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WEDDINGS & EVENTS



IADWP arrives in Guatemala,
led by Diana Sciarrillo



Index

Editor's Note 03
Adrián Pavía

The Jungles as an Altar: 04
Experiences That Transform
Wedding Destinations

Timeless vs. Trendy: 13
The Pros and Cons of
Following Wedding Tendencies

The dress is not just the 18
beginning of the wedding
It is the beginning
of a new version of you

Destinology, Trends 24
scapes & The Future Of Destination
Weddings
How Heaven Sent Wedding
Consultants & Travel Agency
Is Helping Shape the Next Generation
of Global Celebrations

When Cameras Collide: 29
Protecting the Wedding Story
Behind the Lens

A Place Amongst Views and 32
Peace I Always Return To
Two retreats in Santa Catarina
Palopó that remind me why
I fell in love with Guatemala

From the First 39
Look to the Altar:
A Story of Pride, Love,
and Goodbyes

Santa Marta: 44
The Pearl of
the Caribbean
"501 Years of Having It All"

Which destinations 49
are rising and which
are declining?

¿Is Attending a 54
Wedding Congress
Really Worth It?
Antigua Guatemala 2026
Has the Answer



Editor's Note

July 2026 | By Adrián Pavía

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

The romance industry is experiencing one of the most fascinating transformations of the past few decades. Today's couples are no longer simply planning a wedding; they are seeking to create an experience that reflects who they truly are—one that tells their story with authenticity and purpose. Luxury itself is being redefined. It is no longer measured by the number of guests or the scale of the celebration, but by the quality of the emotions shared and the uniqueness of each moment. In this changing landscape, micro weddings are emerging as one of the strongest movements shaping the future of our industry. They are not here to replace grand celebrations, but to broaden the possibilities of how love can be celebrated. More intimate gatherings, deeply emotional experiences where gastronomy, destination, design, and meaningful connections take center stage. We are witnessing a true evolution in the wedding industry, and as professionals, our greatest challenge is to understand these changes before anyone else. Those who can anticipate the new desires of modern couples will undoubtedly become tomorrow's leaders.

And speaking of the future, one of the most anticipated moments of the year has finally arrived. Antigua Guatemala will once again become the meeting point for the global

romance industry as it hosts the IADWP LATAM Congress. For several unforgettable days, we will reunite, learn, exchange ideas, strengthen friendships, and continue building a community that grows stronger with every edition. This year, however, brings something even more special: the Second Edition of the ÉPICA Awards. It is impossible not to imagine the excitement of the red carpet, the flashes of photographers, the heartfelt embraces, and the inspiring stories behind every nomination. These awards celebrate far more than talent; they recognize passion, perseverance, creativity, and the commitment of those who dedicate their lives to elevating our industry. I have no doubt that this glamorous evening will become another unforgettable milestone in the history of ÉPICA and a celebration worthy of the extraordinary professionals who inspire us every day.

I would also like to express my deepest gratitude to every reader who continues to support this editorial project issue after issue. Today, ÉPICA has become an international community that continues to grow, inspiring professionals across the world through stories, ideas, education, and innovation. From the very beginning, our mission has been to create a platform where talent could be discovered, shared, and celebrated. That is why I encourage each of you to become an active part of this publication. Share your editorials, your weddings, your creative projects, your experiences, and your unique perspective. ÉPICA does not belong to an editor—it belongs to an entire community that believes knowledge grows stronger when it is shared. If this magazine can become the window through which the world discovers your work, then we will have fulfilled the very purpose for which it was created.

We are living in an era of constant transformation. Trends evolve, markets shift, destinations emerge, and the expectations of new generations continue to redefine the wedding experience. Yet one thing remains unchanged: the power of passionate people. Never stop learning. Never stop innovating. Never stop believing that there is always a better version of yourself waiting to be discovered. Our industry needs professionals who are curious, generous, courageous, and willing to embrace change. Let us continue building a global community that inspires, educates, and raises the standards of the romance industry. Because when talent finds a community that believes in it, supports it, and helps it grow, there are no limits to what we can achieve together.



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The Jungle as an Altar:

Experiences That Transform
Wedding Destinations



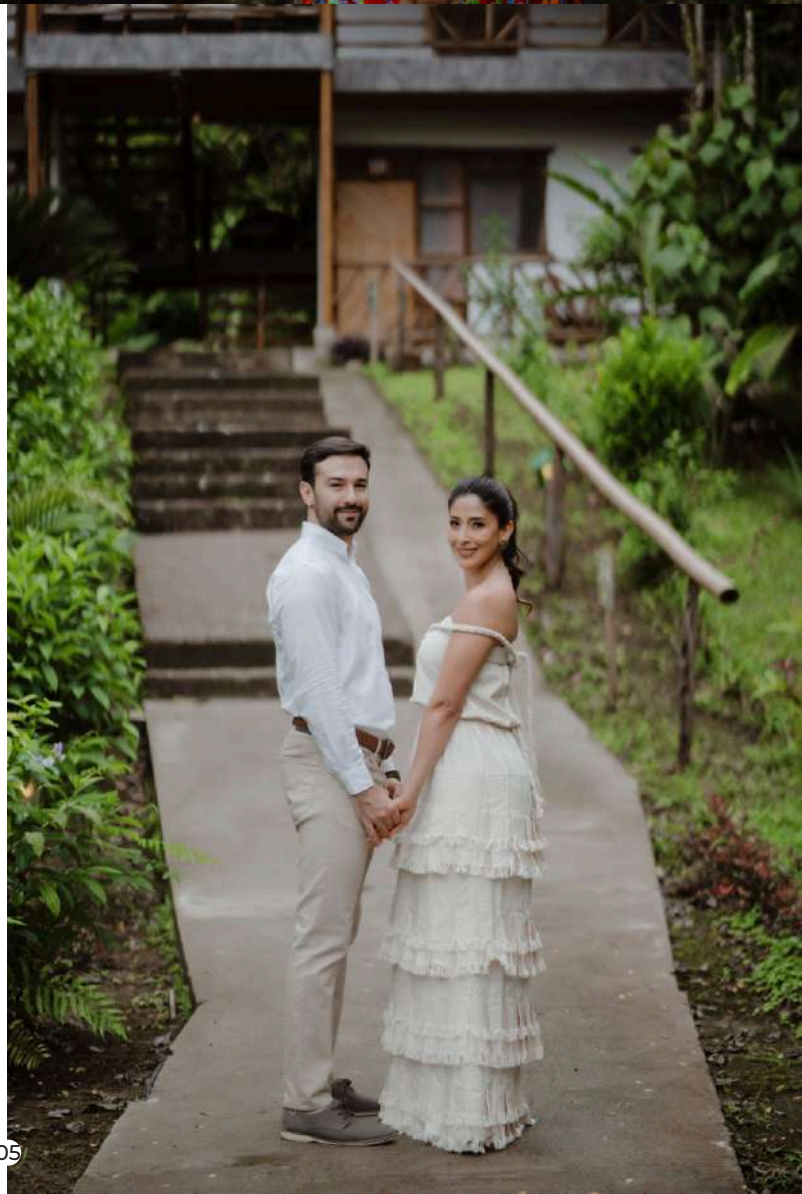


There are places that we don't simply visit, we feel. Places that transform the way we understand love, celebration, and human connection. As a Destination Wedding Planner, I've had the privilege of being with couples through deeply meaningful moments, but very few experiences have left such a lasting impression on me as those we recently shared in the heart of the Ecuadorian Amazon, at Suchipakari.

Ecuador holds a privilege we often overlook: we are a country of four worlds. The Coast, Highlands, Amazon, and Galapagos Islands that coexist within a small yet immensely diverse territory. This richness makes Ecuador an extraordinary destination for celebrating love in authentic and unforgettable ways.

My professional mission has always been to demonstrate that wedding destination in Ecuador can go far beyond traditional settings. Our country has the ability to surprise, inspire, and connect couples with experiences that transcend the simple act of celebrating a wedding. Suchipakari was a perfect example of this.

Located in Napo Province, near Puerto Misahuallí, Suchipakari Jungle Lodge is approximately five hours by road from Quito. The journey itself becomes part of the





experience: leaving the Andean highlands behind and gradually entering the lush greenery of the Amazon rainforest. On this occasion, we traveled alongside the couples, our production team, and specialized vendors by a tourist transportation service, transforming the journey into the beginning of a shared adventure.



What we found as soon as we arrived was more than just a location. We discovered living culture, genuine hospitality, ancestral gastronomy, and a natural environment capable of reminding us how small and lucky we truly are.

Our first experience featured Ethan, an Australia who is deeply in love, and Sari, an proudly Ecuadorian who is connected to her roots. Ethan had decided he wanted to surprise her with an unforgettable proposal. We selected one of the lodge's scenic viewpoints to create an intimate setting surrounded by endless greenery.

There were no huge structures or excessive embellishments. Only the vastness of the jungle, carefully selected with flowers, heartfelt details and a landscape



impossible to replicate anywhere else in the world. Being there, Ethan asked Sari to spend the rest of their lives together, with the Amazon as their witness.

After the tears, hugs and emotions, we moved on to the second experience: a symbolic ceremony guided by the community's shaman.

It was in that moment, we realized we were experiencing something truly extraordinary.

Through this encounter, we learned about the Kasarana, or Sawarina, an ancestral tradition related to the commitment of a couple within the Amazonian worldview. Beyond the ritual itself, it provided an opportunity to understand the deep meaning, marriage holds within these communities.

Ethan and Sari ceased to be just observers and became part of the experience. She wore traditional attire: a colorful skirt, an embroidered blouse, a sigra as a symbol of identity, and a pink printed fabric veil. Her face was adorned with designs created using natural pigments that represent protection, beauty, and belonging.



He wore a light blue suit, a feather crown, and necklaces crafted from local seeds. Every element carries its own meaning, representing the bond between the individual, the community, and nature.

