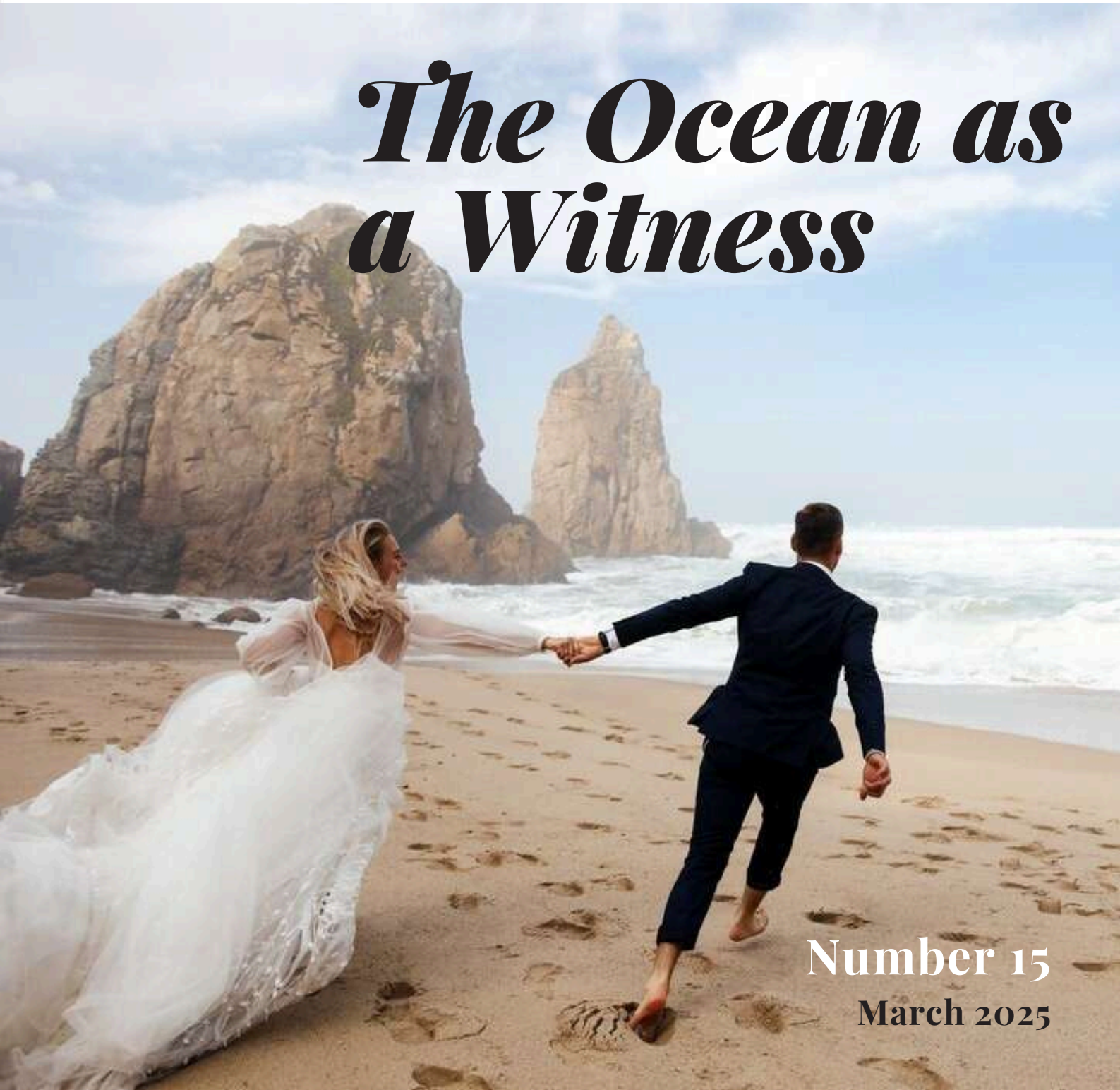


# ÉPICA

BODAS Y EVENTOS

## *The Ocean as a Witness*



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The official Magazine of the IADWP



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## Adrián Pavía

Director of Latin American  
Chapter and Spanish-speaking  
Caribbean Islands IADWP

The growth of ÉPICA is a reflection of the passion and professionalism with which we design each edition. Month after month, our magazine crosses borders, connecting the protagonists of the world of events and weddings with an ever wider and more demanding audience. The response of our readers, the interest of new contributors and the expansion of our community show us that we are building something truly meaningful.

Today, ÉPICA is not just a magazine: it is a benchmark of inspiration and excellence for the industry, raising the flag of the IADWP, which has such a long history and leadership in the world of weddings.

This growth is taking place in a context where weddings are evolving at a dizzying pace. Couples are looking for more authentic, personalized and, above all,

environmentally responsible experiences. Sustainability is no longer an option, but an unavoidable commitment. From the floral design to the choice of locations and materials, every decision counts to minimize the ecological impact without losing the magic of the celebration. At ÉPICA, we are proud to showcase trends and professionals who are making a difference with innovative and conscious proposals.

Finally, I would like to highlight the extraordinary effort being made by the Latin American chapter to position the journal at an even higher level of excellence. Thanks to the dedication of this passionate team, ÉPICA is consolidating itself as a global reference publication, with increasingly high editorial standards and an international projection that fills us with pride. Their work is a testament to the talent and vision that characterize our industry in the region.

We continue to move forward with a commitment to inspire, inform and enhance the art of weddings and events.

Thank you for being part of this journey.



Adrián Pavía

ÉPICA Magazine Editor  
Director of Latin American Chapter and  
Spanish-speaking Caribbean Islands IADWP

A full-length photograph of Mario Delgadillo, a man with a beard and a balding head, smiling and looking to his left. He is wearing a black tuxedo jacket over a white dress shirt and a black bow tie. A patterned pocket square is visible in his jacket. The background is a solid dark color.

# *Ping-Pong*

Meet Mario Delgadillo, Mexico  
Chapter Director IADWP



### ***What is your dream wedding?***

I want to have a wedding in Mexico where I can contemplate an international designer to decorate the event and we can work together, taking care of the whole process and coordination.

### ***What inspired you to jump into the wedding industry?***

Knowing that I could help fulfill dreams with my profession, and that at the time there was a big window of opportunity because there weren't many coordination options in the market.

### ***What has been the most memorable moment of your career so far?***

I have been fortunate enough to work for a few families and organize weddings for up to three of their children.



Each wedding has been unique and special, but watching the family grow and being considered for those special moments is something I will always be grateful for.

### ***Do you have a ritual or routine before a big event?***

Two days before I try to go out with friends at night to clear my head a little, I try to sleep early the night before and eat breakfast, since it could be the only meal of the day. Also, praying to God that everything goes well and being able to spend some time with my 3 children before the event recharges my energy to be able to start at 100.

### ***What is your favorite destination for a destination wedding?***

Puerto Vallarta, Jalisco.

### ***What advice would you give to a couple who are just starting to plan their wedding?***

That they hire a professional Wedding Planner, with experience, committed to them, who is clear about their idea and who can help them conceptualize it.

***What is your favorite current wedding trend?***

I really like colorful weddings. The use of elements such as wood, fabrics with movement, foliage, fruits and warm tones can surprise as a whole.

***What is the most challenging thing about working in the wedding industry?***

Knowing that there is no margin for error in what we do because it is an event that will not be repeated, but when you find the right business partners who share your vision everything becomes much easier.

***How do you handle stress during the planning of a big event?***



Stress is not an easy issue in our industry, even over the years due to the level of commitment we have with our clients, it is still present every weekend of an event. Knowing that I have a great team that knows what they have to do and that they are committed helps to reduce it a lot.

***What do you enjoy most about your job?***

Seeing the faces of the couples who trust us when they arrive at the reception and at the end of the party, and knowing that we exceed their expectations.

***Do you have any mentors or inspirational figures in the industry?***

I don't have a specific one, but I do have great personal friends that the romance industry has given me with whom I learn a lot, exchange opinions, experiences, styles, etc. and we are very much in contact on a daily basis.

***How do you see the future of weddings in the coming years?***

I believe that we are living a strong evolution in our industry, and we must be able to offer attractive options to our clients. More and more couples are coming to our offices who are no longer looking for what we did before, but for smaller events in terms of number of guests, where the religious aspect is unfortunately no longer a priority, more experiences during the event or sustainable parties. These are some of the topics that are already common objectives for new couples.

***Mario Delgadillo***

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# *Colorimetry at Weddings*

**Pantone of the year, yes or no?**



When it comes to wedding design, color choice is a crucial aspect that impacts the aesthetics, atmosphere and guest experience. Each year, the Pantone Institute releases its “Color of the Year,” a color trend that influences various industries, from fashion to interior design and, of course, wedding planning. But should couples follow this trend when choosing the color palette for their big day?

At Penzi, our philosophy is centered on one fundamental principle: the wedding should reflect the essence of the bride and groom, their dreams and their story, beyond what fashion demands. While Pantone's Color of the Year may serve as inspiration, we don't believe it should be a determining factor in a couple's decision. Instead of blindly following a trend, we focus on getting to know the bride and groom deeply, understanding what inspires them, what defines them and what emotions they want to convey through their event.

### ***The Meaning of Colors in a Wedding***

Colors have a psychological and emotional impact. They are capable of evoking



sensations, influencing the mood and creating harmony in a space. For this reason, the selection of the chromatic palette for a wedding should be done with care and strategy.

