed in the warm, clear waters of the ocean. Suitable if you are looking for peace and want to sunbathe on white sandy beaches, the Maldives are also considered a paradise for marine life. During your honeymoon you will have the opportunity to dive, snorkel or participate in excursions to swim with sharks? You will love it, if you are not faint hearted!

Faride Delgado

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Yucatan is a state rich in diversity of natural, cultural and heritage attractions. Impressive cenotes and 378 kms of beautiful beaches, a wide and varied fauna; archaeological sites of worldwide relevance such as Chichén Itzá and Uxmal, a cultural mosaic where the living culture of the Maya stands out; a vast and exquisite gastronomy, colonial cities, magical towns, culture and much more.

#TheColorsOfYucatan



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PLATINUM MEMBER

2024



Welcome to the exclusive Platinum section of IADWP! We are pleased to introduce our most distinguished members, who represent excellence in the destination wedding industry:



Eugenia Chinsman

Manstravel, LLC



@chinsmaneugenia

My company is Manstravel, LLC. We have been in business for 16 years. Our niche market is selling Destination Windows and honeymoon and other form of travel. I am the President of the American Society of Travel Advisors in Connecticut. Founder of Sweet Mother Foundation. Past President of the Norwalk Rotary Club, Member of Norwalk, Board member Business Networking Group. I have two children and one grand child.



Candy Kantun

Planner 1 Events & Canteiro Weddings



@ccecykantun

Hi! I'm Candy Kantun, with 15 years in the romance and wedding industry. I worked in 5 diamond hotels, perfecting service and detail. I lead expert teams, managing decor and production for events. My goal is to create unique experiences that reflect each couple. With a background in event design, I fuse elegance and creativity to build memorable atmospheres.



Sarah Wang

My Wedding Songbird

Chapter Head California



@myweddingsongbird

Sarah Wang is the founder and Principal planner at My Wedding Songbird. She was born in Taiwan and moved to the US in middle school, so she's fluent in both Mandarin and English. She's also a currently ordained minister, and was a youth pastor for 7 years. Fun fact: Sarah got into the wedding industry as a wedding singer years before forming My Wedding Songbird in 2016.



Jeffrey Cervantes

Costa Rica Wedding Planner

Chapter Head Costa Rica



@crweddingplanner

Jeffrey Cervantes Calderon of Costa Rica Wedding Planner, considers himself a crazy lover of the world of weddings, with 8 years in the Romance Tourism market, he has done weddings in Costa Rica, Mexico, Colombia, Panama and El Salvador. He has a Masters Degree in Event Management and Wedding Planning. She offers her clients the services of: Wedding Planner, Wedding Concierge, Wedding Designer, Bridal Assistant among others. She loves animals, traveling, going out with his friends and has been in a relationship for 3 years. Will he get married and invite us to his wedding?

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PLATINUM MEMBER

2024



Eliana González

Eliana González Event
Producer
Junior Chapter Cartagena



@weddingselianagonzalez



Annie Villalba

Annie Villalba Wedding &
Event Planner



@annievillabaplanner

I'm a passionate event producer with a master's in Protocol, Design, and Event Production, boasting 7+ years of experience in crafting and managing impactful destination events. My focus on innovation, creativity, and efficiency ensures events surpass client expectations. From corporate functions to weddings, my expertise in planning, logistics, and budgeting thrives in diverse settings. As a Cartagena expert, my local network adds authenticity to each event, fostering unforgettable experiences. Effective team management, vendor relations, and client communication are my strengths, driving ongoing success. With a keen eye on trends, I consistently deliver unique, top-tier events, driven by a commitment to excellence and a passion for exceeding expectations.

Entering the world of weddings and events at 18, I began with cultural events in Cartagena. Through connections with local wedding planners, I gained 3 years of invaluable experience, broadening my industry perspective. At 21, I organized my first destination wedding for Brazilians, igniting my passion to expand and provide top-notch service to couples dreaming of destination weddings, whether in Cartagena or globally.



