

ÉPICA

WEDDINGS & EVENTS



Ph: Alejandro Nuñez Frometa



Number 3
March 2024

Ping Pong

Learn more about our Chapter Head from Chile, Carla Valdebenito Jalaf.

Queer Weddings and Celebrations

The power of diversity and its greatest expression of love.

Charming Guatemala

A Dream Wedding Paradise.

The Magic of Flowers at your Wedding

Do you want to stand out in your wedding decorations?

LGBTQ+ Congress

Barcelona hosted the Second edition of the International LGBTQ+ Wedding.

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Capítulo Sudamérica

Index

3 *Editor's Note*

Adrián Pavía.

5 *Ping Pong*

Learn more about our Chapter Head from Chile, Carla Valdevenito Jaaf.

10 *Protocol*

Good manners, superstitions and bad luck!

14 *Charming Guatemala*

A dream Wedding Paradise.

19 *Queer Wedings And Celebrations*

The power of diversity and its greatest expression of love.

24 *Photography*

Alejandro Nuñez Frometa,
a different kind of photographer.

29 *Fusion, Culture y Creativity*

The gastronomic offer of the destinations.
Panamá.

32 *Wedding Cake*

Our Costa Rican Chapter Head interviewed
experienced wedding cake baker Anny
Calvo.

36 *Findings*

Weddings and events with trends and
unforgettable details.

39 *LGBTQ+ Congress*

Barcelona hosted de Second Edition
of the Internacional LGBTQ+ Wedding
Congress.

42 *The Magic of Flowers at your Wedding*

Do you want to stand out in your
wedding decorations?

45 *Ilse Diamant*

Educating the customer and transforming
the industry one event at a time.





Adrián Pavía
Capítulo Sudamérica
Director IADWP

March has arrived with an "M" for
MARVELOUS.

March is always a rebirth for sure. It's like everything begins, and scheduling a year that seems to arrive recharged and with many good things for the world of weddings is no small thing. Marvelous March because ÉPICA is undoubtedly reaching unthinkable places and is charged with the energy of all its readers! Thank you all!

March is Marvelous because it's time to sign up for the great events we will have at IADWP. Haven't you signed up yet? Come on, it's time to check your agenda and take some time to study and also to enjoy with your industry colleagues, be it in Cartagena Colombia, Guanajuato Mexico or in lovely India.

Don't miss out on these events that are sure to be amazing!

Moving in the right direction is part of our growth. Whatever we desire and whatever we can create in our thoughts will surely come true at some point. Starting is difficult but continuing is even more difficult. The world of weddings and romance tourism is restless and wants you to be prepared every year for what is to come, it wants to see you always restless, it wants to see you always on the move. Get active in March and climb to the next step, that's the step with the "M" for Merited.

Think of all the good things you've been doing and how far you still have to go. Think about this year 2024, as if you had been nominated for an Oscar, for what you have done in 2023. But you know, as a good actor or actress, you know very well that winning the Oscar is just part of the process, it's like a nod to keep going and that's what our industry is all about. Never stop preparing for the next Oscar!

We want this Marvelous March to fill your agenda with clients and we hope you can achieve your goals. I propose that you make a list of your professional wishes for this March. Where do you want to go? What place do you want to take in the industry Think of your projects with "M" for Many, with "M" for Magic, with "M" for Merited. From Épica we will keep you up to date on relevant topics so that you are always restless and active.

March is here with all the action!


Adrián Pavía
Head Chapter
Capítulo Sudamérica
IADWP


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Ping Pong

Learn more about our Chapter Head
from Chile, Carla Valdebenito Jalaf.

Are there any urban myths or legends about the world of weddings in your country?

The Wedding Planners, we are the first generations.

Would you rather live without the Internet or without planning weddings?

I would rather live without the internet, my purpose lives in weddings and what surrounds them. Surely, if weddings didn't exist, I would be organizing something... or leading a project.

What would be the best decade of music to make one of your weddings a success?

They are all so different... the new generations of brides are coming through and they listen to other music and they definitely like other things. The decade of the 90's is a must without a doubt.

Is it ever OK to lie?

No, it is not. Over the years I have reaffirmed this, I prefer to say things as I think and as they happen, but I am always very careful with the forms.

What is the worst seat on a plane?

The last one by the window, I'm tall, and the fact that you can't move. I'm tall, and that you can't move chokes me [laughter].



What is the most annoying thing people do at a wedding?

When they want to change their assigned seat just before the bride and groom enter to toast.

Should there be children at a wedding?

It's up to the bride and groom, it's very much up to them to decide if they want to include children in their wedding. I suggest that in the first part, ceremony, and cocktail and then they go home.

Who is your dream guest at a wedding?

Miley Cyrus. I love her, I find her entertaining and unique. I love the clarity of mind with which she expresses herself and her all-round styling. It's a luxury just to watch her.

What would you do tomorrow if you won a million euros today?

I would get on a plane straight to Europe.

What would you fill your favourite sandwich with?

Meat and melted chanco cheese or fried fish and Chilean salad (tomato, onion and parsley or coriander). I usually put mayonnaise or a sauce on all my sandwiches. I love it.

Do you like dogs or cats?

Dogs! I have a Yorkshire called Máximo. He is 10 years old, he is part of our family without a doubt and has been a great companion for me, my husband David, and my daughter Julieta.

Are you more into wine or drinks?

Wines, I love them, Carmenare is one of my favourites. In Chile we have valleys with spectacular wines. Come and see us and I'll show you!

What do you think of banning mobile phones at a wedding?

I don't know if I agree with banning things, but if the bride and groom want to make it a more intimate experience, the absence of mobile phones will be a good thing. The guests and family will connect better with

each other, they will live the party more connected with their body too and with what is going on...much more in their feelings than in their head.

What do people who always wear the same color suggest to you?

That they are structured, efficient and value time.