Before deciding on a color, it is essential to answer key questions:

***What emotions do we want to convey?***

***What are the colors that the bride and groom most identify with?***

***How do these tones harmonize with the environment of the event?***

***What colors predominate in the wedding venue and how can they complement the decoration?***

In this sense, beyond the Pantone of the Year, what is essential is that the colors chosen are authentic and meaningful to the couple. Some weddings call for warm, cozy tones that convey intimacy and romance, while others may benefit from vibrant colors that reflect the extroverted personality of the bride and groom.





## **The Balance between Trends and Customization**

It is undeniable that trends influence the world of weddings. Some couples find them a valuable source of inspiration. However, following a trend simply because it's trendy can result in an event that doesn't feel authentic or timeless.

At Penzi, we focus on timelessness, on creating weddings that remain beautiful and meaningful over time. This doesn't mean we completely dismiss Pantone's Color of the Year or emerging trends, but we take them as references, not rules.



## **The Importance of Context in Color Choice**

Another key aspect of color selection is the wedding venue. Each venue has specific architecture, surroundings and lighting that influence the way colors are perceived.

For example, a garden with lots of greenery may enhance a palette in natural tones such as greens, ochres and browns, while a living room with stone or wood walls may require more neutral tones to balance the decor.



If a couple chooses a hacienda with vibrant wall colors, a range of neutral tones can help bring out the beauty of the space without cluttering it. On the other hand, if the place is all white and minimalist, bolder colors can be used to add personality and depth.

In wedding planning, colorimetry is a fundamental element that must be aligned with the essence of the bride and groom and the context of the event. At Penzi, we believe that authenticity and personalization should prevail over fads.

Pantone of the Year can be an inspiration, but not a rule. The most important thing is to listen to the bride and groom, get to know their tastes, learn about the space where they will be celebrating their wedding and create a color palette that truly represents who they are and what they want to convey on their special day.

In the end, what makes a wedding memorable is not whether it followed the trend of the year, but whether it reflected the personality of the bride and groom.

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# *Creating Unforgettable Moments*

The Magic of the Wow Factor with Eventos Circus



There are moments at a wedding that feel straight out of a dream—the instant the couple walks through clouds toward their first dance, when a shower of stars lights up the sky to the perfect song, or that fleeting second when the air itself seems charged with emotion, and guests collectively hold their breath in awe. These moments don't happen by chance. They are carefully crafted, orchestrated with creativity, precision, and passion. And if there's one company that truly masters this art, it's Eventos Circus.

I have worked with Eliette and Diego on countless weddings and events, and each time, they manage to amaze me. No matter how many times I've seen them in action, they always create something fresh—something that leaves couples and their guests utterly spellbound. So when I sat down to talk with them about their work, their journey, and everything that goes into crafting these breathtaking effects, the conversation flowed naturally, like it does among friends who share the same passion for making weddings unforgettable.



“Every couple has a unique vision for their wedding, and our job is to bring that dream to life in the most spectacular way possible,” Eliette tells me, her excitement evident as she speaks. “We take the time to understand their story, the atmosphere they want to create, and the impact they want to achieve. Then, we combine technology, creativity, and years of experience in high-end events to design custom effects. From a cascade of cold fireworks during the first dance to a synchronized show set to music, we ensure that every detail is intentional and meaningful.”

Diego nods in agreement. “It's not just about adding an effect for the sake of it. The key is to make sure every element serves a purpose, enhances the ambiance, and feels like an organic part of the couple's story,” he adds. “We love creating moments that make them feel like they're stepping into their own personal fairytale.”





I recall one of those moments from a wedding we worked on together in Antigua. The bride wanted an entrance that felt truly magical. Diego and Eliette designed a pathway of clouds with low-lying fog, cold fireworks that ignited as she walked, and a perfectly choreographed lighting sequence that made her glow. When I saw her making her way down that ethereal aisle, surrounded by flawless lighting, with music floating in the air, I knew they had nailed it. “When we saw them walk in and heard the guests’ reaction, we knew everything had come together perfectly,” Diego recalls. “It was one of those moments when you think: ‘This is pure magic.’”

I ask them about the most challenging effect they’ve ever executed, and Eliette doesn’t hesitate for a second. “Definitely the pyrotechnic and special effects show at the Central American Games. We had to coordinate fire, smoke, lights, and lasers in perfect sync with the music and choreography.”

Diego smiles and adds, “There was no room for error. Every millisecond had to be precisely timed. But when we saw the final result, we knew every bit of effort had been worth it.”



Throughout our conversation, one thing becomes clear: this is not just a business for them—it’s a passion, a calling. “Being a family-run company gives us a special connection to every wedding,” Eliette says. “We’re not just providing a service; we’re putting a part of ourselves into each event. We get personally involved because we understand how important this day is for each couple.”

I ask them if there’s a particular wedding that still gives them chills when they think back on it. “The ‘shower of stars’ effect,” they both say at the same time. It was a carefully orchestrated illusion using synchronized lights, lasers, and cold fireworks to make it look as if the couple was dancing beneath a sky full of moving stars. “The reaction from the couple and the guests was incredible,” Diego recalls. “It’s moments like these that remind us why we do what we do.”

They are constantly innovating. “We’re very excited about incorporating drone light displays to create figures in the sky, interactive mapping, and holographic effects for weddings,” Eliette tells me.



“We’re also exploring new laser techniques combined with live music, so that special effects don’t just complement the event visually, but become an integral part of the rhythm and energy of the moment.”

Yet, despite their focus on creating jaw-dropping effects, they never compromise on safety. “It’s our number one priority,” Diego states firmly. “We use certified materials and equipment, continuously train our team, and conduct test runs before every event.”

“We also work closely with wedding planners and venues to ensure every effect is executed in a controlled manner—without sacrificing elegance or the magic of the moment,” Eliette adds.

Some couples are hesitant about including special effects in their wedding, fearing it might be “too much” or unnecessary. “We’d tell them that special effects are not just about adding spectacle—they’re about turning beautiful moments into unforgettable ones,” Eliette says. “It’s not just about creating a show; it’s about amplifying the emotion. The difference between a traditional entrance and one with lights, low fog, and cold fireworks is extraordinary.”

Before we wrap up, I ask them to define Eventos Circus in three words. They exchange a glance, smile, and reply almost in unison: “Spectacular. Precise. Emotional.”

“Spectacular, because we always aim for the ‘wow’ factor,” Diego says.



“Precise, because every effect is calculated down to the millisecond,” Eliette adds.

“Emotional, because, at the end of the day, our job is to create moments that people will remember for a lifetime,” Diego concludes.

And they are absolutely right. Weddings aren’t just about flowers, music, or exquisite food. They are about those fleeting seconds when time seems to stand still, when the couple and their guests experience something truly extraordinary. And when that happens—when you can feel the excitement in the air, when everyone’s eyes light up with wonder—that’s when you know the magic of Eventos Circus has worked once again.

### ***Because the Details Create Eternal Memories***

Working with Eventos Circus ensures that every wedding is filled with moments that are not only visually stunning but deeply felt. With them, every second shines with that Wow Factor that transforms beauty into something truly unforgettable. Because, in the end, it’s those breathtaking moments that remain forever in the hearts and memories of those who experience them.

***Diana Sciarrillo***

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Photos by: @t.socialcreator





# *Beyond Trends*

**Creating Extraordinary Destination  
Weddings**



As a wedding planner specializing in destination weddings, I have witnessed countless celebrations, each with its own magic and charm. But what really makes a wedding extraordinary? In my experience, it goes far beyond following the latest trends. It's about creating a unique and personalized experience that reflects the essence of the couple and leaves an indelible impression on their guests.

### ***The power of personalization***

In a world where social media bombards us with ideas and styles, it's easy to fall into the trap of wanting to replicate what we see. However, the most memorable weddings are those that dare to be different, to break with convention and embrace individuality.

***Get to know the couple:*** The first step to creating an extraordinary wedding is to get to know the couple in depth. What are their passions, their tastes, their history? What makes them unique? These questions are the foundation for building a celebration that is a true reflection of their love.



***Choose a meaningful destination:*** A destination wedding is an opportunity to create a magical and memorable setting. Look for a location that has special meaning to the couple, whether it's a place where they met, a destination they've always dreamed of visiting, or a setting that aligns with their lifestyle and culture.

***Incorporate unique elements:*** From the choice of music and cuisine to the décor and details, every element of the wedding should be carefully selected to create a cohesive and personalized experience.

### ***The importance of experience***

An extraordinary wedding is not only about the aesthetics, but also about the experience offered to the guests.





**Create memorable moments:** Surprise your guests with unique experiences, such as a banquet with signature cuisine, a fireworks show or a local activity that allows them to immerse themselves in the culture of the destination.

**Take care of every detail:** From start to finish, every detail counts. Make sure your guests feel cared for and taken care of at all times.

**Encourage connection:** A destination wedding is an opportunity for family and friends to gather and create memories together. Organize activities and events that encourage interaction and connection among guests.



**Tips to “break new ground” and create an extraordinary wedding.**

**Don't be afraid to break the rules.** The most extraordinary weddings are those that dare to be different.

**Trust your intuition.** As a wedding planner, my job is to guide couples, but the final decision should always be up to the couple.

**Enjoy the process.** Wedding planning can be stressful, but it is also an opportunity to create unforgettable memories.

In conclusion, an extraordinary wedding is one that is created with love, passion and attention to detail. It is a celebration that goes beyond trends and focuses on the essence of the couple and the experience of their guests.