The shaman, one of the most respected figures within the community, officiated the ceremony wearing traditional attire. He carried his ceremonial spear, wore a feathered crown, and spoke in his native language. Listening to him was a reminder that love can also be expressed through other forms of wisdom.



Nature became the perfect altar. The sounds of birds, the wind moving through the leaves, and the mesmerizing presence of ancient trees join us every moment, reminding us that love is also respect, balance, and gratitude.

Our third experience featured Eli and Santi, who chose to celebrate two years together by symbolically renewing their marriage.

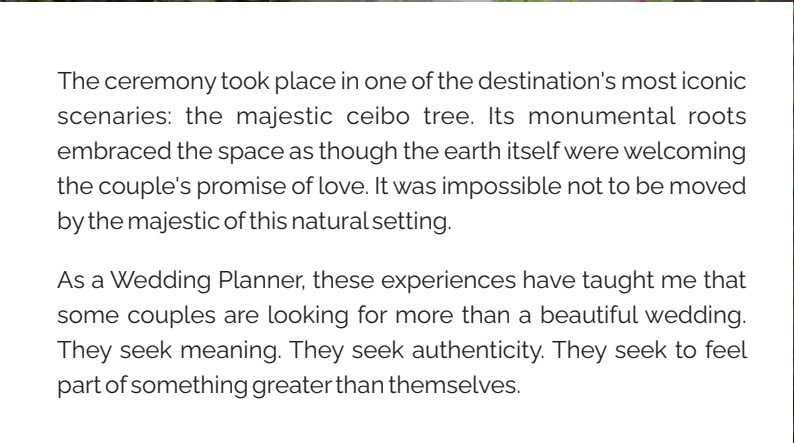
This time, they embraced a more traditional Western-inspired aesthetic. Eli wore a long white gown, while Santi chose a beige suit that reflected elegance and simplicity. Yet the essence remained unchanged: connection..





The Amazonian experience was also built through the senses.

As soon as we arrived, we welcomed our guests with a cup of guayusa, an ancestral beverage widely consumed by Amazonian communities. Refreshing and energizing, it is part of everyday life and symbolizes hospitality and well-being. Actually, we were told of the popular belief that it helps prevent mosquito bites, although we surely used insect repellent for additional protection.



The ceremony took place in one of the destination's most iconic scenarios: the majestic ceibo tree. Its monumental roots embraced the space as though the earth itself were welcoming the couple's promise of love. It was impossible not to be moved by the majestic of this natural setting.

As a Wedding Planner, these experiences have taught me that some couples are looking for more than a beautiful wedding. They seek meaning. They seek authenticity. They seek to feel part of something greater than themselves.



The cuisine became another unforgettable highlight. Native ingredients from the region were transformed into memorable dining experiences capable of delighting any palate. Celebrating love also means honoring the flavors that tell the story of a place.

The decoration was designed with deep respect for the surrounding environment. We incorporated tropical fruits and exotic regional flowers to create vibrant centerpieces. White linens were paired with handwoven fabrics crafted by community members, resulting in a design that was elegant, authentic, and deeply connected to the destination.



Like every wedding destination, the celebration began long before the vows.

We explored Amazonian trails, enjoyed relaxing massages, shared stories told by local residents, and listened to legends passed down through generations. Some guests even decided to prepare for participation in ayahuasca ceremonies, a traditional Amazonian brew made from the Banisteriopsiscaapi vine and Psychotriavidiridis leaves, historically used for spiritual, introspective, and healing purposes under the guidance of experienced specialists.



The experiences continued long after the celebrations ended: river activities, nighttime excursions, and moments of contemplation transformed a single event into a collection of unforgettable memories.

None of this would have been possible without a committed team that understood the importance of caring for every detail. We were joined by photographer Juan Gabriel Narváez; videographers Santiago Aguayo and Andrea Reyes; makeup artists and stylists Gisse Mazza and Magy Sánchez, who enhanced the natural beauty of the brides and guests; and designer Danna Mendoza, whose dresses brought elegance to the pre-wedding connection activities.

Today, I can say with complete conviction that Ecuador has everything to establish itself as a leading destination for innovative and emerging destination wedding.

We have volcanoes, beaches, unique islands, and majestic mountains. But we also have a living, generous, and profoundly human Amazon that offers experiences that are able of transforming the way we understand love.

Suchipakari was not merely a location. It was a teacher.



It taught us that true luxury lies in authenticity, that nature can become the most extraordinary altar, and that weddings have the power to build bridges between cultures.

As a Destination Wedding Planner, I will continue showing to the world, a diverse, courageous, and a full of possibilities as Ecuador. Because when a couple chooses to marry here, they do not simply celebrate a wedding.

They will live a story, they will tell forever.

"Because Ecuador is not only a destination to celebrate love; it is a place where love becomes an experience, the experience becomes a memory, and the memory becomes a story that will be told forever."

Lissner Ortiz

Destination Wedding Planner
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Photographic Credits:
Juan Gabriel Narváez - Wedding Photographer



Timeless vs. Trendy:

The Pros and Cons of
Following Wedding Tendencies



The real question is: **How much of your wedding should belong to today, and how much should belong to forever?**

The Beauty of Trends

Let's begin by giving trends the credit they deserve.

Without trends, our industry would become stagnant. Weddings would look identical year after year. Creativity would disappear.

Trends often emerge because they respond to a cultural shift.

The rise of intimate seating arrangements reflected couples wanting more connection with their guests.

The move toward immersive experiences reflected a desire for emotional engagement rather than formal protocol.

The popularity of wedding branding emerged because couples wanted celebrations that felt deeply personal rather than generic.

Trends introduce fresh perspectives and encourage couples to think differently about their celebrations.

They can make a wedding feel current, exciting, and relevant.

They often become the catalyst for innovation.

An honest look at what endures, what evolves, and how to find the perfect balance.

Every year, the wedding industry eagerly awaits the arrival of new trends. New colors, new floral styles, new entertainment concepts, new ways to present food, new aesthetics for photography, new fonts, new tablescapes.

As planners, designers, and creatives, we thrive on innovation.

Trends inspire us. They challenge us. They push our industry forward.

But after nearly two decades planning destination weddings, I have come to believe something important:

Not everything that is fashionable becomes memorable. And not everything timeless has to be traditional.

The question is not whether trends are good or bad.





The Downside of Trends

The problem begins when couples choose a trend simply because everyone else is doing it.

A wedding should tell the story of two people.

Instead, many celebrations begin to tell the story of Instagram.

When trends are followed without intention, weddings can quickly lose their individuality.

The same color palettes.

The same ceremony layouts.

The same photo poses.

The same welcome gifts.

The same entertainment concepts.

The result is often beautiful—but not necessarily memorable.

And perhaps the greatest risk of all is that trends age.

What feels incredibly modern today may look dated in five years.

The wedding itself remains extraordinary.

The styling may not.

The Strength of Timeless Design

Timelessness is often misunderstood.

People associate timeless with safe.

Classic.

Predictable.

But true timelessness is none of those things.

Timeless design is not about recreating the past.
It is about creating something that transcends a specific moment.

It focuses on proportion rather than excess.
Quality rather than quantity.
Emotion rather than spectacle.

A timeless wedding does not rely on trends to remain beautiful.

It relies on thoughtful decisions.
The right venue.
The right lighting.
The right guest experience.
The right flow of events.
The right balance between elegance and authenticity.

These elements never go out of style.



The Downside of Being Too Timeless

Ironically, timelessness also has its risks.

When interpreted too conservatively, it can become overly cautious.

Some weddings become so focused on being "classic" that they lose their personality.

A wedding should not feel like a museum.

It should feel alive.

It should reflect the couple's generation, culture, interests, and way of seeing the world.

Rejecting every trend simply because it is new can be just as limiting as embracing every trend simply because it is popular.

The Sweet Spot: Timeless Foundations with Contemporary Accents

This is where I believe the magic happens.

The most successful weddings are rarely entirely trendy or entirely timeless.

They are a thoughtful combination of both.





My Perspective for 2026

As we move through 2026, I see couples becoming more discerning than ever.

They are less interested in impressing strangers and more interested in creating meaningful memories.

Less focused on what is trending online and more focused on what feels true to them.

Build the wedding on timeless foundations:

- Exceptional hospitality
- Elegant design principles
- Meaningful experiences
- Quality materials
- Emotional authenticity

Then allow carefully selected trends to add freshness and personality.

Perhaps it is an unexpected color palette.
Perhaps it is an immersive dining experience.
Perhaps it is a unique entertainment concept.
Perhaps it is a modern interpretation of a cultural tradition.

The trend becomes an accent, not the entire identity.

And that makes all the difference.



The most beautiful weddings of the future will not be defined by a particular flower, color, or design style.

They will be defined by intention.

Because trends will continue to evolve.
They always do.

But genuine elegance—the kind that comes from authenticity, thoughtful design, and heartfelt hospitality—never goes out of fashion.

And perhaps that is the greatest luxury of all.

Diana Sciarrillo

NationalChapter Guatemala
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The dress is not just the beginning of the wedding

It is the beginning
of a new version of you





There is a moment in almost every bridal appointment when something shifts.

It doesn't happen when they find the perfect dress. It happens seconds earlier, when they look at themselves in the mirror and begin to recognize themselves within a new chapter of their lives.

After years working with Angels Dresses and accompanying hundreds of Salvadoran brides in their search for the perfect gown, I have learned that this decision is never just about fashion. Behind every fitting lie emotions, expectations, family dreams, and also a quiet question many women ask themselves: How do I want to feel on my wedding day?

As a wedding planner, I usually experience weddings from a holistic perspective. I think about the guest experience, the atmosphere, the venue, the décor, and every detail that shapes a celebration. However, working within Angels Dresses revealed something that transformed the way I understand brides: for many of them, the wedding truly begins when they find their dress.