Which superhero would you be in the film called "A Perfect Wedding"?

The Wedding Planner. It's amazing how many unforeseen events can arise, even if you have done a perfect planning (which is always perfectible). Experience has taught me that there is always something unexpected. In my unique talent that is a super power.

Do you think a boss can be a real friend?

Yes, of course they can. Real friendship can be found anywhere. Special people are all over the world... you just have to be receptive to connecting really and deeply.

Is it dangerous to hang photos of clients in the office?

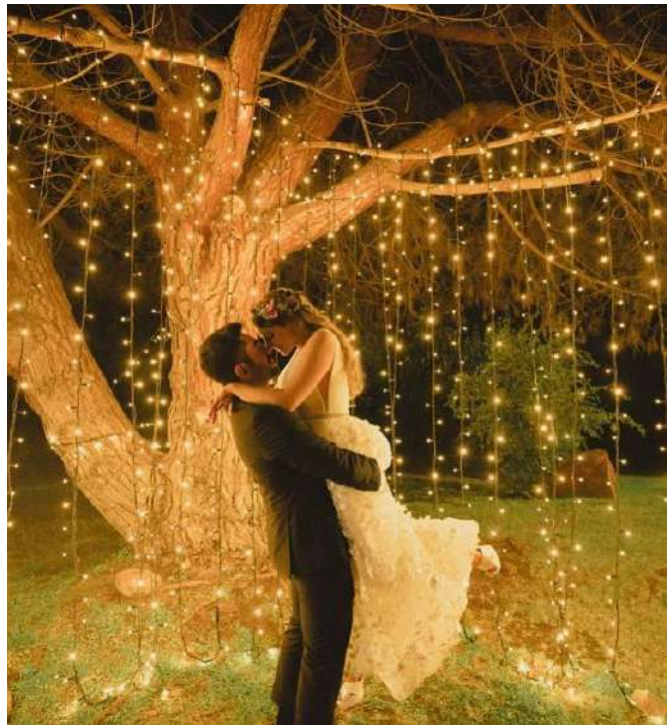
I have never thought about this... I think that if you are authorized to do so, it shouldn't be dangerous.

What would your company be called if you were to open a new office in Jupiter?

I would use my personal brand. "Carla Valdebenito Wedding Planner".

Are video games dangerous for adults?

No. However, I think that excesses in everything are dangerous, it applies to work, relationships, everything. [laughter] These questions make my head come up with a thousand counter-questions and answers.



Who is the real queen of pop?

JLO. I love how multifaceted and empowered she is. Her message of "being whatever you want when you want" is sensational.

Is garlic and onion served at your weddings?

Yes, respecting traditional recipes is a priority, especially when we plan destination weddings.

If your role in Titanic had been that of Rose, could you have given Jack a place on the board?

Yes, I've always thought that they could both be saved. That ending is totally distressing!

Would you buy some golf clubs?

Yes, I find the dynamics of golf interesting. I'm starting my lessons this year.

Have you ever considered changing to a religion other than your own?

I have been a professional questor for as long as I have been aware of myself. I have always considered the subject of religions, their moral authority and beliefs.

What would you be willing to do for your company to receive Michelin stars?

I give everything for what I believe in and I have faith... I am a doer. My aim is always to provide a close, versatile and excellent service. I believe that I am constantly willing to make the necessary changes.

Remote or face-to-face working?

Hybrid. If I have to choose one or the other, I would choose face-to-face working. I think the sensation of physical contact or closeness is irreplaceable. The verbal language of the body projects a lot of information. I am very intuitive, if possible I get together at least once... it depends a lot on who I'm relating to. Definitely, there are people who don't care...

What do you like most about your country and what do you like the least?

What I like the most about Chile is that we are supportive, and that you have the opportunity to do whatever you want. It is a safe country and medium-term planning is possible.

What I don't like is the centralization in the capital. We are a long country at the end of the world and almost everything happens in Santiago. I think that the future political generations have to reverse this, there are huge possibilities to make the regions and their localities grow. As wedding planners, we have a lot to contribute to raising national destinations of interest to the world.



What do you think of social media: is it a blessing or a curse?

I think it is a blessing, it allows us to take our ideas to levels we never suspected and connect with people all over the world at any minute. It opens up a gigantic spectrum of possibilities because we live globally, although I also think it has made us more insensitive to what is happening elsewhere in the world.

Which book or film do you think is overrated or underrated?

I generally don't have expectations, I'm very observant of the present and I feel it in real time. I think that makes it hard for me to be disappointed. The things I read or see are always because there is an interest in me to do so, I discover it.

Carla Valdebenito Jalaf

Chapter Head Chile
IADWP



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CONOCE MÁS





Protocol

Good manners, superstitions
and bad luck!

By Adrián Pavía

A popular extravagant deficiency that today reigns at any table is the use of cutlery. Bearing in mind that it is not easy at all, it occurred to me to do some research and think about some of the things I see when sharing a table with friends or on business.

Is it appropriate to cross cutlery on the plate?

If I go back to the origins, I can say that although today it is polite to know when to cross fork and knife, originally it had nothing to do with our current customs of good manners.

Learn one thing, it was originally a matter of bad luck to cross them. Yes, yes bad luck!

Even today the most superstitious still think it might be true!

After Christ's death, it is said that placing any kind of object in the shape of a cross was quickly interpreted as a reminder of his death, which became an omen of bad luck. Popular belief held this for many, many years. Needless to say, it was not a permitted practice among Christians to cross cutlery.

The 18th century was the moment in history when the use of cutlery at the table was regularised. The first rules for diners were written and they practised to avoid leaving them crossed on the plate when they had finished eating. How crazy! Now we practice to know how and when to cross them!

Crossing cutlery was more popular than the oracle, and witches used to announce that two knives crossed over a fountain would bring bad luck. However, it is also said that they were even left hidden somewhere to generate "that" bad luck in a negotiation between gentlemen, for example, or when one really wanted things to go badly during a banquet.