***Paula Abreu***

Regional Chapter Head Puebla  
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# *Love Without Labels*

**The Evolution of Same-sex Marriage and LGBTQ+ Weddings in Mexico.**





## ***Living Love in Freedom: A Path of Struggle and Celebration***

For an LGBTQ+ couple in Mexico, living authentically has been a process marked by struggle, visibility and, above all, love. Despite the social and cultural barriers that still persist, the legal framework has advanced in their favor, allowing more couples to celebrate their love without fear of labels, rejection or discrimination. In a country with deep conservative roots, but also with a strong social struggle movement, the celebration of free love has become one of the greatest victories.



### ***Progress of Same-sex Marriage in Mexico***

Same-sex marriage is one of the most significant achievements for the LGBTQ+ community in recent years. In 2010, Mexico City became a pioneer by passing legislation allowing same-sex marriage, marking a milestone in the fight for equal rights.



This breakthrough not only broke legal barriers, but also challenged cultural norms, making visible and normalizing the idea that love has no gender or sexual orientation.

The impact of this legislation went beyond the capital, inspiring other states to follow the same path. Although the process has been gradual, today same-sex marriage is a reality throughout the country, becoming a symbol of resistance, hope and free love for all of Latin America.

This legal recognition has allowed many couples to celebrate their love publicly and without restrictions, leaving behind fear and the need to hide. It is a victory that represents not only equality before the law, but also a change in the social perception of love and diverse relationships.



## ***Celebrating Free Love***

For many LGBTQ+ couples, celebrating their love without labels is an act of liberation that allows them to live their relationship in a genuine way. While labels can be helpful in certain contexts to identify and find community, they can also limit how people experience and express love. For a same-sex couple, living without labels means not being defined solely by their sexual orientation, but by the authenticity of their connection and shared history.

In Mexico, where same-sex love has been historically made invisible, living freely continues to be an act of resistance. Today, LGBTQ+ couples can show themselves more



openly, both on social media and at public events, generating visibility and hope for future generations.

### ***Queer Weddings Mexico: A Safe Space for Love***

A key player in the celebration of love without labels in Mexico is Queer Weddings Mexico, a platform and community that offers a safe space for LGBTQ+ weddings. Beyond the social and cultural challenges, many couples are looking for a place where they can celebrate their love without judgment or impositions of traditional standards.





Queer Weddings Mexico has been a haven for the LGBTQ+ community, providing services and support so that each couple can design their wedding according to their values, dreams and aspirations. It is a space where love is celebrated in its purest and most authentic form, without the pressure to conform to heteronormative norms.

For wedding brands and vendors, inclusion and respect should be a priority. Creating spaces that celebrate diversity is not only an act of social justice, but also an opportunity to connect with a community that seeks authentic, non-judgmental experiences.

### **The Future of LGBTQ+ Love in Mexico**

The road for LGBTQ+ couples in Mexico has been challenging, but the progress is undeniable.



With the expansion of same-sex marriage and the consolidation of safe spaces like Queer Weddings Mexico, more and more couples are able to live their love without fear. However, challenges remain, especially in conservative regions where traditional beliefs continue to influence the perception of the queer community.

The future is bright. Every wedding celebrated, every love story shared and every couple that chooses to live without fear contributes to building a more inclusive Mexico, where all forms of love are recognized and celebrated. Living without labels, without fear and without restrictions is a right that more and more LGBTQ+ couples can enjoy, ushering in a new era of equality and acceptance.

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# *The Art of an 'I Do' in The Dominican Republic*

**Discover a Unique and Exotic Destination**



The Dominican Republic is one of the most unique and exotic Caribbean destinations, consolidating itself among the most popular places by 2025. Its geographic diversity and world-class service offerings make it the ideal place to host any type of event, from weddings to exclusive celebrations.

### ***A Paradise for Unforgettable Events***

From the eastern region, with its stunning beaches, panoramic views and world-class cuisine, to the north coast, with its enchanting landscapes, the Dominican Republic offers a variety of settings ideal for weddings and other special events.

Punta Cana, with its famous white sand beaches and crystal clear waters, is positioned as one of the most coveted destinations. Bayahibe and Samana, with their exuberant natural beauty, are perfect options for those looking for a more intimate and romantic atmosphere. Puerto Plata, which is slowly gaining recognition, is becoming the perfect destination for exclusive celebrations.



### ***Dream Scenarios for the Big Day***

Every corner of the Dominican Republic offers an idyllic setting to say “I do”. Imagine walking down the aisle under the radiant sun, with the sound of the sea as background music and surrounded by spectacular scenery.

For couples seeking a more natural and wooded setting, the mountains of Jarabacoa are a perfect choice. Its cool climate and mountain scenery provide a romantic and peaceful setting, ideal for intimate ceremonies in the midst of nature.

### ***World-Class Services***

The Dominican Republic boasts a wide variety of world-class service providers. From wedding planners and photographers to renowned chefs and event designers, every detail is carefully planned to ensure an unforgettable experience.





## ***Accessibility and Hospitality***

The Dominican Republic is easy to reach, with several international flights arriving at its main airports, such as Punta Cana International Airport and Las Americas International Airport in Santo Domingo. The warmth and hospitality of Dominicans are also characteristics that make both brides and grooms and guests feel welcome and cared for at all times.

We have a team of event planners, wedding planners and floral designers of the highest world-class quality that will make your wedding a dream in a tropical paradise.

Regardless of the style of the wedding, whether on the beach, in the mountains or in an elegant villa, this destination offers everything you need to make your dream wedding a reality.

## ***Exquisite Cuisine and Entertainment***

Dominican cuisine is another attraction that makes this destination special. The chefs of the resorts and hotels offer menus adapted to all tastes, ranging from traditional dishes of the island, such as *sancocho* and *bandera*, to international options. In addition, guests can enjoy live music, traditional dances such as merengue and bachata, and many other activities to make the celebration even more memorable.



## ***An Unforgettable Honeymoon***

Once the wedding is over, the Dominican Republic offers many options to enjoy a perfect honeymoon. From relaxing in luxury resorts to adventures in nature, such as excursions to Saona Island, tours among the mountains of Constanza or boat rides on the lakes and rivers, there are endless ways to enjoy time together in this Caribbean paradise.

The Dominican Republic is not only a tourist paradise, but also the perfect setting to celebrate love in an unparalleled atmosphere. With its combination of breathtaking landscapes, first-class services and magical atmosphere, it is the ideal destination to say “I do” in 2025.

***Braulio Segura***

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# *Bogota*

**Key Destination for Meetings  
and Romance Tourism**





Prior to the start of the Vitrina de Anato, the term “romance” is presented as a great opportunity to redirect the gaze towards this sector, promoting new strategies and innovative proposals in the field of tourism.

In 2024, Bogota registered 12,626 civil weddings, according to a conservative projection, at least 3% of this number corresponds to destination weddings, representing approximately 378 annual celebrations in the city.

With an average investment of \$20,000 to \$50,000 per event, this represents an annual economic impact of between \$7.56 million and \$18.9 million dollars.

A destination wedding is usually attended by between 30 and 50 guests, who spend an average of \$1,000 per person on accommodations.

Bogota has established itself as a benchmark for Meetings and Incentive Travel (MICE), attracting large-scale events that boost the local economy and position the city as an epicenter for business and congresses.



In addition, its strategic location in the heart of Colombia and its proximity to the Sabana give it enormous potential for Romance Tourism, a growing sector that is changing the tourism and events industry.

Romance tourism encompasses trips designed for couples seeking to strengthen their relationship through experiences such as romantic getaways, honeymoons, anniversaries and destination weddings, the latter having a great economic impact. Globally, there is a growing preference for unique destinations, such as haciendas and mountains, as well as personalized and exclusive experiences. In addition, many couples are combining their wedding and honeymoon in a single destination, prioritizing sustainable and eco-friendly options. There is also an interest in authentic local experiences, such as gastronomy and culture, integrating technology into the planning and personalization of their trips.





## **Sectors Impacted by Romance Tourism**

**Hotels:** Average stay of 4 nights.

**Gastronomy:** Specialized restaurants and catering.

**Transportation:** Transportation of guests, airlines and private vehicles.

**Entertainment:** DJs, live music, lights and audiovisual production.

**Beauty and Fashion:** Makeup, styling and bridal wardrobe services.

**Nightlife:** Bars, clubs and exclusive pre- and post-event experiences.

### **Economic Impact in Bogota**

Destination weddings generate significant economic benefits. In 2024, 12,626 civil weddings were registered in Bogota, but many destination weddings are not registered with notaries, as they tend to be symbolic or religious.



If we take a conservative estimate of 3% of this number, we can project around 378 destination weddings per year in the city.

According to Pro Colombia data, with an average investment of \$20,000 to \$50,000 dollars per event, this represents an annual economic impact of between \$7.56 million and \$18.9 million dollars.

### **Foreign Weddings in Colombia**

It is important to understand that this calculation only considers the couples' investment. Additionally, in a destination wedding usually travel between 30 and 50 guests, who spend on average \$ 1,000 dollars per person in lodging, food and transportation, without counting airfare. This further boosts the economic impact on the city.

In Bogota, 378 destination weddings per year, with an average of 30 foreign attendees staying 4 nights, generate approximately 45,360 hotel nights and 11,340 foreign attendees visiting the city.



## ***Destination Weddings in Colombia***

According to information published by the newspaper La República, Cartagena holds more than 500 destination weddings a year, consolidating itself as the leading destination in the country.

**Bogota:** An estimated 378 destination weddings take place per year in the city.

**Offer in Bogota:** 80 wedding planners, wedding and event planners, and 60 locations registered on Matrimonio.com, a portal dedicated to vendors.

Considering that only half of these professionals do destination weddings because of the language and preparation niche, we have 40 wedding planners and 30 locations actively involved. If each one organizes 5 destination weddings a year, that represents a number of 350 possible weddings.