Until that moment, everything is an idea.

After that moment, everything begins to take shape.

It is fascinating how a single decision can influence so many others. The dress defines the energy of the celebration, inspires design details, shapes the image the bride will project, and often brings a sense of clarity that allows her to enjoy the rest of the planning journey.

We see it constantly. Before finding the dress, there are doubts, saved references, family opinions, and a long list of possibilities. After finding it, a certainty emerges that completely transforms the experience.

In El Salvador, we have also seen the modern bride evolve. She continues to value tradition, but at the same time seeks a more authentic and personalized experience.







Today's Salvadoran bride wants to feel elegant, but also comfortable. She wants to honor family traditions without giving up her personality. She wants to look stunning, but above all, she wants to recognize herself when she looks in the mirror.

And this has transformed the way we experience bridal fashion.

At Angels Dresses, we have had the privilege of accompanying this evolution. Through new collections, runway shows, and design proposals, we aim to offer options for different bridal styles—from those who dream of a classic, timeless aesthetic to those who want to incorporate more modern and bold elements.

Because there is no single way to be a bride.

Some find their story in a traditional veil. Others in detachable sleeves, capes, minimalist silhouettes, or unexpected details. What matters is not following a trend. What matters is that every element reflects who she is and how she wants to experience one of the most important days of her life.



That is why we believe the bridal experience is just as important as the dress itself.

Every appointment is an opportunity to listen, understand, and accompany. It is not simply about choosing a silhouette or a fabric. It is about helping a bride visualize herself within the story she is about to begin.

Perhaps that is why some of the most meaningful moments happen in front of a mirror. Not because a bride finds a dress, but because she finds confidence. Because she stops imagining what that day will be like and begins to see it as possible.

And that is where the true magic lies.

Long before the flowers, the music, and the walk down the aisle, there is a deeply personal moment in which a woman recognizes herself within her new chapter.

That moment does not only mark the beginning of a wedding.

It marks the beginning of a new version of herself.

Marianna Aguirre Echeverria

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Destinology, Trendscapes & The Future Of Destination Weddings

How Heaven Sent Wedding
Consultants & Travel Agency
Is Helping Shape the Next Generation
of Global Celebrations

Celebrating 25 Years of Creating Experiences Without Borders

Twenty-five years ago, destination weddings were considered a niche segment of the wedding industry. Couples seeking to marry abroad were often viewed as adventurous pioneers willing to navigate unfamiliar territories, international logistics, and cultural nuances largely on their own.

Today, destination weddings have evolved into one of the most influential sectors of the global wedding industry.

Couples are no longer simply selecting a beautiful location to exchange vows. They are intentionally curating immersive experiences that reflect their personalities, values, cultures, and dreams.

As Heaven Sent Wedding Consultants & Travel Agency celebrates its 25th anniversary, I find myself reflecting on how dramatically our industry has transformed—and where it is headed next.

The future belongs to professionals who understand two emerging concepts that are reshaping the industry: Destinology and Trendscape.

These concepts are no longer optional considerations for destination wedding professionals. They are becoming the foundation upon which successful destination wedding businesses are built.

Understanding Destinology

Destinology is the strategic science of matching a couple's vision, lifestyle, guest experience, and personal story with the ideal destination.

It goes far beyond selecting a resort or identifying a beautiful beach.

Destinology asks deeper questions:

- Why does this destination matter?
- What emotional connection does it create?
- How does it align with the couple's identity?

·What experience will guests remember years later?

·How does the destination itself become part of the wedding story?

Today's couples are more educated, more experienced travelers, and more intentional than ever before.

They are searching for meaningful experiences rather than simply beautiful venues.

A luxury couple may initially inquire about Jamaica but discover that the vineyards of Tuscany better reflect their vision.

A couple considering Mexico may ultimately find their perfect fit among the iconic whitewashed villages of Santorini. Another may choose Antigua because of its intimate atmosphere and exclusivity.

At Heaven Sent Wedding Consultants & Travel Agency, we view ourselves not simply as wedding planners but as destination strategists.

Our role is to help couples identify the destination that best tells their story.



The Rise of Trendscape

If Destinology focuses on where couples marry, Trendscape focus on why and how they choose to celebrate.

A Trendscape is the evolving landscape of cultural, social, economic, and experiential influences shaping wedding decisions.

The destination wedding industry is experiencing rapid change, driven by shifting priorities among modern couples.

Several Trendsapes are currently influencing destination weddings around the world.

Experience-Driven Celebrations

Couples today prioritize experiences over possessions.

Many are investing more heavily in memories and guest experiences than traditional wedding formalities.

Rather than focusing solely on the wedding ceremony itself, couples are creating destination wedding weekends that include:

- Welcome parties
- Catamaran cruises
- Cultural excursions
- Culinary experiences
- Adventure activities
- Group tours
- Farewell brunches

The wedding becomes one chapter in a larger experience.

As destination planners, we must design entire journeys rather than individual events.

Intimate Luxury

The luxury market has shifted significantly. Today's affluent couples are increasingly choosing quality over quantity.

Instead of hosting 300 guests, many are choosing 50 to 100 carefully selected family members and friends while investing more deeply in:

- Elevated guest experiences
- Luxury accommodations
- Exceptional cuisine
- Bespoke décor
- Personalized gifting
- Concierge-level hospitality

The wedding becomes one chapter in a larger experience. As destination planners, we must design entire journeys rather than individual events.



Multi-Generational Travel

Destination weddings have become family reunions, milestone celebrations, and legacy experiences all rolled into one.

Guests often span multiple generations, from grandparents to young children. This shift requires planners to think beyond wedding logistics.

We must understand:

- Accessibility requirements
- Transportation logistics
- Resort suitability
- Excursion planning
- Guest communication
- Group travel management

As both destination wedding planners and international travel advisors, Heaven Sent Wedding Consultants & Travel Agency has embraced this evolution by integrating wedding planning and travel planning into one seamless service experience.

Cultural Authenticity

Today's couples want meaningful connections to their chosen destinations.

They are seeking authenticity rather than imitation.

Whether through:

- **Jamaican steel drum performances**
- **Mexican mariachi musicians**
- **Greek culinary traditions**
- **Italian vineyard experiences**
- **Dominican cultural celebrations**

Couples want the destination itself to become part of the wedding narrative.

This demand for authenticity creates extraordinary opportunities for planners who understand local culture and maintain strong relationships with destination partners.

How Heaven Sent Is Leading Through Innovation

For 25 years, Heaven Sent Wedding Consultants & Travel Agency has continuously evolved alongside the industry.

What began as a traditional wedding planning company has transformed into a global destination wedding, event planning, honeymoon, and luxury travel organization.

Today, our clients benefit from a unique combination of expertise rarely found within a single company.

We serve as:

- **Wedding planners**
- **Destination wedding specialists**
- **International travel advisors**
- **Event designers**
- **Group travel coordinators**
- **Hospitality strategists**

This integrated approach allows us to remove complexity from the planning process while providing a highly personalized experience.



Global Education & Industry Leadership

One of the most important investments we have made over the last 25 years is education.

As Delaware Chapter Leader for the International Association of Destination Wedding Professionals (IADWP), I have had the privilege of learning from and collaborating with some of the most respected professionals in the world.

In addition, Heaven Sent maintains destination expertise and certifications with multiple tourism organizations and destination partners, including:

- Jamaica
- Mexico
- Dominican Republic
- Costa Rica
- Antigua
- Bahamas
- Barbados
- Italy
- Greece

•Emerging luxury destinations worldwide

Our commitment to continuous education allows us to remain ahead of industry trends while offering our clients informed guidance and unparalleled destination knowledge.

The Future of Destination Weddings

The next decade will redefine what it means to be a destination wedding professional.

Technology, personalization, artificial intelligence, sustainability, experiential travel, and global connectivity will continue transforming the industry.

Yet despite all of these changes, one principle remains constant:

People crave meaningful experiences.

They crave connection.

They crave celebration.

And they crave unforgettable memories.

Destination weddings sit at the intersection of all three.

The planners who will thrive in the future are those who understand not only logistics but also human emotion, storytelling, travel psychology, cultural immersion, and guest experience design.

That is the essence of Destinology.

That is the power of Trendsapes.

And that is the future Heaven Sent Wedding Consultants & Travel Agency is proud to help shape.

About the Author

Christina Maddox is the Founder and CEO of Heaven Sent Wedding Consultants & Travel Agency, celebrating 25 years of excellence in wedding planning, destination weddings, luxury travel, honeymoons, and global event management.

She serves as the Delaware Chapter Leader for the International Association of Destination Wedding Professionals (IADWP) and is recognized internationally for her expertise in creating extraordinary destination wedding and travel experiences throughout the Caribbean, Europe, Mexico, and beyond.

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"Creativity & Service Is Truly Heaven-Sent."



When Cameras Collide:

Protecting the Wedding Story
Behind the Lens



If you're planning a wedding, you already know that every moment matters. But have you ever considered what happens when too many cameras compete for the same shot? Even with the best intentions, it can lead to missed moments and images that the couple will never get back.

Picture the couple's first kiss as newlyweds. The music swells, emotions are at their peak, and suddenly a guest steps into the aisle with a phone while a content creator moves directly in front of the videographer. What should have been a timeless image becomes a frame filled with screens, backs, and distractions.

The solution begins long before the wedding day and involves one key person: the planner.

Like the conductor of an orchestra, the planner coordinates every audiovisual team, ensuring everyone works together seamlessly. After all, photographers, videographers, and content creators all want to showcase their work and create beautiful content for their brands. However, we must never forget who we are there to serve: the couple.

A great photographer and videographer operate as a team. While one captures the perfect image, the other crafts the visual story. Without coordination, delays, interruptions, and missed opportunities become inevitable. This is why recommending professionals who have successfully worked together before can make a significant difference.