Julie Franco

Expoboda Panamá
Chapter Head Panama



@expobodapanama



Lissner Ortíz

Lissner Ortíz Wedding
Planner / The Sweetliss
Chapter Head Ecuador



@my_sweetliss

Expoboda Panamá, is a company that was born 20 years ago as one of the events of Julia Vacations Tours. With the dream of turning Panama into the favorite destination for weddings and honeymoons for couples. We have many places that we offer in Panama and the rest of the world, to make your dream wedding. Outdoors, beach or mountain. Themed or tailor-made. Which destination do you prefer?

Lissner Ortíz is an empowered woman, daughter, mother and entrepreneur, lover of creativity and education, promoter of entrepreneurship and personal growth. Owner of The Sweetliss Details (14 years) and The Sweetliss Eventos (11 years), event coordinator (6 years), Wedding & Special Event Planner (7 years), expert in weddings and quinceañeras (5 years) and Bridal Attendant. First Wedding Planner in Ecuador with the international quality seal WTS, organizer of the Romance Tourism Training, exhibitor at the World Romance Travel and speaker at the Destination Wedding Training in Peru. She is a teacher by profession.

From idyllic venues to meticulous details, each of these professionals has demonstrated an **unwavering** commitment to creating truly memorable wedding experiences. Join us as we celebrate **creativity, innovation** and the art of making wedding **dreams come true** in destinations around the world.

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IADWP

International Association of
Destination Wedding Professionals

We are thrilled to announce that our chapters in South America continue to grow!
Meet our **IADWP Chile Chapter!**



Carla Valdebenito

CHAPTER HEAD CHILE

@carlavaldebenitoweddingplanner

@rhonda_eventos

Founder and Director of Rhonda Eventos y Banquetes

Public Relations and Certified Wedding Planner, founded @rhonda_eventos in 2010. Wedding specialist, has trained all over the world and taught in Chile and internationally. Former president of @anawepchile, now director of @iadwp Chile and founder of @santiagoweddingsummit. Winner of the LAWA award for the best wedding planner in Chile.

JUNIOR CHAPTERS



Valentina Vera

LOS RÍOS - ARAUCANIA

@valentinavera.deco

**Valentina Vera Destination
Wedding Planner**

Industrial designer, linked to design and events since 2012. Founded Valentina Vera DECO in 2016. In 2020, she created "Bodas de Destino" to plan weddings and promote Chile as a destination. She is currently Vice President of ANAWEP CHILE (National Association of Wedding & Event Planner Chile).



Carolina Cabrera

ANTOFAGASTA

@planeando_bodas.chile

Planeando Bodas

Carolina Cabrera Sáez, Public Relations and Wedding Planner, she founded PB Planeando Bodas in 2015 to make couples' dreams come true. During the pandemic, she reinvented herself by joining with the best professionals. She represents her region as Junior Chapter CHILE in IADWP.



Mauro Muñoz

ÑUBLE

Lazos Eventos
 @maurolazoseventos

Lazo's Eventos

Mauro Muñoz Wedding and Event Producer, from the south-central region of Chile, comprehensive wedding and corporate productions, 20 years developing work for the event and gastronomic services industry.



Karla Yáñez

LOS LAGOS

@karlayanez.wp

Karla Yáñez - Eco Wedding Planner

I organize sustainable events, combining my love for nature with environmental commitment. I was secretary of Anawep Chile and director of training. Currently, on the ethics committee and a member of Rotaract, I promote Puerto Varas as a destination.



Loreto Gómez

REGIÓN METROPOLITANA

La Ruta De la Novia
 @larutadelanovia

La ruta de la Novia

Public Relations Specialist with a focus on Events. Founder of the company LA RUTA DE LA NOVIA in 2004. 20 years of experience creating weddings for national and international clients. Current President of ANAWEP Chile and in charge of social events at the Renaissance Hotel since 2018.

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