### ***Contribution of Meeting and Romance Tourism to Bogota's Economy***

MICE events and their impact on Bogota in 2024: Based on Invest in Bogota data.



36 events were captured and generated \$37 million dollars, with more than 90,000 hotel nights and more than 40,000 attendees.

42 additional events generated \$15 million dollars, with more than 45,000 hotel room nights and more than 80,000 attendees.

These events strengthen hotel occupancy, gastronomic demand, transportation, event production and commerce in the city.

“Bogota is consolidating its position as a key destination for Romance Tourism, boosting the economy and offering unique experiences to couples from all over the world. Through promotion, partnerships and training, the city strengthens its position as a reference in destination weddings. Its event industry continues to evolve, combining the private and governmental sectors to enhance its growth,” said Paola Medina, an expert in destination weddings, during the working session that brought together experts from the Bogota meetings and romance tourism sector.

## ***Chapter Bogota, Colombia*** ***IADWP***

A couple in wedding attire stands in a modern, dimly lit lounge. The bride is wearing a long, flowing white veil and the groom is in a dark suit. They are positioned in front of a large window with horizontal blinds, through which a city skyline at night is visible. The room features contemporary decor, including a curved sofa, a round ottoman, and tall shelving units with various decorative items. The lighting is warm and ambient, with several pendant lamps hanging from the ceiling.

# *Sustainable Weddings*

**Luxury with Purpose**



## ***Wedding by Renaissance: Where Love and Sustainability meet.***

Every couple dreams of a unique wedding, a day that reflects their essence and values. Today, more brides and grooms are looking to celebrate their love with purpose, without leaving a negative footprint on the planet.

Located in the exclusive Vitacura district, Renaissance Santiago Hotel is the first five-star hotel in Chile with LEED Gold certification, which means it is designed to be more efficient, responsible and environmentally friendly. Here, luxury and sustainability go hand in hand, creating the perfect setting for an unforgettable wedding.

### ***A Conscious and Elegant “I do”.***

Sustainable weddings are more than a trend; they are a way to celebrate with meaning. At the Renaissance Santiago Hotel, every detail is designed to reduce environmental impact without sacrificing charm and sophistication.



The hotel has clear policies of resource conservation, use of renewable energy and waste reduction. The result? A wedding that respects the planet, minimizes its carbon footprint and, at the same time, offers an unforgettable experience for guests.

In addition, its location in the heart of the city facilitates access, avoiding unnecessary transfers and reducing CO<sub>2</sub> emissions.

### ***Local Flavors, Cuisine with Soul***

Nothing speaks more of love than a shared table. At the Renaissance Santiago Hotel, gastronomy is a celebration in itself:



- Organic and seasonal ingredients, grown in the gardens of local vendors.
- Vegetarian and vegan options designed with creativity and flavor.
- Local vendors that provide quality and support the community's economy.

Because conscious food not only delights the palate, but also takes care of the environment and respects the work of those who are behind each ingredient.

### ***Details that Make a Difference***

Sustainability does not mean sacrificing beauty or memorable experiences. At the Renaissance Santiago Hotel, each wedding is unique and personalized, with the advantage of having all the services in one place:

- Elegant and versatile spaces for the ceremony and reception.
- Catering with quality standards and environmental responsibility.



Sustainable decorations that reduce waste without losing charm.

A recycling and composting program that guarantees a cleaner and more environmentally conscious celebration.

Additionally, by choosing a sustainable marriage, the bride and groom become agents of change, inspiring their guests to embrace more responsible practices in their daily lives.

### ***A Commitment to Love and to the Planet***

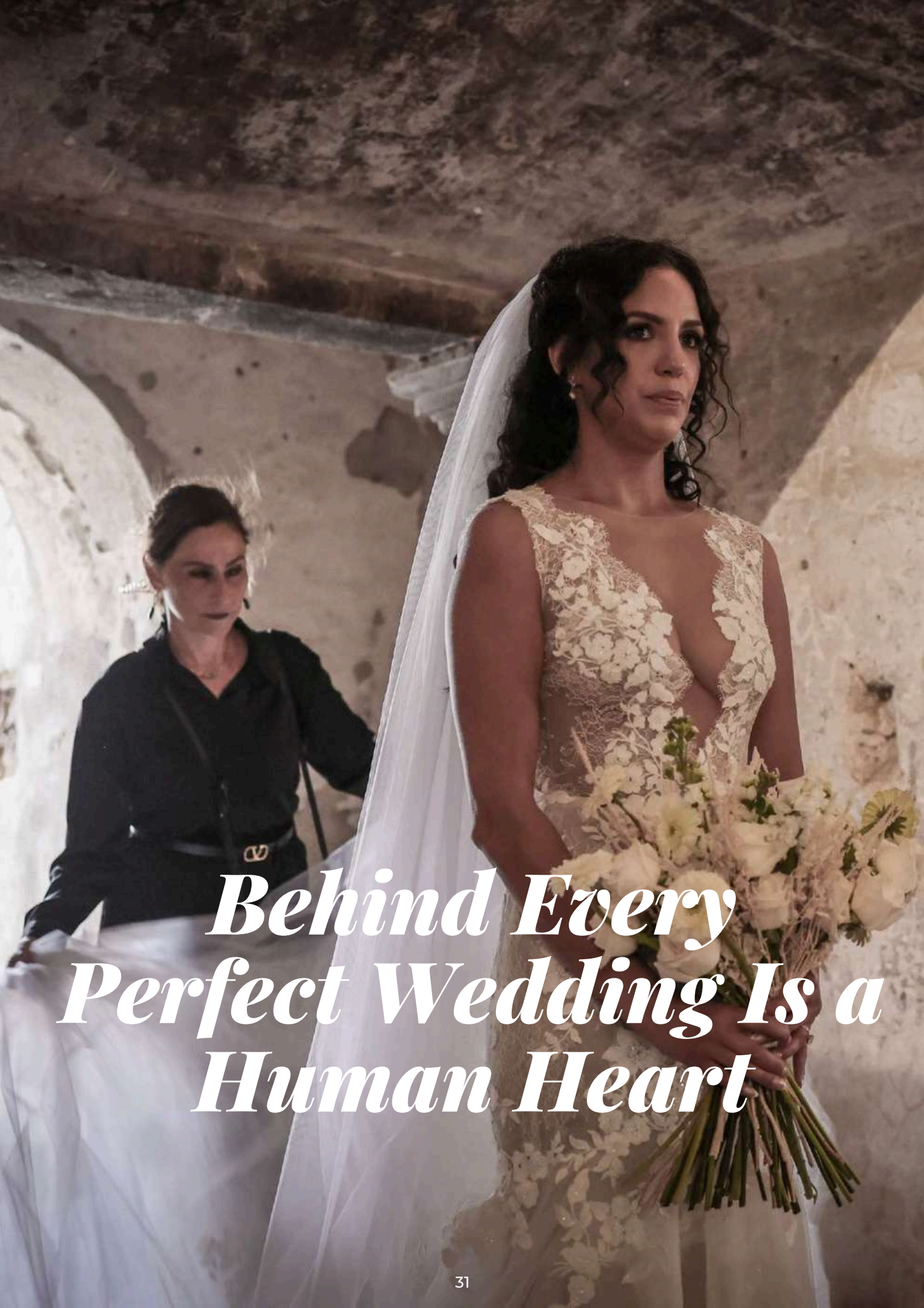
Getting married in a sustainable hotel is more than a choice, it is a declaration of principles. It is to celebrate love with a greater purpose, with the certainty that every decision helps to build a better world.

At Renaissance Santiago Hotel, we believe the future of the wedding industry is greener, fairer and more environmentally conscious. And we are here to make it happen, creating unforgettable experiences for those looking for more than just a simple “I do”.

***María Loreto Gómez***

Wedding Planner & Designer  
Junior Chapter Región Metropolitana, Chile





*Behind Every  
Perfect Wedding Is a  
Human Heart*





Behind every breathtaking luxury wedding—the kind that leaves guests enchanted and floods social media with perfection—stands an event planner. Not a superhero. Not a machine. A human being.

A person whose heart pounds with every vow, whose mind races to solve the unseen crisis, and whose soul carries the weight of someone else’s dream—while often quietly setting aside their own.

We create your perfect day, but we are living our lives, too.

We are dream architects. We take your hopes—sometimes wrapped in excitement, sometimes tangled in anxiety—and turn them into reality. We read between your words, listen to the silence behind your smiles, and craft magic from it all. Each petal placed, each glass filled, each song cued is our silent promise to you.



We are emotional guardians. We catch your tears before they fall, steady your voice when it trembles, and carry your nerves when they feel too heavy. We breathe with you. We worry for you. And we celebrate you —while quietly carrying the weight of our own worlds beyond the ballroom. Because beyond the seating charts and champagne towers, we have our own lives. Families who miss us. Children who wonder when we’ll be home. Partners who wait while we ensure someone else’s “I do” is perfect. We miss birthdays. We skip Sunday lunches. We answer your midnight texts because we care deeply. But we are human. We are more than planners—we are people.





And we get tired. We break down—just not in front of you. We push through storms, makeup smudged, feet aching, hearts racing. We fix what breaks—sometimes our spirits included. But we show up. Because we love this. We love you.

But love must go both ways. To our clients—yes, we will give you everything. We will pour our hearts into your day. But see us, too. Know that the person holding the clipboard also holds a life—a family, a heart, a soul.



And to my fellow planners—you are extraordinary. You create moments that people will remember forever.