Planners who initiate these conversations early create an environment of respect, organization, and collaboration. A pre-wedding meeting between photographers, videographers, and content creators helps establish positions, responsibilities, and priorities. This allows everyone to create freely without compromising someone else's work.

No vendor should feel invisible, but no vendor should become the main character either. The wedding day belongs to the couple.

The key is understanding that there is space for everyone when communication exists. Couples can immediately sense when their vendors work together harmoniously. Interestingly, when we stop competing for attention, everyone ends up delivering stronger results.

Based on my experience throughout my career and conversations with our team at Jars Filmmakers, here are a few recommendations for planners:

Introduce all audiovisual teams several weeks before the wedding
Establish coverage priorities in advance
Designate specific moments for vendor content creation

For photographers, videographers, and content creators:

Arrive with a collaborative mindset, not a competitive one
Share creative references and expectations before the event
Respect each other's framing and key moments



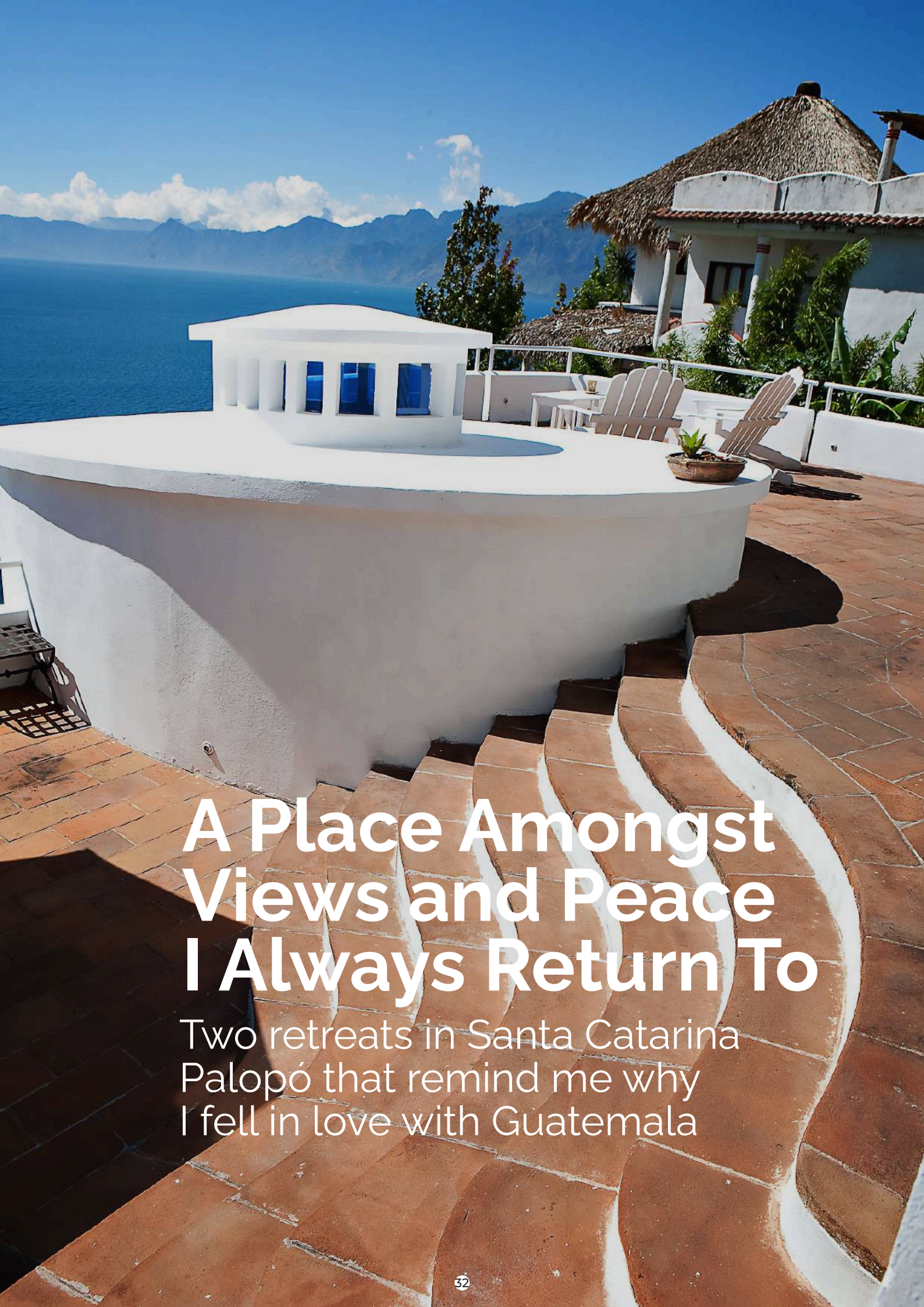
.Know when to direct and when to simply observe
.Always prioritize the couple's story above all else

Because the best weddings are not the ones with the most cameras pointed at the altar. They are the ones where every professional understands they are part of something bigger: creating an unforgettable experience for the couple and preserving memories they will cherish for a lifetime.

This article was brought to you by Jars Filmmakers, where storytelling, collaboration, and meaningful moments remain at the heart of everything we create.

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A Place Amongst Views and Peace I Always Return To

Two retreats in Santa Catarina
Palopó that remind me why
I fell in love with Guatemala



Whenever colleagues, clients, or friends visit Guatemala, I inevitably get asked the same question:

"If you had two or three free days, where would you go?"

My answer is almost always the same.

Over the years, I have been fortunate enough to explore much of Guatemala. I have discovered extraordinary hotels, hidden corners, and landscapes that seem to belong in a painting. Yet whenever I need to disconnect completely, take a deep breath, and remember why I fell in love with this country in the first place, I always find myself returning to the same place: Santa Catarina Palopó.

Perhaps it is the vastness of the lake. Perhaps it is the volcanoes standing watch over the water in silent grandeur. Or perhaps it is that feeling that is so difficult to explain, the one that appears when you find a place where time seems to move a little more slowly.

As the LAT Wedding Congress Antigua Guatemala 2026 approaches, many visitors will have the opportunity to discover some of the wonders our country has to offer. In addition to the congress itself, a series of post-congress experiences have been designed to showcase Guatemala City, Lake Atitlán, and the breathtaking region of Petén, three destinations that reveal very different sides of Guatemala and help visitors understand the richness of this remarkable country.





landscape, and Maya traditions continue to thrive from one generation to the next.

Every visit reminds me that true luxury is not always about exclusivity or sophistication. Sometimes luxury is simply having the space to think, to rest, and to sit quietly in front of a view that seems endless.

It was during one of those escapes that I discovered La Casa Colibrí.

La Casa Colibrí

I remember arriving at La Casa Colibrí perfectly.

I walked into the house, set my things down, and for several minutes simply looked.

Lake Atitlán stretched before me through floor-to-ceiling windows that seemed to disappear entirely. From where I was sitting, I could take in the immense lake, the volcanoes rising in the distance, and the ever-changing light that makes the landscape look different every hour of the day.

I did not reach for my phone.

I did not tour the property.

Yet Guatemala always keeps more treasures than any itinerary can possibly include.

That is why I wanted to share two special discoveries I recently found in Santa Catarina Palopó. Two very different properties, connected by something I value deeply: their ability to make you slow down, breathe, and simply take it all in.

Because sometimes the most memorable moments of a journey are not born from a perfectly planned schedule. They come from the places we discover along the way, the ones that stay with us long after we have returned home.

Santa Catarina Palopó rests on the mountainsides overlooking Lake Atitlán, often considered one of the most beautiful lakes in the world. From its streets, the volcanoes San Pedro, Tolimán, and Atitlán rise dramatically across the horizon while the lake shifts in color throughout the day beneath ever-changing light. What I love most about this village is that it has preserved its essence. Unlike many destinations transformed by tourism, culture here remains part of everyday life. Women still proudly wear their traditional handwoven huipiles, vibrant colors are woven naturally into the





I did not ask a single question.
I simply marveled at my surroundings

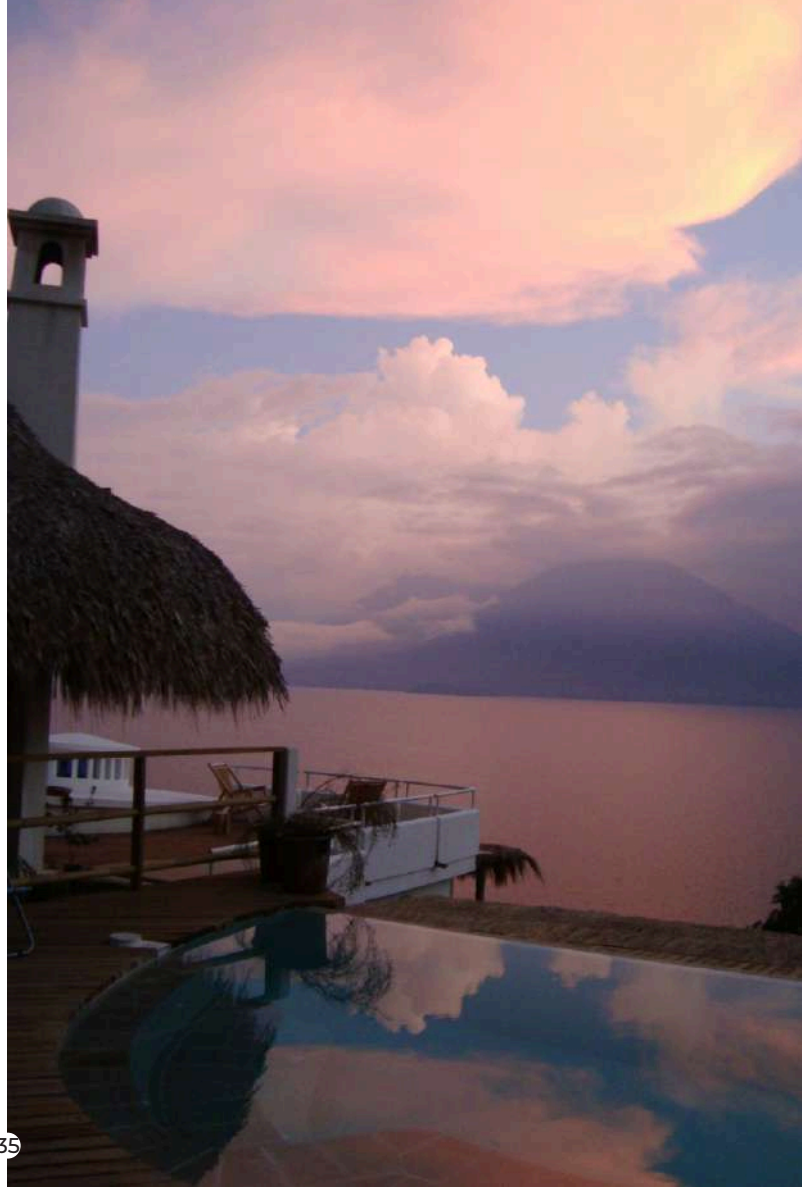
Perhaps that is why this place has remained so vivid in my memory.