Did you notice that swords in fencing, or daggers or spears, in a samurai fight were crossed as the start of a duel? Crossing cutlery at the table was truly an act. It was most disrespectful. Any carelessness or clumsiness in leaving them that way would surely cause the others to look on with a sour face.

People came to believe that the metal from which the cutlery was made, iron, had supernatural or magical powers as it was capable of turning two crossed cutleries into a real conflict. Multiple uses in battles, killing to eat, or simply as a work tool, cutlery, especially the knife, was the subject of countless superstitions. Believe it or not!

The iron was said to protect the owner against witches and evil spirits. Many Scottish soldiers believed that by sleeping with the knife under their pillow they would prevent witches from taking them in their sleep.

In some countries it is considered bad luck to give a knife to another person in the hand without resting it on the table. Many other countries say that they should never be given as a gift because the sharp edge cuts friendship. Forks are also not given as gifts because they are also considered bad luck. It is common practice to give a coin in exchange if they are received as a gift as payment for simulating a purchase.

Haven't you ever heard those grandmotherly stories about the superstitions associated with dropping a knife on the floor? It took years for people to realize that the devil's pitchfork was man-made and had nothing to do with the use of the table fork. A knife falling and sticking in the ground augurs good luck or the arrival of some good friends. Some other people say that dropping a knife or a pair of scissors can end a romance.



Have all these legends expired or do you still hear them?

No, I don't think they are over. We simply evolved, fortunately! And perhaps we realized that they had nothing to do with good manners. Remember that it is right to cross the cutlery while sitting at the table in the 19.20hs position to indicate that we are still eating. There is no other possibility of doing so when we are eating. And, yes, we should consult the oracle, not for bad omens but to know if we are doing things right at the table.

Prof. Adrián Pavía
Etiqueta y Comportamiento
Social



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Quienes somos?

Somos la Asociación de Eventos de la República Argentina. Fundada por la Sra. Silvia Amarante el 15 de Noviembre de 1995, nos enorgullece ser una organización sin fines de lucro dedicada a promover los vínculos comerciales y el desarrollo profesional de nuestros socios.

En AOFREP, creemos firmemente en la importancia de establecer relaciones comerciales sólidas y éticas dentro de un marco transparente. Nos esforzamos por crear un entorno donde nuestros socios puedan crecer profesionalmente, compartiendo conocimientos y experiencias, y colaborando en proyectos que impulsen el sector de eventos en Argentina.

Nuestro compromiso con la excelencia y la integridad guía todas nuestras actividades y decisiones. Valoramos la diversidad de perspectivas y habilidades entre nuestros miembros, reconociendo que cada uno aporta su propio conjunto único de talentos al panorama de eventos en nuestro país.

Nuestro objetivo es ser un recurso confiable y una red sólida para todos nuestros socios, brindando oportunidades de aprendizaje, desarrollo y colaboración.

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A narrow, rustic courtyard in Guatemala. The walls are made of rough, textured stone and plaster. A large wooden wheel is leaning against the wall on the right. On the left, there is a wooden cabinet with a large potted plant in front of it. Several small potted plants are hanging from the ceiling. The floor is made of stone tiles. The overall atmosphere is warm and charming.

Charming Guatemala

A Dream Wedding Paradise

Introduction

Welcome to Guatemala, a hidden gem in the heart of Central America that offers a magical backdrop for couples seeking an unforgettable destination wedding experience.

In this article, we will explore the diverse and enchanting regions that Guatemala has to offer, including the Colonial City of Antigua Guatemala, Lake Atitlán, the Pacific and Atlantic Coast, and Petén, showcasing the unique charm and beauty that make Guatemala an ideal wedding destination.

For event planners and couples-to-be, Guatemala promises a blend of natural wonders, historical elegance, culture, and gastronomic tradition that will turn your special day into a masterpiece.



Antigua Colonial Elegance

Nestled amidst lush landscapes and surrounded by volcanic peaks, La Antigua Guatemala is a UNESCO World Heritage Site.

A place that exudes colonial charm and timeless elegance with its cobble streets, pastel-colored facades and historic ruins set the scene for a unique celebration and romantic experience.

Event planners can explore colonial-era churches such as the iconic La Merced church, and opt for enchanting courtyards adorned with vibrantly colored bougainvillea.

The colonial city's Plaza Mayor, with its fountains and gardens, provides a stunning setting for outdoor ceremonies and receptions.

A place where couples and their guests can immerse themselves in Antigua's rich culture, creating memories against the backdrop of stunning architecture and picturesque views.

Lake Atitlán & Surroundings

Natural Splendor

Moving to the heart of the country, Lake Atitlan captivates wedding planners and couples with its breathtaking views and serene waters.

Surrounded by picturesque villages and towering volcanoes, this venue offers a tranquil and intimate setting for weddings.

Event planners can create everything from lakeside ceremonies to themed receptions at vibrant markets in nearby towns like Panajachel.

Couples can exchange vows with the lake and volcanoes as witnesses, creating memories framed by the natural beauty of Guatemala.

The diverse indigenous cultures and artistic traditions of the surrounding villages add a distinctive touch to the celebration, providing a unique wedding experience.



Pacific and Atlantic coasts

Seaside Romance

The coasts of Guatemala present a tempting choice for couples dreaming of a beach wedding.

The Pacific Coast, with its golden sands and ocean views, offers a relaxed and romantic atmosphere.

Event planners can organize barefoot ceremonies on the beach or elegant seaside celebrations at luxury resorts.

On the Atlantic Coast, the Garifuna culture and vibrant city of Livingston add a unique touch to destination weddings. Couples can celebrate in beachfront palapas, surrounded by the rhythm of Garifuna music and the scent of tropical flowers.

Both coasts offer different experiences for couples who are looking for seaside romance for their special day.