But you matter, too. Your life is not just timelines and floor plans. Your joy is worth celebrating, your rest is worth protecting, and your own love story is worth prioritizing.

Let's give everything to our clients—but let's not forget to keep a little for ourselves. Because behind every perfect wedding is a human heart—yours.

*Diana Sciarrillo*

Chapter Head Guatemala  
@idoguatemala  
Photos by: t.socialcreator



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WEDDINGS\*

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BRANDING  
CORPORATE IDENTITY  
WEB DESIGN  
EDITORIAL DESIGN

OVNI CREATIVE STUDIO

+54 9 336 400 2848



A photograph of a wedding reception table. In the center, a large, round bouquet of white roses and greenery is held in a tall, clear glass vase. The table is set with white plates, silverware, and glassware. White candles are visible in the background. The setting is outdoors, with a building featuring arched windows and balconies in the background.

*Falling in Love  
with a Flower at  
First Sight*

Can I make my wedding with my favorite  
flower?



Flowers have been an essential part of weddings for centuries, playing a key role in both the decoration and symbolism of this great day. Each flower conveys a special meaning, allowing brides to choose the ones that represent their feelings and wishes for marriage. For example, roses symbolize love and passion, lilies represent purity and devotion, and peonies are associated with prosperity and happiness.

Throughout my 11 years of experience in the world of weddings, sharing unforgettable moments with brides and being an accomplice of their love stories, I have come to many conclusions about why they choose certain flowers for this special day. Factors such as social, economic and geographical environment influence their choice, but, above all, it is the emotional connection and the way each person perceives life through feelings that makes the difference.



### ***Medellín: A City full of Flowers and Love***

Our field of action is in Medellín, a cheerful, vibrant city with an ideal climate for the cultivation and production of a wide variety of flowers. Its relationship with floriculture is so strong that every year it celebrates the Flower Festival, an event that pays homage to the “silleteros”, those farmers who, more than a century ago, carried flowers on their backs to sell them in the city.

### ***Our brides' a Favorite Flower***

Most of our brides are local and have a special love for hydrangeas. This flower, besides being tender and robust, has a unique characteristic that makes it ideal for designing large floral structures and stunning settings. Its versatility and beauty have made it one of the most chosen options for weddings in Medellín. In addition, its accessibility and price make weddings look spectacular without the need for large budgets, allowing you to create breathtaking environments.





Flowers not only decorate, they tell stories and convey emotions. Choosing the perfect flower for a wedding is a personal decision that reflects the essence of each couple and the love that unites them on their most special day.

### ***Tulips: The Flower of True Love and Sophistication***

Tulips are a symbol of pure love and flattery. Their elegant design conveys luxury and sophistication, which is why they have become one of the most requested flowers for weddings. Holding a bouquet of tulips in your hands is like holding a jewel, which is why many brides choose them for their bouquet. Their versatility allows them to suit different styles and personalities, always ensuring a touch of distinction.

### ***Roses: The Flower of Eternal Romance***

Roses can't be missing from this list. I'm pretty sure that 90% of weddings around the world include this iconic flower.



Brides do not hesitate to have it at the forefront of their event's floral design. Its scent, wide range of colors, timeless beauty and durability make it a favorite. They represent love and romance, which makes them perfect for such a special occasion as the marriage union.

### ***Lisianthus: The flower of Romanticism and Delicacy***

Definitely, lisianthus is one of my favorite flowers. Its design, texture and colors evoke romanticism, transparency and serenity. Although it is often used as a complementary flower in floral arrangements, its presence brings a touch of subtle elegance. In addition, lisianthus symbolizes gratitude and appreciation, essential values for building an emotional and sensory experience on the wedding day.





***Lilies: Symbol of Innocence and Nostalgia.***

Lilies, with their bell shape and delicate appearance, represent innocence and beauty. However, many brides choose them not only because of their meaning, but also because they remind them of special moments in their childhood. Linked to their mothers, grandmothers or loved ones, lilies awaken feelings of tenderness and nostalgia, creating an emotional connection to their memories on such an important day.



Although not all brides know their significance, many feel a special connection to them. These flowers are ideal for those who are looking for a minimalist, modern and sophisticated design in their décor. Their presence at a wedding conveys elegance and exclusivity.

***Anturios: The Flower of Good Luck and Exclusivity.***

Anthuriums, known as good luck flowers, add a touch of drama and luxury to weddings.



***The Choice of Flowers: More than a matter of color***

Brides choose their flowers not only for aesthetics, but also for past experiences, memories that marked their lives, references from soap operas, special dates or personal anecdotes. Although color is an important factor in the decision, what is really significant is the emotional bond they create with each flower. Each type of flower has variations of tones and shades, allowing brides to personalize their choice according to their history and style.

***Leon Castro***

Wedding Planner & Floral Designer



A woman with long blonde hair, wearing a brown blazer over a white collared shirt, stands in a rustic room with stone walls. She is holding a black clipboard in her left arm and a black walkie-talkie in her right hand. In the foreground, there are white wooden chairs and a table with glasses. The background features a window and a potted plant.

# *Our Image says It All!*

**Fashion emergency: Wedding Planner  
version**



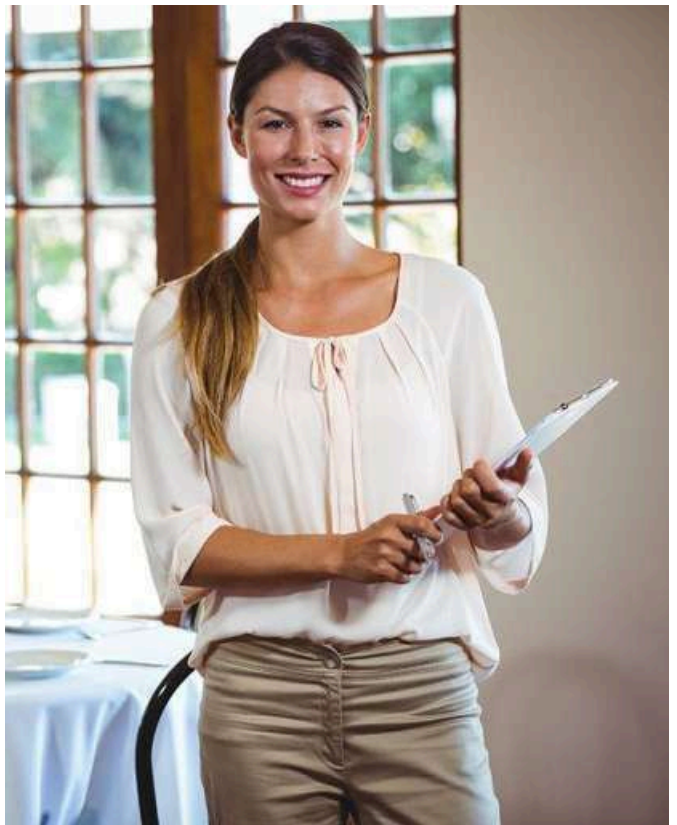
Being a wedding planner is more than coordinating times, choosing vendors and solving unforeseen events: it is about being the image of luxury, confidence and good taste. Your presence should reflect the essence of the events you organize. Here are some must's and don'ts so that your image speaks the same language as your weddings.

**MUST:**

✓ **Timeless Elegance:** Choose monochrome tones and classic cuts. A well-fitted suit, a structured midi dress, an impeccable shirt with dress pants or a monochromatic suit will elevate your presence.

✓ **Chic comfort:** An organizer's day is a long one. Invest in comfortable yet sophisticated and stylish footwear; well-polished dress shoes with good support.

✓ **Strategic Accessories:** A refined watch, a structured wallet, a well-chosen tie or handkerchief or discreet earrings add without detracting from functionality.



✓ **Pay attention:** have your hands well groomed, don't overdo it with nail art. Wear a neat hairstyle and natural makeup, be clean-shaven or with a well-groomed beard and wear a good perfume to project professionalism.

✓ **Fashion Emergency Kit:** Always carry an extra blazer, shirt, stain remover wipes and a spare pair of shoes. You never know when you'll need them.

✓ **Hair and Makeup:** Hair should always be neat and tidy, avoiding styles that are too extravagant or disheveled. Makeup should be natural and elegant, without excesses that distract attention.

✓ **Bags and Folders:** Use your assistants to carry things, don't use structured bags, neither big nor medium size, avoid belt bags or holders with the initials of a fashion brand. Do not carry folders or iPads, your team should do it for you.





## DON'TS:

✘ **Trend Excess:** Dressing according to the latest fashions can be tempting, but avoid overdoing it. The goal is to convey sophistication, not distraction. You should work on your essence that always looks the same and does not change with the season.

✘ **Inappropriate Clothing for the Occasion:** Ripped jeans, too-tight clothing, casual t-shirts or transparencies can detract from your credibility.

✘ **Non-functional shoes:** Avoid uncomfortable platforms, very high heels or shoes that are too rigid and do not allow mobility. The organizer should be everywhere, without limitations. Sneakers are not an option.



✘ **Poor Attention to Details:** Wrinkled clothes, unkempt nails, unkempt beard or a too intense perfume can affect customers' perception of you.

✘ **Stay with the Event:** If the wedding has a defined palette, avoid flashy tones or overdone patterns that clash with the aesthetics.

The key for a wedding planner is to maintain a classic, neutral, elegant, sophisticated and timeless style. The personal image should reflect professionalism without being a looker or clashing with the event. Sober attire, combined with flawless personal presentation, generates confidence and projects authority in the industry.

Remember: it is not about standing out for your attire, but for excellence in organization and good taste in every detail.