We live surrounded by noise. Meetings, emails, calls, flights, commitments, and endless to-do lists. Without realizing it, we forget what it feels like to stop completely. La Casa Colibri has that rare ability to make you do exactly that.

Every space seems intentionally designed to draw your attention outward. Toward the lake. Toward the volcanoes. Toward the extraordinary natural beauty surrounding the property. Even the service offered by the concierge team aligns with the calmness, the peace and the tranquile atmosphere the house has to offer.

Among all the spaces I explored during my stay, one stood out in particular: the temascal.

Long before wellness retreats became fashionable, Indigenous communities throughout Mesoamerica used the temascal as a place of physical, emotional, and spiritual purification. La Casa Colibri honors this ancestral tradition and incorporates it naturally into the guest experience. Once I understood its significance, I realized it was far more than an amenity. It was an opportunity to connect with a practice that has been part of this region's heritage for centuries.





The infinity pool appears to merge seamlessly with the waters of the lake below. Hammocks invite hours of quiet contemplation. Even the soaking tubs, positioned to capture the panoramic views, transform simple moments into memorable experiences.

What I admired most about La Casa Colibrí is that it never tries to compete with the landscape.

It understands that the true star is already there.

And what a star it is.

Casa Tzampoc

While La Casa Colibrí invited me to pause and reflect, Casa Tzampoc reminded me of something I have always admired deeply about Guatemala: our ability to transform culture into beauty.

From the moment I stepped inside, I felt I was in a home that belonged to this place, not in a property that could exist anywhere in the world.

That is something I value immensely.

At a time when so many spaces seem designed to look alike, Casa Tzampoc embraces its identity. The textiles, handcrafted pieces, locally made ceramics, carefully selected furnishings, and artisan details tell the story of Guatemala without needing to say a word.

Nothing feels forced.

Nothing feels staged.

Everything feels intentional.

Large mahogany doors and expansive windows once again place Lake Atitlán center stage, allowing the landscape to accompany every moment of the day. During my visit, I found myself watching how the changing light transformed the atmosphere of the house from morning until evening.

There is something deeply welcoming about Casa Tzampoc. Perhaps it is the warmth of its materials, the presence of local craftsmanship, or the way every space invites you to stay a little longer.



The outdoor terrace quickly became one of my favorite spots. The combination of the outdoor fireplace, sweeping lake views, and the quiet of the surrounding mountains creates the perfect setting for long conversations, a glass of wine at sunset, or simply enjoying the increasingly rare luxury of having nowhere to rush to.

The master suite occupies the entire second floor and enjoys privileged views of the lake and volcanoes. Yet beyond its accommodations and comforts, what truly distinguishes Casa Tzampoc is its ability to connect guests with both the landscape and the cultural richness that defines this region of Guatemala.





As with many of the finest places around Atitlán, the experience can be shaped around each visitor's interests. Some may wish to explore the villages that surround the lake. Others may choose to discover its waters aboard a private boat. Some may seek culinary experiences or wellness treatments. Others, I suspect, will end up doing exactly what I did for much of my stay: sitting in front of one of Central America's most extraordinary views and letting the landscape do the rest.

One Final Recommendation

One of the greatest challenges for those of us who love Guatemala is that there is never enough time to show all of it.

That is why I am delighted that the LAT Wedding Congress Antigua Guatemala 2026 has included post-congress experiences that will allow attendees to discover Guatemala City, Lake Atitlán, and the magnificent region of Petén. Each destination reveals a different side of the country and helps explain why



Guatemala continues to surprise even the most seasoned travelers.

But if there is one thing I have learned after many years of welcoming international visitors, it is that the best discoveries often happen when we leave room for curiosity.

Santa Catarina Palopó has been one of my personal retreats for years. A place I return to whenever I need inspiration, silence, or simply a reminder of how fortunate we are to call this country home.

And within this corner of Lake Atitlán, I found two properties that I am delighted to share with you.

Not because they are luxurious, although they are.

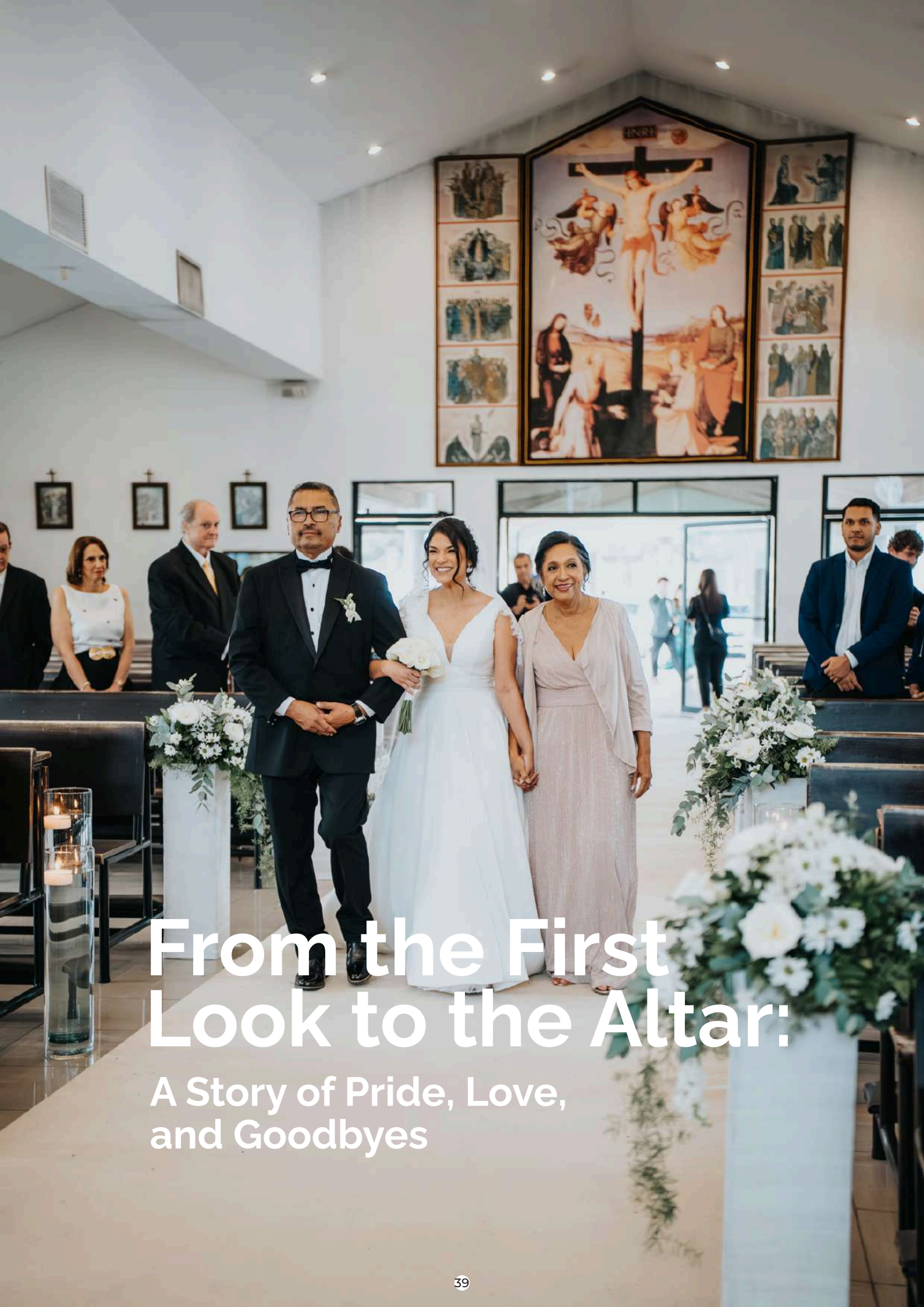
Not because they offer extraordinary views, although they certainly do.

I recommend them because they achieve something far more difficult: they help us slow down, breathe deeply, and reconnect with the beauty around us.

And in a world that constantly encourages us to move faster, that may be the greatest luxury of all.



Diana Sciarrillo
National Chapter Guatemala
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From the First Look to the Altar:

A Story of Pride, Love,
and Goodbyes



While the couple prepares to say "I do," parents experience one of the most emotional transitions of their lives: watching their children embark on a new chapter while remaining, at heart, the little ones they once held by the hand.

Every June, many countries across Latin America celebrate Father's Day. While we often associate this date with family memories, conversations, and expressions of gratitude, it also invites reflection on some of the most meaningful moments a father can experience—such as escorting his son or daughter on their wedding day.