Petén

Mystical Jungles and Ancient Ruins



For couples captivated by the allure of Mayan civilizations, Petén is a dream destination. Home to the archaeological wonders of Tikal, this region boasts mystical jungles, hidden lagoons and echoes of Mayan history.

Event planners can organize weddings in front of the incredible lake or in eco-lodges nestled in the lush rainforest.



Couples can exchange vows to the sound of tropical birds in the background and explore the impressive Tikal National Park for a unique photo session.



In conclusion, Guatemala, with its diverse landscapes, rich cultural heritage and historical significance, offers an extraordinary canvas for destination weddings. For event planners and couples looking for a unique and enchanting experience, Guatemala promises an unforgettable journey of love and celebration. Embrace the magic of Guatemala for your destination wedding and create memories that will last a lifetime.

Diana Sciarrillo

Chapter Head Guatemala
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Queer Weddings and Celebrations

The power of diversity
and its greatest expression of love.



My first training on same-sex weddings, LGBTQ+ weddings, gay weddings or Queer weddings (as we prefer to call them) had a profound impact on me. Having the opportunity and responsibility to be part of the love stories of these couples was a very powerful awakening of consciousness. After my training, I went from not knowing how to approach or treat them to being on the right side of history and becoming an agent of change. This change not only happened in me, but spread to my local industry, my destination and my environment. With this new mindset, my personal commitment as a professional and supplier to the QUEER wedding and celebration industry in Latin America began.

This is how, at Proudly, we have been part of stories full of love, weaving unique bonds with couples who have crossed our path. We have invested our time and dedication in training and providing opportunities to entrepreneurs, teams and community partners, positively transforming our industry. We feel fortunate to make every celebration a manifestation of strength and positivity, a testament that love in all its forms deserves to be celebrated with pride.



Ph: Couple: Carlo and Yoshi
Guatemala
@juanferweddings



The power of diversity and its greatest expression of love is: Queer wedding and celebrations.

Queer weddings have a transcendental value for society, as they create spaces for equal rights in the midst of the legal and social discrimination that persists in many of our destinations. By publicly carrying out these celebrations of love, we actively contribute to fostering integration and respect in the midst of sexual and gender diversity. The magic of being OUT and PROUD.

Our events play a crucial role in strengthening the family in our society. Each union represents a deep commitment to build a couple and form a family, consolidating bonds that have often been torn apart by a lack of empathy, information and communication. These celebrations are not just an excuse, but a powerful opportunity to bring families back together, weaving valuable and beautiful bonds that have been neglected.



Ph: Couple: John and Ricardo
México
@focal74

Every Queer wedding or event we host in our destination drives positive cultural and legal changes, benefiting each couple, our community and our businesses. We come together strongly to provide meaningful value in our destination and, from our position, we fight for human rights, promote visibility, strengthen family unity, generate economic and cultural impact, and foster inclusivity and respect.

I want to strongly emphasize the significant economic impact that a Queer wedding or celebration generates in our destination; it represents an economic spill that can double the investment compared to other celebrations, contributing exponentially to local economic growth. This impact should not be overlooked, as when we aspire to be a more valuable destination and generate change, this niche market presents itself as a successful plan of action.

By studying the consumer behavior of the Queer community we can generate products and services specifically designed to meet the needs and interests of this community, of this niche, of these individuals and couples who want to celebrate with a lot of power

and authenticity. Some general facts to keep in mind: The Queer market has a high purchasing power (DINK: double income, no kids), which allows them to travel more, enjoy tourism at all times of the year and invest more in their celebrations. They have a special taste for fashion and beauty, as well as looking for more entertainment in their events. Consequently, they look for destinations and businesses that offer them all this and more. This is why diversity will always be a great excuse to do business.

The contribution, success and positive change will materialize in my destination as we continue to create weddings and Queer celebrations!

Celebrating Queer weddings and events through our companies is an exceptional opportunity. We honor love in all its forms, create safe spaces and contribute positively to our destination. We encourage diversity, train our team and generate empathy. Now, let's make these working relationships visible through inclusive business.

It is completely natural to love and to want to celebrate that love. We consider ourselves agents of change, promoting love stories and taking the responsibility to make every Queer wedding visible. Every event is a tool to promote our destination, showing the maturity of our society. The local industry is transformed, generating economic opportunities and jobs.

Our mission will be to seek out and find diverse teams, entrepreneurs, and allies who are aligned with our vision. We are dream builders, guided by inclusion and the power of love in every celebration!

The main question is: How to attract Queer customers? The answer will always be the same: get trained. At the Proudly Academy, we believe it all starts when our desire to work with the diverse community becomes a firm and lasting commitment.

If you consider these 5 tips, you will start off on the right foot:

Inclusive strategy: Create an inclusive strategy in products and services, proudly displaying it in all communication channels. Engagement with the queer community must be genuine to attract customers who we want to create love stories with.



Ph: Couple: Jose Carlos and Khalil
Colombia
@shutterweddings

Inclusive Language: Inclusive language will be fundamental. It recognizes and respects diverse gender identities and sexual orientations. Acknowledging diversity in clients will lead to success.

Diverse Marketing: Be an expert in generating and publish diverse marketing. Make sure your publications clearly show that your company embraces and respects diversity, as well as your commitment to inclusion and freedom.

Participate in Queer community events: Join local events to make connections and show support. Collaborate with companies that specialize in diverse couples to expand your network and reach more queer couples.

Diverse Talent: Let's be proactive and generate experiences for couples who dare to live their love in freedom. The employability of the community in our company will generate learning and experiences that will strengthen empathy and respect.

Let's be protagonists in our destinations, not just spectators. We actively participate in Queer weddings and celebrations with trained teams, creative experiences, assertive communication and local community support, generating a positive economic and social impact. Let's dare to cross the other side of the rainbow with our destinations through Queer weddings and celebrations!

See you soon!