***Prof. Adrián Pavía***

Director del Capítulo Latinoamérica  
e Islas del Caribe de Habla Hispana





*Formal or avant-garde groom?*



## STILL CAN'T FIND YOUR IDEAL WEDDING SUIT?

Daniel Vercchelli offers a unique experience in which each suit is custom designed to enhance the figure and reflect the personality of the groom. From classic cuts to avant-garde proposals, each design is adapted to the occasion and the client's style, guaranteeing an impeccable image on the big day.

### **The campaign 'Vercchelli Runway Grooms'.**

It seeks to demonstrate that any man can become a model for a day with a tailored suit. Through an exclusive experience that includes fitting, backstage, photo shoot and fashion show, grooms discover the power of a well-tailored outfit. More than a suit, it is an experience that gives them confidence, elegance and distinction.

### **Daniel Vercchelli: Sartorial Excellence that Transforms Elegance into a Lifestyle**

With 24 years of experience in the world of haute couture, Daniel Vercchelli has



become a Peruvian reference in haute couture tailoring. A specialist in tailor-made suits, his work ranges from executive suits to sophisticated designs for brides and grooms, as well as elegant feminine garments and exclusive alpaca coats. His meticulous attention to detail and passion for perfection have made his signature a synonym for exclusivity and international distinction.

It has a very exquisite variety of fabrics and linings of flat fabrics from Maison Vercchelli, working with recognized Italian brands:

ZEGNA – LOROPIANA – REDA – PIACENZA – DRAGO – VITALE BARBERIS

### **Fashion Shows and International Recognition**

Vercchelli's talent has crossed borders. He has participated in numerous fashion shows where he has exhibited his impeccable work in national and







international scenarios, always with gratitude to God for every achievement and every opportunity that has allowed his growth in the world of haute couture.

- DUOMO DI MILANO, ITALIA (2023)
- NEW YORK FASHION WEEK, FDLA (2019)
- DOMINICAN REPUBLIC FASHION WEEK (2018)
- BOLIVIA FASHION WEEK (2017)

### **Tips for Wearing a Stylish Suit**

For those looking to stand out in a tailored suit, the designer shares some essential tips:

**1.A Perfect Fit:** A suit should hug the figure



without being overly tight. The shoulders should fit naturally and the sleeve should allow for mobility.

**2. Fabric Quality:** The choice of fabric is key to achieving an exceptional suit. Daniel Vercchelli works with fine Italian fabrics, carefully selecting each material according to its texture, drape and strength.

**3. Color According to Occasion:** Dark tones such as navy blue and gray are ideal for formal events, while lighter, textured tones work well for daytime occasions. Colorimetry is an essential factor in the design process, ensuring that each shade highlights the client's complexion and personality.

**4. Appropriate accessories:** A good suit is enhanced by appropriate accessories: silk ties, pocket handkerchiefs and well polished leather shoes.

**5. Care and Maintenance:** It is essential to keep the suit in optimal conditions with specialized cleaning and proper storage.

Daniel Vercchelli continues to set the standard in the world of tailoring, proving that a well-tailored suit is not just a garment, but a statement of style, confidence and success.

***Daniel Vercchelli***

CEO Master Taylor  
[www.danielvercchelli.pe](http://www.danielvercchelli.pe)  
 Facebook: /DanielVercchelliNoviosyEjecutivos  
 Instagram: /danielvercchelli/





# *Wedding Invitations*

**Physical or digital?**

The debate between physical and digital invitations has taken prominence in event planning in recent years. As a designer with 20 years of experience, I have worked with both options and I can say that, beyond functionality, cards are a communication tool that influences the perception and experience of the event.

Recently, a bride consulted me about the feasibility of dispensing with physical cards, arguing economic and logistical factors. Her question led me to reflect on the importance of the invitation in building expectations and creating a memorable experience.

Comparing a digital card with a physical one is like comparing an instant message with a handwritten letter. Although both fulfill their informative function, the difference lies in the emotional connection they generate.



### **Beyond Information: The Value of Experience**

Receiving a physical invitation goes beyond the simple delivery of data. It implies a sensory stimulus: the paper, texture, finishes and design convey the essence of the event. An invitation is the first contact with the celebration and has the power to anticipate the experience.

In an event as symbolic as a wedding, the invitation represents not only the couple, but also their families. It is the first impression the other spouse's family receives and a reflection of the care and importance given to the occasion.

Guests notice these details. A well-crafted invitation can generate excitement and anticipation: "This event will be special. I must choose my attire carefully. I can't just bring any gift." These types of reactions reinforce the protocol and elegance of the event.



## Evaluation of Physical Cards: Pros and Cons

### Challenging Aspects

- 1. Cost:** They range from exclusive designs with high costs to more affordable versions. However, quality should never be compromised.
- 2. Distribution:** Delivery may seem like a complex process, but today there are multiple logistics solutions.
- 3. Data collection:** Obtaining guest information can be laborious, although it can be solved with proper planning.
- 4. Digital accessibility:** Some seniors are unfamiliar with digital platforms, which can make it difficult to access virtual invitations.

### Positive aspects:

- 1. Sensory Experience:** A physical invitation is a tangible reminder of the event, which remains in the guest's environment for weeks before the celebration.
- 2. Elegance and Protocol:** No digital alternative matches the presence and sophistication of a printed invitation.
- 3. Memories and Keepsakes:** Many people keep invitations from meaningful events as part of their personal history.
- 4. Formality:** In high-level celebrations, the physical invitation reinforces the importance and exclusivity of the event.

### Memories that Last

Some time ago, my mother sent me a package with mementos from my childhood,



among them, the holy card from my first communion. As I held it, I felt an immediate connection to that moment, reliving the care with which my mother had chosen every detail to make that day unforgettable. I could sense the love and dedication she put into her choice, making sure it was the most beautiful, a reflection of how important I am to her. Although more than 30 years have passed, that small gesture still transmits the same emotion to me, reminding me that well-chosen details transcend time and become unforgettable moments.

This is the true value of a physical invitation: to transcend time and become an object that evokes emotions, memories and meaning. As designers, our job is not only to create visually appealing pieces, but to generate experiences that last in the memory of those who receive them.

***Diana Vásquez***

CEO en aManoGallery  
www.amanogallery.com  
Instagram: @amanogallery

*The Plus that a  
Female DJ Can  
Give you at your  
Wedding.*





Being a female DJ at a wedding has multiple advantages that can make a difference in the experience of the bride and groom and their guests.

### **1. More than 25 years of experience and an innovative approach**

With more than 25 years musicalizing weddings in Mexico and abroad, I am proud to be the first woman to lead a company like SuonoProductions, capable of performing simultaneous weddings thanks to my representatives all over the country and some abroad. This trajectory has allowed me to perfect the ability to transform each wedding into a unique and exciting event.

### **2. The increasing participation of women in weddings**

I have noticed that, lately, the female presence at weddings has taken on a special meaning. Brides are giving more emphasis to moments full of emotion, such as choosing their mom for one of the main dances.



In addition, it is increasingly common for them to prefer to hire a female DJ, as well as waitresses and barwomen, reflecting a shift in the industry where women are playing a more prominent role.

### **3. Emotional connection with the bride**

When I talk to a bride, I always tell her: “Your wedding will be full of emotions, who better than a woman to understand them and express them in music?” From the very first moment, I get involved in her story to ensure that the music reflects every special feeling of that day.

### **4. Psychology and music to stimulate the emotions**

Thanks to my passion for psychology, at every wedding we use music as a tool to stimulate the mood of the guests. It's not just about choosing songs, but about generating an experience that keeps the emotion alive in every moment of the event.

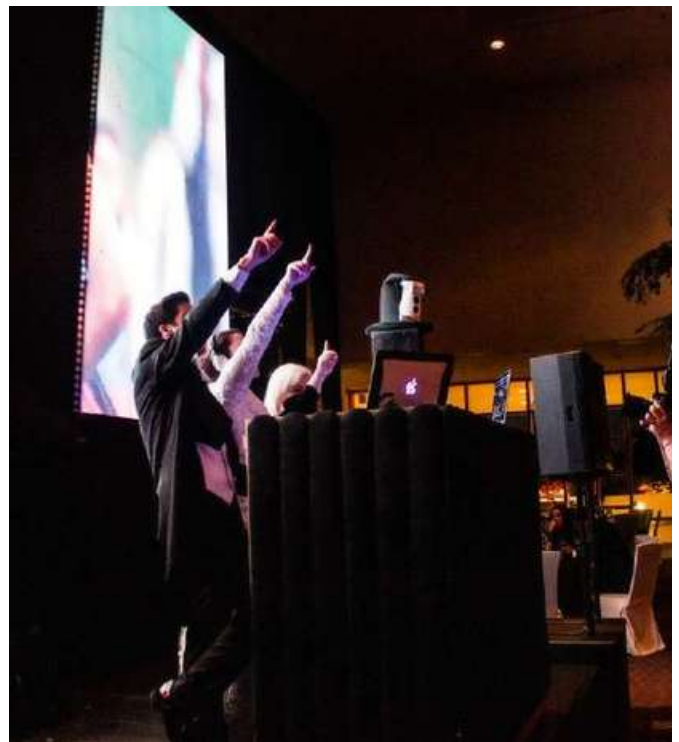


### **5. Creation of MYST (My Youth Sound Track)**

Every couple that gets married has a MYST, a “soundtrack of their life”. From the time they were born until their wedding day, there are songs that have marked important moments in their history. My job is to discover them and integrate them into the celebration, making the music tell their love story in a unique way.