Throughout life, there are moments that mark a clear before and after. The first day of school, a graduation, a milestone birthday, or the day they met the person who would change their story forever. Yet, there is something uniquely special about a wedding. Not because it represents a goodbye, but because it symbolizes the beginning of a new chapter for the entire family.

As a wedding planner, I have had the privilege of witnessing some of the most moving moments that take place far from the ceremony, the floral arrangements, and the celebration itself. These are quiet, fleeting instants that rarely appear on the official timeline, yet they end up becoming indelible memories.





One of them is the Father-Daughter First Look.

A father walks into a room and sees his daughter dressed in white. Perhaps the first time he ever imagined her this way was when she was a little girl, playing in front of a mirror in a dress entirely too big, dreaming of stories that seemed a lifetime away. And suddenly, years later, that very image stands before him.

But this time, he is not looking at a little girl; he is looking at the woman she has become.

Amid the nerves, the photography, and the final touch-ups, there is a single moment where everything stands still. Sometimes there are tears, sometimes laughter, and often just a glance that speaks louder than any speech. It

is a moment that deserves space, time, and true intention within the wedding day.

And while we often talk at length about the father of the bride, we rarely consider what the father of the groom experiences.

While a First Look is happening in one room, in another, a father is helping his son put on his suit jacket, adjusting his tie, or simply watching in silence as the boy he once taught to ride a bicycle prepares to become a husband.

There is no walk down the aisle for him, nor a traditional custom that places him at the center of the frame. Nevertheless, he too is undergoing a transformation.





Because weddings do not just change the couple; they also transform the parents—those who were there for the first steps, the falls, the triumphs, and every single stage that shaped the person who is now ready to build a new family.

Perhaps that is why I believe that, as industry professionals, we have a responsibility to honor these moments. Beyond logistics and timelines, we must create the space for those conversations, those embraces, and those photographs that will, over time, become family treasures.

The walk to the altar does not begin when the doors open or when the music starts playing. It begins much earlier, in all the years shared between fathers and their children.

And when that moment finally arrives—when the bride takes her father's arm or the groom exchanges one last glance with his father before the processional—we are not just witnessing a tradition.

We are witnessing a lifetime of love, pride, and gratitude.

Perhaps that is why photographs with parents end up holding such a sacred value. Because they capture far more than a single split second; they preserve a piece of the history that made this very day possible.





And I must admit, no matter how many weddings I plan, I still get deeply moved by these moments. While we often think of a wedding as the beginning of a new story for a couple, it is impossible to ignore everything that lies behind that instant. Every glance, every embrace, and every step toward the altar is weighted with years of shared memories.

Goodbyes are never easy. But there are goodbyes born out of pure love—from the certainty that our children are building a future full of dreams, companionship, and new opportunities. And perhaps that is why they hold such a profound meaning.

As planners, we also have the responsibility to safeguard these moments. Amid timelines, vendors, and logistics, we cannot lose sight of the fact that there are moments worth far more than any decorative detail.

The walk down the aisle is one of them.

And the Father-Daughter dance is another of my absolute favorites.

Because while the guests look at a beautiful woman in her white gown, a father is often still seeing the little girl he once took by the hand to teach her how to walk. And as she dances with him, she is likely still seeing the man who protected her, guided her, and served as her very first example of love.

These moments last only a few minutes, but they remain forever etched in a family's memory.

Perhaps that is one of the reasons I love this profession so much. Because behind every wedding, it is not just two people coming together; it is stories, memories, life lessons, and entire families finding a new way to walk forward together.



Ultimately, weddings do not just celebrate the union of two people. They also celebrate those who were there long before the story even began.

As you read these lines, I hope you find a moment to thank the man who was present in the most important chapters of your life. The one who taught you to stand up after a fall, who celebrated your victories, and who never stopped walking beside you—even when the time came to let you fly.

Happy Father's Day.

And if you are fortunate enough to have him near, don't forget to give him a hug.

Because before any other love story, there was his.

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Santa Marta: The Pearl of the Caribbean

"501 Years of Having It All"





recognized as the highest coastal mountain range in the world and declared a UNESCO Biosphere Reserve in 1979.

Within this sacred territory lie archaeological treasures such as the Lost City (Ciudad Perdida), an extraordinary complex of stone terraces considered one of Colombia's greatest wonders. For Indigenous communities, the Sierra Nevada is known as the "Heart of the World," a sacred space that connects the physical and spiritual realms. The so-called Black Line (Línea Negra) encompasses sacred sites that help maintain the balance of life.

Built around 700 A.D., the Lost City stands as a testament to the advanced social organization and architectural i



Santa Marta, the city guided by El Morro and illuminated by its lighthouse, was founded in 1525 by Rodrigo de Bastidas. It is considered the oldest city in Colombia and the second oldest in South America. This tropical paradise is located on the Caribbean coast in the Department of Magdalena. More than a historical landmark, Santa Marta is a place where cultures, traditions, and natural landscapes converge, making it a truly unique destination.

Its greatest treasures lie in the ancestral heritage of its Indigenous peoples, the cultural diversity of its inhabitants, and the breathtaking beauty of its beaches, mountains, and snow-capped peaks that rise to 5,775 meters (18,947 feet) above sea level.

The history of Santa Marta is deeply intertwined with the arrival of Spanish conquerors in the 16th century, who encountered a land inhabited by ancestral Indigenous communities such as the Tayrona. Their legacy remains alive today in the Sierra Nevada de Santa Marta,





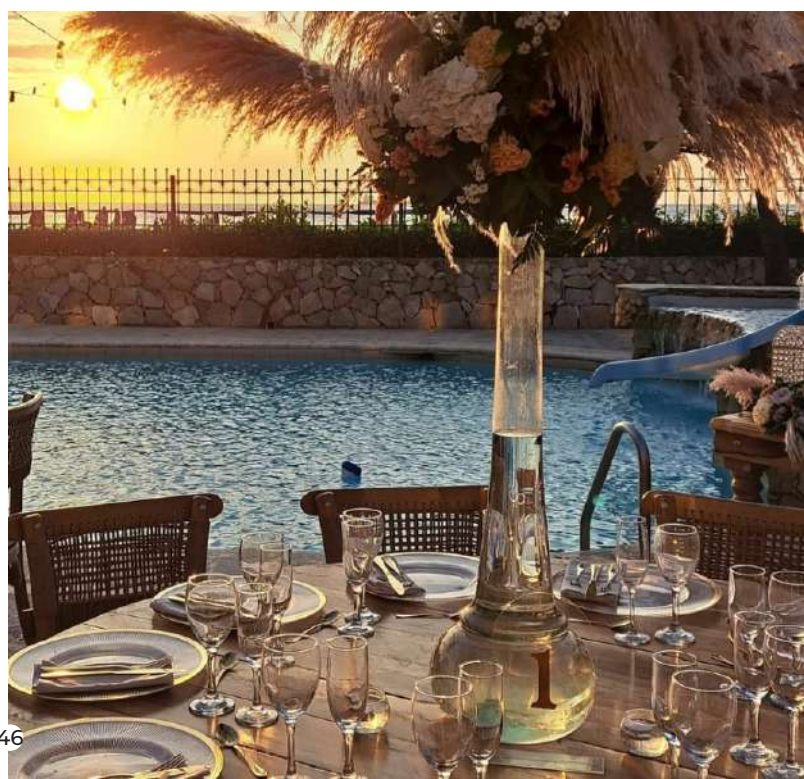
ngenuity of the Tayrona civilization. Hidden deep within the jungle, it has become both a spiritual and tourism destination, offering visitors a powerful connection to the greatness of Colombia's pre-Columbian cultures.

During the colonial era, Santa Marta served as a strategic port for Spanish trade and expansion. Later, in the 19th century, it gained historical significance as the place where Liberator Simón Bolívar spent his final days in 1830 at Quinta de San Pedro Alejandrino, a landmark that today symbolizes freedom, memory, and national identity.

The culture of Santa Marta is a vibrant blend of Indigenous, African, and European influences. This rich heritage is reflected in its music, gastronomy, and celebrations. Vallenato and cumbia rhythms accompany everyday life, while dishes such as coconut rice, fish salpicón, patacones, and egg-filled arepas form an essential part of the local culinary identity.

Among the city's most important celebrations are the Festival of the Sea and the National and International Sea Queen Pageant, events that bring together traditions, dance, music, and cultural festivities to honor the city's maritime heritage.

The region's cultural richness is further reflected in the harmonious coexistence of Indigenous communities such as the Kogui, Arhuaco, Wiwa, and Kankuamo peoples, who continue to preserve their ancestral traditions throughout the Sierra Nevada. For these communities, the mountain remains the Heart of the World, a sacred place that promotes spiritual and environmental balance while safeguarding Santa Marta's ancestral legacy.