#LoveAlways

Mario Ayala – The Dream Catcher

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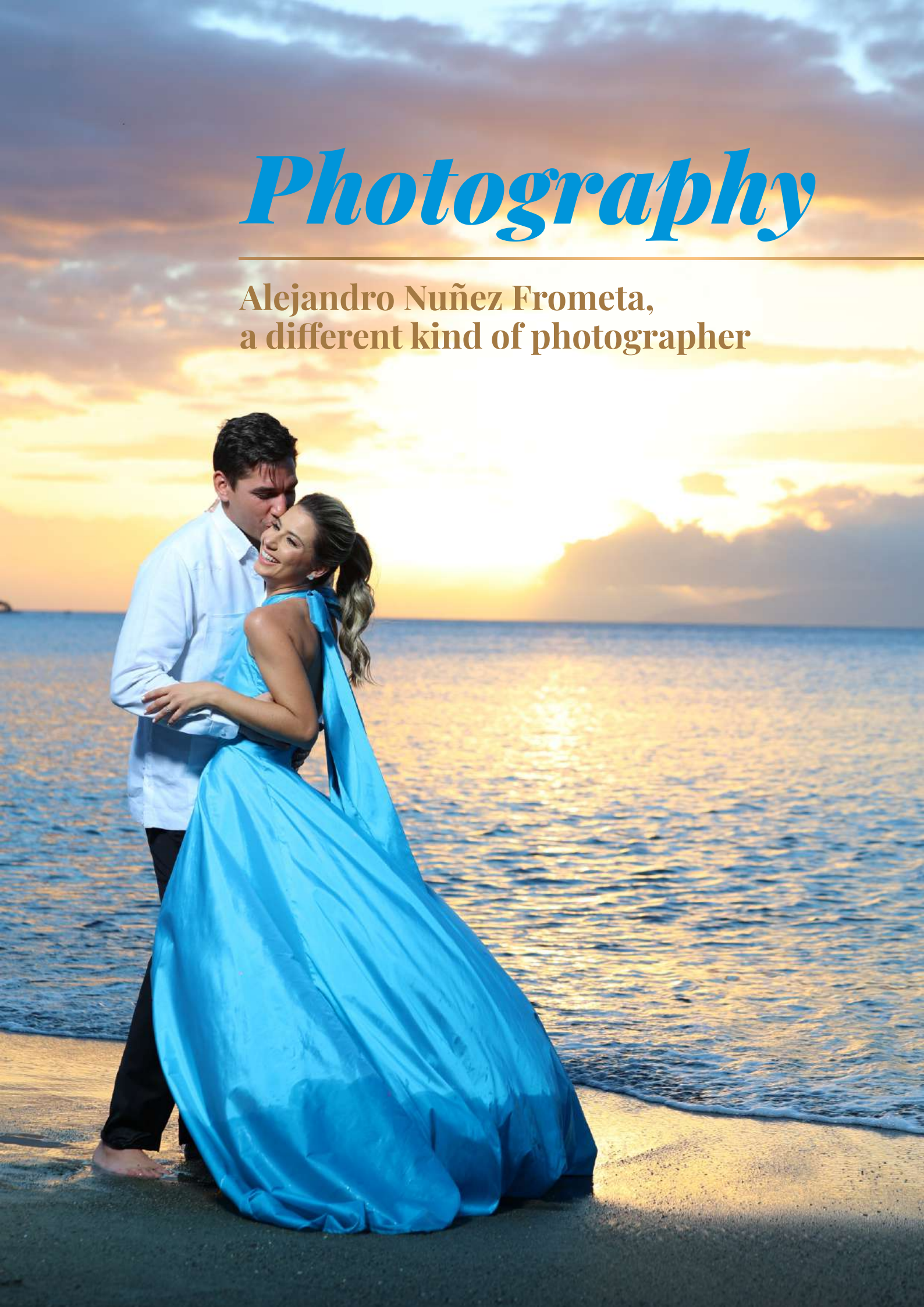
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Photography

**Alejandro Nuñez Frometa,
a different kind of photographer**



Born in 1981 in the city of Santo Domingo de Guzman, he began in the world of photography in early 2003 when he became passionate about urban images. From the Point and Shoot' cameras, then he 'SLR' Digitals, achieving professional images that allowed him to progress in the technical and creative fields. He became a passionate photographer. By taking control of his camera, he decided to complete courses on different photographic techniques in the school of Altos del Chavón, Dominican Republic; affiliated to the Parsons School of Design in New York. And other courses in La Salle College in the city of Colombia, which allowed him to improve the quality of his work in a technical way.

The reason why he takes photographs is to express his vision, to help showing in a creative way his emotions about his surroundings and the world as well as in his perspective of it. His sight is more developed



than his hearing. When he holds a camera in his hands, there is something that motivates him to seek for those moments beyond reason.

From the most quiet roads, the simplest faces, the light that plays hide and seek; there is something that always catches the attention of his eye. His work allows him to travel and then take the opportunity to let himself be enveloped by the magic. He is currently focusing on wedding photography weddings under the theme of "Wedding Photojournalism", which consists of collecting spontaneous images and details that transmit a state of joy, feelings, and natural attitudes marking a moment in time. He says that he has the "perfect" job. He manages to work with special people on the happiest and most memorable day of their lives by documenting and capturing their most intimate moments that will always remain all their lives.

Questions:

1-How do you organize the photos and the time in the face of the different moments a wedding has?

I usually work against many adversities which go hand in hand with the time and programme of the wedding. Even so, by making good use of the acquired knowledge due to the experience in the photography area I manage to quickly capture the important moments and to find everything I want to show. Every wedding is made up of special moments and it is up to the photographer's ability to maximize the time to not miss documenting relevant peak moments. Any little detail in the early phase of the wedding goes along with the final part, the idea is to tell the story by compiling all those moments so that, when projected in a creative way, the result is an endless number of unique moments.