### **6. Distinction in the market**

The world of wedding DJs is still mostly male. Being a woman and having such a personalized vision of music makes me an innovative option for couples who are looking for more than just a party: they want a musical experience that touches the heart.



### **7. Elegance and versatility in presentation**

Taking care of every detail, from the musical selection to the staging, is essential. The presence of a female DJ can bring a touch of elegance and sophistication that fits perfectly with weddings of any style.

### **8. Inspiration and empowerment**

Hiring a female DJ is also a statement of empowerment. More and more brides are looking for options that reflect their personality and values, and my team and I make sure that the music is an authentic extension of their story.

With this blend of experience, sensitivity and passion, we ensure that every wedding has the best music and becomes an unforgettable memory.

***Xochitl Luján***

Instagram: @xochitllujan  
@suonoproductions  
SoundCloud: Suono Productions





*Getting a Closer  
Look at the WTS  
Experience:*





“Taking the IADWP Wedding Tourism Specialist (WTS) was a transformative experience for me and my company. It helped me to elevate and improve the quality of our services and align them with the highest international standards in wedding tourism. This recognition not only strengthened my ability to plan and execute destination weddings more efficiently, but also on a personal level it helped me stand out in the marketplace by offering personalized and excellent experiences for my clients. It gave me the opportunity to connect with other industry professionals and also opened doors to new collaborations with great industry references.”

The best way to know the benefits of recognition is to listen to the word of those who have already achieved it.

“Every wedding industry professional is always looking for added value and a great differential in their career. For me, the WTS badge was a real personal and professional challenge to demonstrate quality and commitment in the romance tourism industry. As professionals we must seek not only to offer an outstanding service, but also to provide absolute credibility so that our brands can stand out in the international market. This badge is a super valuable endorsement that offers great support to be able to raise the standards of our business and highlight our value.”

### *Adrián Pavía*

Adrián Pavía Creating Unique Events  
<https://www.adrianpavia.com.ar/>  
[https://www.instagram.com/adrian\\_pavia/](https://www.instagram.com/adrian_pavia/)  
**Argentina**



### *Jossy Quezada*

Jossy Quezada Wedding and Event Planner  
<https://www.jossyquezada.com/>  
<https://www.instagram.com/jossyquezadawp/>  
**Peru**





“One of the main commitments in my business is excellence and differentiating ourselves from the rest, without a doubt the WTS Distinctive allows us to standardize practices to guarantee the quality of our services. In an industry where our service is constantly being undervalued and countless professionals emerge, the WTS Distinctive has allowed us to give that seal of guarantee to our clients who are looking for services with high international standards. If what the client is looking for is quality, the WTS Distinctive is the seal of guarantee in the Destination Wedding industry.”

### *Paula Abreu*

Paula Abreu Weddings & Events  
<https://www.paulaabreuevents.com/>  
<https://www.instagram.com/paulaabreuevents/>  
**Mexico**

“The IADWP Wedding Tourism Specialist Recognition is a key step for any professional or brand looking to strengthen their credibility and stand out in the marketplace. This well-structured program

offers a comprehensive approach, ensuring that specialists can organize events of exceptional quality.”

“Obtaining this distinction means assuring our clients that our methods, knowledge and experience are backed by continuous training and a genuine commitment to the quality and safety of each event and its participants. Undoubtedly, it is a great added value that differentiates certified professionals and generates greater confidence in the services offered.”

“I would highly recommend this recognition to all industry professionals, as it raises the standards of wedding tourism and inspires them to create unique, memorable and safe events.”

### *Rui Mota Pinto*

ARui Mota Pinto, Crafting Love around the Globe  
<https://weddingcreatorruimotapinto.com/>  
<https://www.instagram.com/ruimotapinto/>  
**Portugal**





"My experience with the Wedding Tourism Specialist (WTS) badge has been profoundly meaningful both professionally and personally. Throughout this process, I discovered not only new perspectives on planning destination weddings, but also a greater connection to what it really means to create unforgettable moments for the couples who place their trust in us."

"This recognition not only represents an acknowledgment of quality and excellence, but also cements a commitment to raising the bar in our industry. It was an experience that challenged me, inspired me and helped me refine every detail of my approach, from event design to connecting with my clients."

***Diana Sciarillo***

I Do Guatemala  
<https://www.instagram.com/idoguatemala>  
<https://www.weddingsinguatemala.com/>  
**Guatemala**





The background image shows the interior of a church with a high, vaulted ceiling. The walls are light-colored and show signs of age. The floor is covered with rows of wooden pews, some of which are decorated with large bouquets of white flowers. In the background, there is an altar area with a wooden table and several green chairs. The overall atmosphere is serene and historical.

# *A Look Inside the Mind of the Quality Committee President*

**An Interview with Eduardo Barroso, Quality  
Committee President, Wedding Tourism  
Specialist**



## On the Importance of Recognition

### 1. Why is the “Wedding Tourism Specialist” quality recognition more than just a badge?

Wedding Tourism, especially Destination Weddings, has grown significantly both nationally and internationally. Not only have they increased in number, but also the expectations of couples are increasingly higher. This has driven innovation in destinations, venues and services, which in turn has generated an increase in the number of Wedding Planners, venues, caterers and other players in the value chain. However, not everyone has the same level of experience. This is where Quality Recognition plays a key role: distinguishing the professionals with the highest quality services.



In an industry where every detail counts, it is not enough to offer services: quality, experience and professionalism must be guaranteed. The Wedding Tourism Specialist (WTS) recognition is not just a badge; it is a symbol of distinction that differentiates those who raise the standard in every wedding they organize.

### 2. How does this recognition influence couples' confidence when choosing vendors for their wedding?

The market offers a large number of vendors, which can be confusing for consumers. Having a professional recognition or certification allows couples to easily identify those who guarantee quality and professionalism. The WTS label endorses the level of service and helps brides and grooms make informed decisions with greater confidence.





### **3. What are the main benefits for companies that obtain this recognition?**

Companies that have received the distinction have reported an increase in the number of events, in addition to having an added value that differentiates them from the competition. This recognition results in more opportunities and growth in the industry.

#### **The Certification Process**

### **4. What are the key criteria evaluated for this recognition?**

I must say that they are divided first into the type of company, for example 1- Organizers, 2- Venues and Hotels, 3- DMC's and Travel Agencies 4-Banquet Companies, 5-Strategic Partners (tents, music, make-up artists, etc.); for each one there are requirements that must be met.



The IADWP has emphasized that the basic requirements must be the same for everyone: to be formal companies, demonstrating that they are registered with the corresponding authority in each country; that they have at least two years of experience in weddings, demonstrating it with a business CV; and that they express their willingness to adhere to the program's guidelines and to respect them.

### **5. What challenges does a business face when seeking this certification?**

One of the biggest challenges is process documentation. Many companies are compliant, but do not have their practices formally organized. This process helps vendors to adopt more structured methodologies and establish clear processes.

For instance, Wedding Planners are required to demonstrate that their wedding venues meet basic requirements such as providing water and electricity.



Although many verify this empirically, recognition requires a formal documented process, which contributes to the professionalization of the industry.

**6. How does the quality committee ensure that standards are met?**

The Wedding Tourism Quality Seal is valid for three years. To renew it, the companies must undergo a process of permanence, where it is verified that they continue to comply with the established standards.

**Business Impact**

**7. Why is it important for industry professionals to seek certifications like this?**

- 1-To distinguish themselves from the competition.
- 2-To improve their processes, services and facilities, ensuring quality.
- 3-To establish a system of continuous improvement.



**7. What is the positive impact of having this certification in terms of customers and sales?**

It generates confidence and positioning in the market, which results in more clients, more weddings and more sales.

**8. What advice would you give to companies that are still hesitating to apply for this recognition?**

Do not hesitate. This recognition not only endorses the experience, but also the quality of the staff, facilities and processes. It is a key tool to ensure quality and stand out in the competitive world of Wedding Tourism. Certified companies achieve more and better events.

***Natalia Bejarano***

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IADWP®

International Association of  
Destination Wedding Professionals

eb  
turismo

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ELEVATE THE EXPERIENCE IN  
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Enhancing the wedding and event experience with quality, safety, and a unique touch.

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CONTACT US FOR MORE INFORMATION

[NATALIA@IADWP.COM](mailto:NATALIA@IADWP.COM)

[WWW.WEDDINGTOURISMSPECIALIST.COM](http://WWW.WEDDINGTOURISMSPECIALIST.COM)



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Terms and conditions apply. Benefits valid during the 2025 membership period.



# IADWP PLATINUM MEMBERSHIP 2025



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



**Liliana Motta**

Expoboda Panamá

Jr Chapter Panamá - Bocas del Toro

@expobodapanama

Bachelor's Degree in Tourism Business Administration.

Promoter and organizer of events and Incentive Trips.

President of AFEET-PANAMA 2025-2026 (Women's Association of Women Tourism Executives-Panama).

Member of the Board of Directors of Skal - Panama 2025-2026.

Member of ExpoBodas Group.



**Vanessa Zapata**

Davinson Vargas video

@davinsonvargasvideo

We are Davinson Vargas video.

Specialists in wedding video; with a great trajectory of 17 years of experience with more than 700 weddings registered, where our main objective is to make you feel at home, using our quality and experience to capture your essence.



**Henry Jiménez**

Destination Photography Wedding Group

@henryjimenezphoto

My name is Henry Jiménez CEO of Wedding Destination Group, we started from working in the resort for photography companies and get all the experience to become a large group of professionals who offers freelancer services around Punta Cana and the Caribbean!

Our main priority is quality and service!