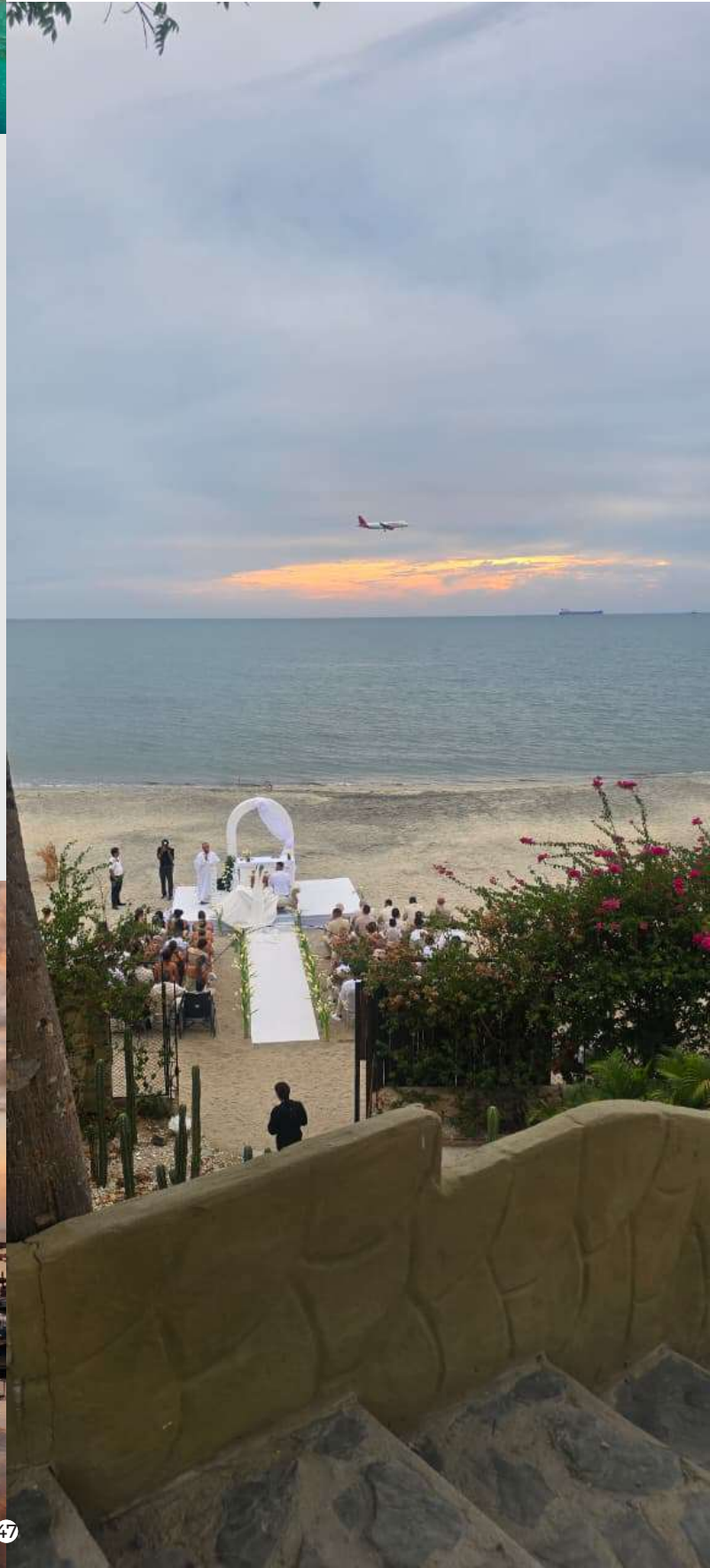


Santa Marta is internationally recognized for its paradise-like beaches, where white sands, crystal-clear waters, and dramatic mountain scenery come together. Among the most famous are El Rodadero, Taganga, Playa Blanca, and the stunning beaches of Tayrona National Natural Park, including Cabo San Juan and Arrecifes.

Each offers a distinct experience, ranging from urban and family-friendly tourism to eco-adventures and immersive encounters with nature.

Beyond its spectacular coastline, Tayrona National Park is also a sanctuary of biodiversity where unique species of flora and fauna thrive. It is a place that inspires contemplation, environmental awareness, and respect for nature, reinforcing Santa Marta's role not only as a tourism destination but also as a territory of conservation and learning.

Another essential jewel of the region is Minca, a small mountain village located approximately 14 kilometers from Santa Marta in the Sierra Nevada. Known as the "Lung of Santa Marta" due to its extraordinary biodiversity and refreshing climate, Minca offers travelers the opportunity to reconnect with nature through experiences such as birdwatching, hiking, and cultural immersion.





Santa Marta is far more than a coastal city. It is a crossroads of history, culture, and nature. Its ancestral heritage, cultural diversity, and breathtaking landscapes make it one of the most iconic destinations in Colombia and the Caribbean. Visiting Santa Marta is embarking on a journey that connects past and present, tradition and modernity, spirituality and enjoyment. It is, without question, an experience that leaves a lasting impression on all who have the privilege of discovering it.

It is precisely this diversity that has positioned Santa Marta as one of Latin America's most attractive destinations for weddings, events, and conventions. The city offers venues to suit every style and preference, but among the most sought-after are its stunning beachfront locations, where high-impact events unfold against unforgettable Caribbean backdrops.



Today, destination weddings increasingly look to Santa Marta as a Preferred Wedding Destination thanks to its magical sunsets, highly skilled professionals, and exceptional quality across every segment of the hospitality and events industry.

Saying "I do" in Santa Marta means experiencing sun, sea, sand, mountains, and even snow-capped peaks within the same destination. It means connecting with the ancestral wisdom of Indigenous communities, enjoying breathtaking natural scenery, and embracing warm hospitality.

Every sunset paints a new postcard, while every evening brings music, culture, and experiences that remain forever in the hearts of those fortunate enough to visit.

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Which destinations are rising and which are declining?





If you think that destination weddings are slowing down, that's false. But still there changes, that may not be obvious at all. And the main shift is the map. Couples still want beauty, service and a reason to bring guests across borders, but they are asking harder questions: Will the place feel personal?

Can guests travel easily? Is the destination already overcrowded? Will the wedding there look like everyone else's?

From WEMA Global's work with destinations, venues and planners, we see one clear shift: the strongest destinations combine emotional value with operational confidence.

A location may be beautiful, but if access is complicated, prices feel inflated or the experience feels too

predictable, planners will hesitate.

Let's go through some destinations and clear out the new demands:

Italia remains powerful, but the strongest growth is moving beyond the usual postcards.

Tuscany, Lake Como, Venice and Amalfi will always attract demand, yet many planners now look at Puglia, Sicily, Umbria, the Dolomites and lesser-known coastal or countryside areas. These regions give couples Italian identity without the feeling of repeating a wedding already seen online.



Portugal: A Rising Star

Portugal continues to gain prominence. Lisbon, the Algarve, and Madeira stand out for their hospitality, excellent airlift, and a more attractive value proposition compared to some of Europe's oversaturated luxury markets.

Additionally, it offers incredible versatility for organizers: oceanfront weddings, vineyard celebrations, historic estates, island experiences, and contemporary boutique hotels all coexist within a single destination.

Spain: New Opportunities Beyond the Coast

Spain is moving in a similar direction, though with its own distinct nuances. The traditional beach wedding model faces challenges in certain highly crowded areas, while inland regions, the north, and cultural destinations are

sparking growing interest.

Cities like Seville, less-explored areas of Mallorca, as well as Galicia, Asturias, and Castilla-La Mancha, offer distinct personality, world-class gastronomy, architectural heritage, and a diverse climate that appeal to couples seeking more authentic experiences.

Morocco: Visual Impact with a Distinct Identity

Morocco continues to capture the market's attention thanks to its extraordinary ability to create visually stunning experiences that are deeply connected to local identity.

While Marrakech is already well-established as a wedding destination, planners are currently paying closer attention to aspects such as privacy, guest logistics, vendor reliability, and high temperatures during certain times of the year. The potential is immense, provided you work alongside experienced local partners.



Greece: Reinventing a Classic

Greece isn't losing popularity, but some of its most iconic destinations are beginning to show signs of oversaturation.

Santorini remains in high demand, though many couples are now looking for places with more space and less visual repetition. Destinations like Crete, the Peloponnese, Paros, Naxos, and various venues in mainland Greece represent a fresher vision of the country and could very well shape the future of Greek weddings.

When a Destination Loses Its Freshness

Destinations that are losing momentum aren't necessarily losing demand. What they are losing is novelty.

When a location becomes too expensive, too crowded, overly dependent on a single "Instagrammable" image, or begins to create friction with local communities, planners start exploring new options.

For this reason, some world-famous destinations are showing more moderate growth: certain areas of the Amalfi Coast, Santorini, Ibiza, Paris, Venice, Barcelona, and Tulum remain highly desirable, but today they require stronger concepts and more personalized experiences. Choosing them simply for the prestige of their name is no longer enough.

Croatia and Montenegro: The New Mediterranean

Croatia and Montenegro are establishing themselves as attractive alternatives for couples who want that Mediterranean vibe without revisiting Italy or Greece.

Regions like Istria, Dubrovnik, the Bay of Kotor, and various island locations offer an irresistible combination of sea, history, and hospitality within relatively compact territories. The primary challenges remain seasonality and limited capacity, making advance planning absolutely essential.

Climate Also Influences Decisions

Climate change is altering how couples and professionals select destinations.

Heatwaves, pressure on water resources, wildfire risks, and storm seasons have ceased to be theoretical



ceremony options, guest comfort, and local community perception.

A spectacular destination with poor logistics will ultimately become a problem for the planner, not a dream for the couple.

A Message for Destinations and Tourism Boards

The recommendation is also clear for destinations and tourism boards: do not center your strategy solely on showcasing landscapes.

Planners need practical and concrete information regarding accessibility, noise ordinances and curfew restrictions for events, hotel capacity, production limitations, reliable vendors, seasonality, and all those elements that turn an attractive destination into a commercially viable option.

concerns and have become real planning factors.

Because of this, recommending shoulder seasons is no longer a concession, but a strategic decision.

What Do Emerging Destinations Have in Common?

The destinations that are growing share three fundamental characteristics:

They have a clear and compelling story that couples can quickly grasp.

They possess a professional infrastructure capable of guaranteeing a seamless experience for guests.

They retain a sense of discovery and exclusivity.

WEMA Global's Recommendation for Planners

The advice is simple: do not promote a destination solely because it is trendy.

Carefully evaluate factors such as airlift, weather conditions, variety of venues, vendor capacity, legal

The Future of Destination Weddings

The next generation of destination weddings will favor locations that manage to be distinctive without being risky.

Couples look for personality. Planners need control. Guests want comfort.

The destinations that understand and balance these three needs will be the ones leading growth in the coming years.