2-What is your advice for those couples to feel relaxed in front of the camera and get authentic and natural photos?

First of all, I always identify my client's strong points. At the beginning I try not to put them in uncomfortable situations or situations that require a lot of effort, then I manage them until I take them out of their comfort zone.



With light and fluid communication I achieve their best angles, highlighting their most natural moments and in this way I capture authentic moments. I think that the results are mostly up to the photographer, since it is one's responsibility to take advantage of that day where with a lot of effort the couples give their best.

3-In a saturated market, how do you stand out and offer something unique to your clients?

Each photographer has his own style and stamp, I always focus on my perception and try not to get carried away by any trend or style that may interfere with my creativity or way of seeing things. That way my final product will be a unique result, impregnated with an essence of my way of expressing those moments portrayed.



4-What role does planning and coordinating with other wedding vendors play in the success of your wedding photos?

Coordination and planning are the main guidelines for the best development of such a day. Without planning, improvisation will predominate, and improvising on such an important day is taking unacceptable risks for our clients. Good results go hand in hand with the cooperation of all the suppliers that are part of the wedding team, it is a job where harmony and good vibes will be the main ingredients to achieve the best results.



5-With the evolution of technology, how do you incorporate new trends or equipment into your wedding photography services?

Thanks to the capabilities of the equipment we use today, we are able to maximize the results of each project. We have new ways of viewing and manipulating each image, from the use of drones to 360° cameras and powerful editing tools or platforms that make the work a new experience for the enjoyment of our clients. The excess of information alike gives us countless ideas and ways to use the different tools, in order to satisfy a demanding market.



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Portfolio:

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*Fusion, culture
and creativity*

The gastronomic offers of the
destinations. Panama.

Gastronomy fuses the culture, creativity and hospitality of each destination. Tourist destinations have their own gastronomic treasure, which is a unique expression of their traditions, local ingredients and preparation techniques. At an event, these elements become an integral part of gastronomic history, adding layers of flavor and cultural context to the experience, especially if we are talking about a social event, such as weddings.

Nowadays, in all tourist destinations, the gastronomic proposal plays an important role that goes together with the creation of experiences. Each destination has its own traditions and most of the time we don't appreciate what is ours. What options can we offer? And that is where the chef comes in with his creativity and by using the typical products of the region, he stylizes each dish and its presentation, and begins to play with the fusion without losing the traditional flavor.

Gastronomy is a reflection of the cultural identity of each country. When we think of Panama it is a mixture of a melting pot of races, we have Chinese, Spanish and black culture.



I put myself in the shoes of the tourist who travels to a destination and thinks about the places to visit and the dishes to eat. What is the gastronomic offer? Which are the best restaurants in the destination and how famous are they? Obviously taking into account the budget in every country you visit, you always focus on its tourist attractions and gastronomy.

In this context, gastronomy becomes a bridge between the tourist and the local community. When planning events in diverse destinations, it is crucial that local food becomes an integral part of the experience. From savoring cones of banana leaves stuffed with yucca and fried fish in Darien, to enjoying the exquisite mofongo in Puerto Rico, each bite immerses us in the cultural richness of the place. The chef is the true artist of this experience. Fusing traditional ingredients with innovative techniques to create dishes that awaken the senses and tell the story of a region. It is a delicate balance between preserving authenticity and presenting the food in a stylish and appealing way.



Gastronomic diversity is a reflection of the historical and cultural complexity of each region.

In Panama, a land of fusion and diversity, the contributions of diverse cultures, from Chinese to African, are woven into every dish. Each bite tells a story of the region as guests immerse themselves in the lively atmosphere of the city.



In contrast, an event in any destination may offer a completely different gastronomic experience. The dishes turn into momentary masterpieces, where each ingredient is selected carefully to highlight its traditional taste and texture.



Destination cuisine not only feeds the body, but also feeds the soul, creating meaningful connections between the participants and the place they are visiting. It is a window into the cultural identity of a destination and a unique experience that will last all life.

Julie Franco
Chapter Head Panamá
IADWP



A three-tiered white wedding cake is the central focus, resting on a dark wooden pedestal. The cake is elegantly decorated with a variety of flowers, including large orange orchids, smaller red and orange blossoms, and dried floral arrangements. The background is a soft-focus outdoor setting with green foliage and a wooden structure, suggesting a garden or patio. The overall lighting is warm and natural, highlighting the textures of the cake and the vibrant colors of the flowers.

Wedding Cake

Our Costa Rican Chapter Head interviewed experienced wedding cake baker Anny Calvo.

She changed her profession to dedicate herself to the world of wedding cakes.

Our Costa Rican Chapter Head interviewed experienced wedding cake baker Anny Calvo.

It is truly admirable to see how Anny Calvo had the courage to quit her job to pursue her passion for baking.

The story of this incredible woman is a clear example of how destiny can change the course of our lives, leading us down unexpected paths that can eventually reveal our true talent. Although uncertain and challenging it may seem at first, over time the pieces come together and it all makes sense. It is inspiring to see how Anny found her true passion in baking, despite initially having other plans. Although her initial dream was to become a dentist and she was unable to enter the career at the University



of Costa Rica, she found satisfaction in her work as a dental technician. However, she discovered that her true fulfillment was in a completely different field: baking.

This unexpected turn in her life teaches us that sometimes our dreams can change and evolve as we grow and experience new things. It is important to be open to following our passions and finding happiness in what we are truly passionate about, even if it means deviating from the path we originally planned to follow. Anny Calvo is an inspiring example of how following your passion can lead to a meaningful and fulfilling life.

It's fascinating to see how from a young age, Anny developed her ability to bake cakes using her grandmother's recipe and then improving it over time.

The fact that Anny was in charge of baking cakes for her family and friends' parties shows that her talent did not go unnoticed, and it may have been the first indication of her true vocation in baking. Although she may not have considered it a business at first, these experiences probably set the foundation for what would eventually become her pastry endeavors.