**Monica Balli**

Destination Weddings  
Bespoke Travel experiences  
Global Connector

@monicaballievents

Monica Balli, a proud Tuscan with a global flair, specializes in luxury destination events across Europe & the Mediterranean.

With two decades of experience, she blends curiosity and expertise to craft bespoke travel experiences. As an industry speaker and coach, she values strong connections and a luxury mindset. Passionate about exploration, she lives by her mantra: walk tall, sleep well, and savor life every day.

**BECOME A PLATINUM MEMBER**  
Contact us at [members@iadwp.com](mailto:members@iadwp.com)



# Travel the world WITH IADWP IN 2025!

The IADWP is characterized by providing innovative and inspiring education, as well as being a global business generator with a community spanning over 40 countries in the Americas, Europe, and Asia.

Join our spectacular events that we are preparing for you in 2025.



📅 May 26th – 29th

English & Spanish 🗣️

Join us for the debut of the IADWP Academy, an exceptional multicultural event presented in English with live Spanish translation, proudly **endorsed by IADWP, the world's leading authority in destination weddings**. This inaugural edition offers a specialized educational program to enhance your expertise, plus exclusive networking opportunities with global industry leaders, focusing on the growing Latin American and Caribbean markets. Stay ahead of trends, gain insider insights, and expand your network to grow your destination wedding business.

Starting from:

**USD 437\***

IADWP Members

**USD 587**

General

Rates valid until  
March 20th, 2025

\*Check your benefits

\*\*Rates exclusive for attendees



📅 Nov. 3rd - 6th, Guanacaste

English 🗣️

Expand your destination portfolio! Join our exclusive event for North American destination wedding planners and specialized travel advisors and discover the wonders of Costa Rica and Latin America. Connect with local suppliers and be part of the latest trends!

#### Who can participate?

Destination wedding professionals from North America with purchasing potential for Costa Rica. Limited spaces. Profile subject to approval.

Starting from:

**USD 637\***

IADWP Members

**USD 787**

General

Rates valid until  
sold out

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## SPECIAL PROGRAM

### 8-Night Immersive high-end experience in the Dominican Republic



📅 May 23rd – 31st

English 🗣️

**Includes:** access to the IADWP Academy: Destination Wedding Congress trade show + single occupancy accommodations + all meals included + exclusive activities + site inspections + immersive destination experiences.

#### Who can participate?

North American destination wedding professionals with buying potential for the Dominican Republic. Limited spaces. Profile subject to approval.

Starting from:

**USD 1,287\***

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**USD 1,987**

General

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\*RESTRICTIONS APPLY

**REGISTER NOW!**  
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# REGISTRATION FEES

Don't miss the chance to learn, connect, and grow your business.

Participation as an Attendee:

Starting From:

USD 437\*

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General Access

Rates valid until March 20, 2025.

\*Check your membership benefits. \*\*Exclusive rates for attendees.

**REGISTER NOW!**  
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## EVENTS & CELEBRATION TRAVEL IADWP® WORKSHOP



Take your career to the **next level** and become a Celebration Travel Specialist!

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100% in English, with translation into Spanish

### In-Person Training

Two full-day sessions (6 hours each).

### Participation Cost

USD 657  
General Access.  
15% to 25% discount for IADWP Members

### Type of format

12-module comprehensive workshop.

### Location

Renaissance Jaragua Hotel & Casino, Santo Domingo.

### Dates

May 24<sup>th</sup> & 25<sup>th</sup>, 2025.

### Crafted For

Wedding planners, travel advisors, event planners, hospitality professionals, and corporate event organizers.

Contact Us: [lupita@IADWP.com](mailto:lupita@IADWP.com)

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# IADWP CORPORATE MEMBERSHIP 2025



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



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**Kirsha Jeffers**

Wedding Sales Manager

[Kirsha.Jeffers@stkittsmarriott.com](mailto:Kirsha.Jeffers@stkittsmarriott.com)  
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**Samira Beltrán Aguayo**

Corporate Director Romance & Key Accounts

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MISS OUT!**

Contact us:

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PEÓN**

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**RESERVE TODAY AND BE PART OF THE TRENDSETTING EVENTS OF 2025.**



# IADWP

International Association of  
Destination Wedding Professionals



We are thrilled to announce that our chapters in North America continue to grow! Meet our IADWP Canada Chapter!



## Bobbi-Jo Roback

CANADA CHAPTER DIRECTOR - FLY AWAY WEDDINGS

@destinationwedd

Bobbi-Jo Roback has 25 years of experience in the travel industry, specializing in Romance Travel and Destination Weddings. She now also advocates for neurodiverse travelers, especially those on the autism spectrum. As a mother of two autistic children, she understands their challenges firsthand. Her mission is to make travel more inclusive and accessible for all.

### ◆◆ REGIONAL CHAPTER HEADS ◆◆



## Amanda Beaver

ONTARIO & EAST  
@glowtravelinc

### GLOW Travel Inc

GLOW is a group of experienced Travel Designers and Event Planners. Our team is equipped with the most up to date resources, contacts and knowledge, on trends and developments, in Destination Weddings, Honeymoons, Luxury Travel, Family Travel and Event Planning. Want to elevate your travel experience? Our Travel Designers are committed to providing authentic, Inspired and Experiential travel options. Let us help you design your once in a lifetime journey.



## Sheila Barry

SOUTH ALBERTA  
@awayugodestinationweddings

### Away U Go Destination Weddings

Owner of Away U Go Destination Weddings, with years of experience in travel and event planning. Certified as a Wedding Tourism Specialist, Sheila is dedicated to designing unforgettable destination weddings. She works closely with each couple, tailoring every detail to fit their vision and budget while offering personalized recommendations and insider tips. Her goal is to create seamless, one-of-a-kind experiences that reflect your unique style, making your wedding day truly special.



## Krista Masters

MANITOBA  
@sunnydestinationtravel

### Sunny Destination Travel

Winnipeg, Manitoba-based travel agent with 10 years of experience specializing in romance travel. Passionate about creating destination weddings, honeymoons, and dream getaways.

With expertise in all-inclusive resorts and destination weddings, I ensure seamless and stress-free journeys for my clients.



## Suzanne Pelzer

SASKATCHEWAN  
@bluenescapes

### Bluen Escapes

Founder of Bluen Escapes, is a seasoned Canadian travel agent specializing in destination weddings. She takes a hands-on approach, managing logistics and coordinating with resorts to bring dream celebrations to life. With deep industry knowledge, she also curates honeymoons, group getaways, and family vacations. Suzanne's commitment to exceptional service and seamless planning makes her a trusted partner for couples saying "I do" in paradise. At Bluen Escapes, she believes travel is about love, adventure, and lasting memories.



## Melanie Murray

NORTH ALBERTA  
@sweetsightstravel.com

### Sweet Sights Travel

Owner of Sweet Sights Travel, a boutique agency specializing in stress-free destination weddings, romantic getaways, and family vacations. As a destination wedding and all-inclusive resort expert, she has visited 80+ resorts in Mexico and the Caribbean, fostering strong industry relationships. With experience in Europe and a background as a CPA, she ensures meticulous planning and financial security for her clients. Melanie is IADWP's Chapter Head for Northern Alberta, a DWHS and ACTA member, and holds certifications from Destination Wedding University and ACTA.



## Tammi Ruffini

NOVA SCOTIA  
@travelwithtammi

### ENVISION TRAVEL/The I Do Crew

When I started in the travel industry almost 10 years ago I didn't know what I was getting in to. It wasn't long and I realized that I wanted to specialize in Destination Weddings. Basically... I fell in love with the idea of love in a tropical destination! Since that time I have been trying to learn all I can to better serve my couples and will continue to do so in this ever changing industry.



IADWP

WISHES YOU A

Happy Birthday  
MARCH



**Mirta Sánchez**

@mseventsrđ  
March 1<sup>st</sup>



**Tarrían Grant**

@tarríweddings  
March 1<sup>st</sup>



**Lekeisha C. Boyd**

@boydlekeisha  
March 1<sup>st</sup>



**Wilma Erosa**

@xv\_wilmaerosa  
March 4<sup>th</sup>



**Cristina Espinosa**

@cristespinosaplanner  
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**Ana María Posada**

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March 8<sup>th</sup>



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March 9<sup>th</sup>



**Yingka Chou**

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March 10<sup>th</sup>



**Vanessa Ribeiro**

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March 14<sup>th</sup>



**Jesús Huerta**

@ambarstudio.events  
March 16<sup>th</sup>



**Leonardo Artigas**

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**Norma Gómez**

@eventos\_con\_love  
March 18<sup>th</sup>



**Nikki Hilaire-Roach**

@weddingswithflair  
March 19<sup>th</sup>



**Luisa Silvestre**

@luxeovacations  
March 22<sup>nd</sup>



**Ilse Diamant**

@luxuryromanceambassador  
March 23<sup>rd</sup>



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**Gabriela Castellanos**  
@lacastellanaeventosmxt  
March 24<sup>th</sup>



**Carlos Rodríguez**  
@matrimoniosfilms  
March 24<sup>th</sup>



**Cecilia Méndez**  
@lovinooatan  
March 25<sup>th</sup>



**Melissa George**  
@melgeorgeweddings  
March 27<sup>th</sup>



**Luz Hernández**  
@haciendarealrecinto  
March 27<sup>th</sup>



**Isabel Contreras**  
@brauteventosags  
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**Lisa Álvarez**  
@eye4destinationweddings  
March 29<sup>th</sup>



**Aurora Almanza**  
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**Bethany Thompson**  
@platinumtravel\_nh  
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**Henry Jiménez**  
@henryjimenezphoto  
March 31<sup>st</sup>



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