The future is not about finding the "new Tuscany" or the "next Santorini." It is about choosing destinations with enough identity to inspire couples and the necessary infrastructure to guarantee a successful event.

That is where true growth will happen.

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Is Attending a Wedding Congress Really Worth It?

Antigua Guatemala 2026
Has the Answer



There is a question I hear often among professionals in our industry:

"Is attending a congress really worth it?"

The short answer is yes.

The longer answer is that it depends on how we view our profession.

If we believe that planning weddings is simply about coordinating vendors, managing contracts, and executing events, then a congress may seem like just another expense on the calendar.

But if we understand that our profession requires constant creativity, adaptability, strategic thinking, cultural awareness, and a deep understanding of people, then attending a congress stops being an option and becomes an investment.

After nearly two decades in the destination wedding industry, I have learned that the professionals who grow the most are not necessarily the most talented. They are the ones who never stop learning.

And that is precisely why industry congresses continue to matter.

Beyond the Educational Sessions

There is a common misconception that a congress is simply a series of lectures and presentations.

Nothing could be further from the truth.

Some of the best ideas of my career did not come from a keynote speaker.

They emerged during a conversation over coffee.

At a dinner shared with colleagues from another country.

While exploring a destination and observing how other professionals interpreted spaces, traditions, and guest experiences.

A congress is one of the few places where professionals facing similar challenges gather from completely different perspectives.

It is where a planner from Mexico can learn from a colleague in Italy.

Where an event designer from Colombia can find inspiration in the experience of a hotelier from Spain.



Where photographers, florists, venue managers, and wedding planners sit at the same table and gain a deeper understanding of how every piece contributes to the final result.

Congresses remind us that we belong to a global industry.

And that no matter how many years of experience we have, there is always something new to discover.

The Hidden Cost of Not Attending

Interestingly, we often ask ourselves how much it costs to attend a congress.

Rarely do we ask how much it costs not to.

What is the cost of missing an idea that could transform your business?

What is the cost of not meeting a future strategic partner?

What is the cost of continuing to do things the same way while the industry evolves around you?

The wedding industry is changing at an extraordinary pace.

New generations experience celebrations differently.

Clients have different expectations.

Technology is reshaping entire workflows.

Artificial intelligence is beginning to influence how we operate.

Trends evolve faster than ever before.

Staying current is no longer a competitive advantage.

It is a necessity.

And congresses remain one of the most powerful environments for achieving that.

Why Antigua Guatemala?

Not all congresses are created equal.

And not all destinations have the ability to inspire on their own.

Antigua Guatemala does.

In fact, I would argue that Antigua is much more than a host city.



It is part of the learning experience itself.

Few places in the world can teach us so much about hospitality, design, history, culture, and authenticity simply by walking through their streets.

Every archway.

Every convent.

Every colonial courtyard.

Every ruin.

Every view framed by volcanoes.

Reminds us of something essential: great events are not built solely on budgets.

They are built on identity.

And that is one of Antigua Guatemala's greatest strengths.

It has become one of the most sought-after wedding destinations in the Americas without sacrificing its essence.

It has never tried to imitate another destination.

Instead, it has embraced its history, culture, and heritage to create an experience unlike any other.

And that is a powerful lesson for every event professional.

Because the strongest brands, much like the most successful destinations, are the ones that truly understand who they are.

A City That Inspires Creativity

As planners, we often travel in search of inspiration.

We visit hotels.

Tour venues.

Explore restaurants.

Study trends.

Observe how destinations welcome their guests.

Antigua Guatemala offers all of that naturally.

It is a city where architecture and nature exist in harmony.

Where centuries-old traditions coexist with

contemporary ideas.

Where history serves as the backdrop for some of the

most innovative weddings in the region.

For any creative professional, that has immense value.

Because the best ideas often emerge when we step

outside our routine.

When we see things from a different perspective.

When we allow a place to inspire us.



Antigua Guatemala 2026: Much More Than a Congress

When I think about Antigua Guatemala 2026, I do not simply think about an educational program.

I think about an opportunity to grow.

To connect.

To be inspired.

To discover new ways of doing things.

I think about professionals from around the world sharing knowledge, experiences, successes, and lessons learned.

I think about conversations that may become partnerships.

Ideas that may become businesses.

And friendships that may last an entire career.

Because in the end, congresses do not change lives because of a single presentation.

They change lives because of the connections they create.

The perspectives they expand.

And the opportunities they unlock.

And if there is a city capable of providing the perfect setting for that exchange of ideas, it is Antigua Guatemala. A place where inspiration lives around every corner. A destination that does not simply welcome visitors. It transforms them.

Diana Sciarrillo

National Chapter Guatemala
@idoguatemala

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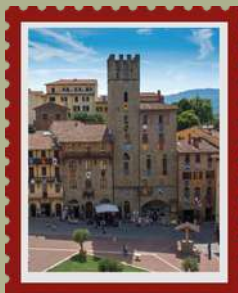
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150–300 qualified buyers per event

From 15 to 28 destination events on average



Ideal for hotels, DMCs, tourism boards, and wedding suppliers

Brand exposure in front of global professionals

EVENTS 2026!



 **Centro Internacional de Congresos de Yucatán**

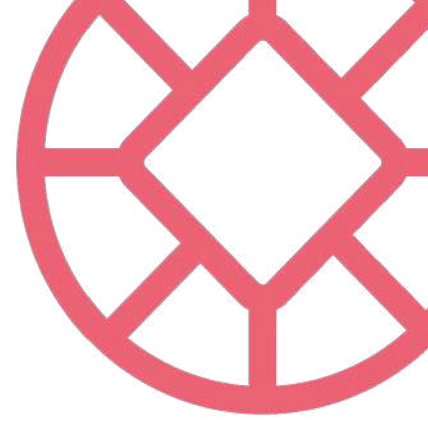


hola@iadwp.com



+52 999 419 0416

IADWP CORPORATE MEMBERSHIP 2026



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



Instagram icon [@haciendachichisuarez](https://www.instagram.com/haciendachichisuarez)

SANTA
MARÍA
CHICHÍ

Hotel HACIENDA CHICHÍ SUAREZ

Somos la hacienda de la libertad, en la que caben todas las posibilidades. Creemos que cada evento es una oportunidad de dejar en cada corazón un recuerdo, por eso creamos espacios que generen experiencias infinitas y únicas..



María Eugenia Noyola

Encargada General

coordinaciongeneral@santamariachichi.com.mx
+529992924904



Instagram icon [@weddingsbymelia](https://www.instagram.com/weddingsbymelia)

Weddings
BY MELIÁ

Hotel MELIÁ

En Meliá Hotels International, nuestra promesa es ser el escenario perfecto para cada momento significativo en la historia de una pareja, transformando historias de amor en celebraciones inolvidables.

Con presencia en destinos globales y resorts espectaculares, contamos con un experimentado equipo de especialistas en romance, quienes crean experiencias de bodas personalizadas y a la medida, bajo un enfoque de planificación estructurado y libre de estrés



Viviana Salgado

Gerente de Ventas y Marketing de Romance

viviana.salgado@melia.com
+52 9982401460

BECOME A CORPORATE MEMBER
Contact us at members@iadwp.com

IADWP PLATINUM MEMBERSHIP 2026

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



Ashley Jackson
TIMELESS DREAM EVENTS

Timeless Dream Events is a full-service wedding planning consulting company, based in Ohio, USA. We go all over Ohio and beyond for your wedding and event needs! The owner of Timeless Dream Events, Ashley Jackson, believes your wedding should be planned to reflect everything that makes your love unique and special. At Timeless Dream Events, we make magic happen so that you can live in the moment, cherish all the memories, and soak up all the love! Whether you're envisioning a small hometown intimate gathering, a grand ballroom affair, or anything in-between, Ashley has you covered!



📍 @timelessdreamevents



Oscar Renato Méndez
BUSINESS MEETINGS EXPERTS

We specialize in designing bespoke events with a rigorous focus on vendor management and budget optimization. Our primary differentiator lies in our meticulous attention to detail and a robust networking framework. With a proven track record of over 150 corporate events, in 2025 we expanded our reach by successfully coordinating 5 destination weddings



📍 @renatomendezrabe



Raquel Gordillo Lavi
RACHEL LAVI COMPANY

En Rachel Lavi Wedding Planner diseñamos y planificamos bodas y eventos personalizados, cuidando cada detalle para crear experiencias memorables. Nuestro compromiso es transformar las ideas de nuestros clientes en celebraciones auténticas, elegantes y con identidad propia, acompañándolos de principio a fin para que disfruten cada momento con tranquilidad y confianza.



📍 @rachellavi_weddingplanner



Karla Espinoza
Wanderlust Event Planning

Wanderlust Event Planning is a boutique agency with over 12 years of experience, dedicated to the design and production of extraordinary weddings and events. We combine creativity, strategy, and meticulous attention to detail to create authentic, elegant, and flawlessly executed celebrations, transforming every vision into an unforgettable story.



📍 @wanderlusteventplanning

**BECOME A
PLATINUM MEMBER**
Contact us at members@iadwp.com

IADWP® wishes you a Happy Birthday July



Dee Lee
July 2nd
@deeleedesigns



Florencia Moyano
July 5th
@florenciamoyanocarranza



Maria Alonso
July 5th
@lolialonso01



Mariana Pollak
July 7th
@punto_celeste



Rosario Wong
July 8th
@antiguatours



Heather Ross
July 8th
@passiondefinedtravel



Fatima Cervantes
July 10th
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Ashlee Martín
July 10th
@traveldesignbyashlee



David Sánchez
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@alquimiacocteleria



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July 14th
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Ambar Molina
July 19th
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Carlota Sanlley
July 20th
@NOVELLARD



Sócrates McKinney
July 23rd
@socratemckinney



María Rivas
July 25th
@mariarivaseventplanner



Saminta Williams
July 28th
Enahj LaRue Events



Kristi Zalesky
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