Anny Calvo's determination is truly inspiring. Despite having a full-time job as a dental technician, she decided to take the opportunity to become even more professional in the art of cake design

The fact that she had to ask for permission to work part-time and attend the course shows her commitment and her desire to balance both responsibilities. Her determination to practically fly from one commitment to another emphasizes her hard work and willingness to keep going despite the challenges.

After 18 years, she quit her job to dedicate herself full time to baking wedding cakes.

"The transition from having a stable job with a steady paycheck and all the assurances to venturing into a business of your own can be a challenging experience full of uncertainty."
- Anny Calvo.

Understandably, leaving behind the comfort of a steady employment was a difficult step, but her belief in her ability and passion for baking kept her going. Although she started with very little at first, her perseverance and dedication gradually attracted more customers, allowing her business to grow.



Support and advice from people in the wedding industry, such as the one who urged her to believe in her work, were crucial in reinforcing her confidence and motivation. Anny's story is an inspiring testimony of how faith in oneself, dedication and the right support can lead to success even in the most challenging circumstances.

Anny's strategy of advertising in magazines and participating in bridal fairs was the step to start promoting her business and reach a more select audience.

Most notably, however, its success was not based solely on its marketing efforts, but on the quality and good work it offered. This dedication to providing high quality products and exceptional service became her best recommendation. The satisfaction of her customers and the quality of her work spoke for itself, building a solid reputation and contributing substantially to the growth of her business.

After 24 years dedicated to her business, her happiness and sense of accomplishment are evident in every aspect of his work. It is clear that she has found her true passion in baking and that this career brings her deep emotional satisfaction. Her statement about not imagining herself being a dentist at this time highlights how she has found her true purpose and happiness in her current career. The joy she feels in seeing the satisfaction of her customers is a powerful reminder of the positive impact her work has on the lives of others. Despite the hours of sacrifice and hard work involved in running her own business, the happiness and gratification Anny experiences are priceless.

Follow Anny on Instagram @Anny.Calvo

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colonial past.



Findings

Tendency weddings and events, and
unforgettable findings.

The world of event production is an area that is always in constant change, where we as Wedding & Event planner, are always looking for new themes and ways to innovate, so that each event is unique and exclusive, without leaving behind the trends of the moment.

Likewise, this 2024 brings lots of new and most important, fun trends.

Giving the guests some attention

The evening belongs to the bride and groom, but the guests are a fundamental part of the union and celebration, so this year 2024 aims to keep the focus on the bride and groom, but without neglecting the importance of making the guests feel comfortable and including them directly in the celebration.

You may be wondering, how is that achieved? Simple, by involving them with details, services designed for them and group dynamics.



For example: developing the artistic spirit of your guests by including live painting, making trees with paint prints, the option to sign the dress with a fabric marker and analog cameras to keep memories forever. Another fun way that the bride, groom and guests will remember is the bride and groom's entrance dance with their closest friends or family members. The ideas are endless! The only thing that matters is that they feel loved, important and special.





Custom-made cakes for each table

Moving away from the traditional wedding cake with a myriad of layers, here come the personalized cakes for each table, each one with different flavors giving the opportunity to all the guests to interact with each other and taste all the options.



Pets as a part of the bridal party

Pets are an important part of a couple's life and an important member of the family, so it is a nice touch to include them, it will add a unique touch of tenderness. One of the ways to include them in the ceremony is as a guest of honor and / or give them some of the tasks such as: announce the bride, carry the wedding rings in a basket or pillow around the neck, enter with the ring bearers, who can carry them on a leash.

Fun wedding pictures

When it comes to bridal photography, there are classics that we cannot miss, such as the moment when the bride is received at the altar, the departure of the bride and groom from the ceremony, the first dance as husband and wife.

Still, there are other fun and playful poses as a couple or with the help of the parents and the wedding party that you will remember forever with great joy, and when you see them you will be carried back to that day.

Vanessa Lugo

Junior Chapter Head Carabobo
Capitulo IADWP Venezuela
@eventosbyvanessalugo

LGBTQ+ Congress

Barcelona hosted the second edition of the
International LGBTQ+ Wedding Congress





During the 16th, 17th and 18th of February, the second LGBTQ+ Wedding Congress was held in Barcelona. Under the hashtag #loveisforall, speakers from around the world gathered to share their background, knowledge and experiences in the world of Same-sex weddings.

Since 2005, Barcelona has been a pioneer in the recognition of same-sex union. It is undoubtedly the destination that will remain in the memory of all those who fight for their rights all over the world.

The congress took place on the coast of Barcelona, in the wonderful Hotel & Spa Atzavara located in Costa Susana. The destination offered the perfect environment to discuss the advances in the LGBTQ+ romance industry, and to engage in business-to-business conversations, allowing participants to connect and generate business.

This second congress has been transformed into a perfect platform where all attendees could be in contact with the most relevant veterans of the LGBTQ+ wedding industry. Each of them shared their vision of the market, their experience, anecdotes and expertise.

The congress included seminars, workshops and an incredible agenda. This congress has given all attendees the opportunity to increase their knowledge about weddings and enjoy a luxurious weekend in Costa Susana, Barcelona.

Internationally recognized speakers gathered to make this meeting an unprecedented congress.

Rui Mota Pinto - Portugal
Giuseppe Giulio - Italy
Guadalupe Alvarez - Mexico

Percy Sales - USA
Antonio Paraiso - Portugal
Sarah Young - Malta
Pavel Subrit - Czech Republic
Savvas Stafylidis - Greece
Apsara Reddy - India
Adrián Pavía - Argentina
Billy Folchetti - Italy
Magda Stega - Poland
Patricia Ermetici - Spain
Roseli Riva - Italy
Jason Mitchell - USA
Thomas Bómkes - Germany
Pervez Taufiq - USA
Berti - UK
Martina Barth - South africa
Eddie Zaratsian - USA
Sandra Santoro - Italy

Adrián Pavía, our South America Section Director was summoned due to his experience and knowledge in same-sex weddings. Once again IADWP has been part of the great educational events that will take place around the world.

Don't miss the next edition by visiting <https://lsc-events.com/#congress>. LSC Events is an innovative and creative company in the management of international events. A company that provides solutions and events with great distinction.

Visit the Instagram of the congress at <https://www.instagram.com/lgbtqweddingcongress/>

Adrián Pavía
Director Capítulo
Sudamérica IADWP

SPEAKER
ADRIAN PAVIA

Argentina



CEO of
Adrián Pavia Creating Unique Events

SPEAKER
ROSELI RIVA

Italy



Let's Wed

SPEAKER
RUI MOTA PINTO

Portugal



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India



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Malta



Sarah Young Events

SPEAKER
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Czech Republic



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SPEAKER
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JASON MITCHELL

USA



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SPEAKER
BILLY FOLCHETTI

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THOMAS BÖMKES

Germany



Director of Diversity GmbH

SPEAKER
SAVVAS STAFYLIDIS

Greece



Queer Weddings



2nd International LGBTQ
Wedding Congress

The magic of Flowers in your Wedding

Do you want to make a difference in
the decoration of your wedding?



Flowers are an element that symbolizes romance and elegance, and on the wedding day they are a key and determining factor in the decoration of the event. Every detail counts to create an unforgettable experience and the floral design creates a romantic and charming atmosphere. Even if a few years ago floral decoration was not a determining factor, nowadays it is an essential point in the aesthetics of the event.

In the past, attention was paid only to the decoration of the church or ceremony area, but now it is possible to transform and enhance any space with the prominence of flowers and in an innovative way. The floral decoration has managed to capture the essence of the event and give it a life of its own. Any corner can be transformed with flowers!

Imagine dazzling your guests with a decoration that conveys the essence of your celebration, flowers have the power to transform any venue into an extraordinary event. No matter the place where you decide to celebrate your wedding, no matter the style, floral decoration gives that special touch: from a romantic or vintage wedding to a modern or elegant one, you can truly enhance the atmosphere of your event with the beauty of flowers and create a cozy and charming atmosphere.



Do you want to make a difference in the decoration of your wedding? Definitely express it with flowers. You can use them in different spaces for your event, whether in the religious ceremony, in the reception of the guests, in the centerpieces, overhead decorations on stunning ceilings, all these details can add charm and elegance to your wedding. You can achieve a great visual impact for those dreamy photographs you so desire, you can enhance any corner of your event with flowers and create breathtaking sceneries.

Floral decoration is an opportunity to create an event full of details and identity. Transmit your personality and style on your wedding day with a lot of creativity and a touch of romance. Besides, beyond the aesthetic factor, flowers have a deep emotional meaning. Flowers can convey color, joy, happiness or gratitude. It is not a matter of choosing for the sake of choosing, but everything must be related to what you want to convey in the event, the look of the couple and the location chosen for the celebration. It is important that all the wedding decorations are in tune and reflect the chosen style. It is all about transmitting with the language of flowers and awakening feelings and emotions.

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Ilse Diamant

Educating the client and transforming the industry one event at a time





Educating the client and transforming the industry one event at a time

Hello fellow colleague of the Latin American wedding and event industry! Ready to dive into a journey full of learning, reflection and, of course, a little bit of fun? As a 20-year expert in the wedding and romance tourism industry, I'm here to share with you some secrets of what makes a successful professional in our industry (no matter how long you've been in it) and how client education can make the difference between an unforgettable event and a total disaster.

The importance of educating the client:

False: Clients already know what they want for their wedding



True: Clients may have preconceived ideas, but it is our responsibility as professionals to educate them on the best choices and options available, realistic and feasible for the budget and venue.

As professionals in this industry, we spend a lot of time learning and becoming experts in the field. So far, no one has pointed out that everything you learn is of little use if you don't put it into practice for your clients.

Identifying the client is also part of the daily task, as we can have different types of clients: internal clients in our own business or enterprise, clients who recommend us but do not buy from us, clients who are fond of our work (they are inspired by us) and those who hire us to do their events.

Regardless of the type of client, they all have one thing in common: they don't know what it means to work along with one to make their event a success.



2024 marks a new era of service quality, it is crucial that wedding and event professionals take an active role in educating their clients. We are no longer in the era where the customer is always right and is told yes to everything. If they hire an expert to provide them with a service, that same expert must provide confidence through concrete practices that allow them to obtain the best results with the least possible margin of error. This not only guarantees happier and more satisfied clients, but also helps to reduce errors and increase the peace of mind of the professionals.

The importance in educating the client:

Greetings and long live our industry!

Pros: The education of the client creates a relationship of trust and collaboration.

Cons: It may take some time and effort, but the results are worth it.

As one of my favorite authors, Sheldon Kopp said, - "Quality is not having to apologize."

And one does not apologize only when one makes mistakes (that is normal, we are human and not machines); one apologizes also, when the client misunderstood, or was left with the wrong perception.

Learn to work on the perception of what you offer. Be clear all the time. In what you publish online, and in what you project to the world. In your events and when you are planning them.

This year's resolution that you didn't know you should have is: BE ASSERTIVE.

I end this article with a provocative reflection:

Those who continue to preach that the customer is always right, ask yourself: is this really the case?

As experts in the matter, we must balance respect for the needs and desires of our clients with our experience and knowledge.

Educating the customer is not about imposing our thoughts, but guiding them toward informed decisions that are beneficial to both parties.

Let's continue to educate, inspire and create unforgettable moments together! The Latin American wedding and event industry is constantly changing, and with a focus on client education, we can ensure a bright and successful future for all of us.

Greetings and long live our industry!

Ilse Diamant

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