

The Official
Magazine
of the IADWP

ÉPICA

WEDDINGS & EVENTS

Number 33
September
2026

ROAD TO LOVE

El Salvador as a destination to celebrate love

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In collaboration with Atalia Steele @Ataliaphoto
Wedding Planner Rebeca Jerez Co

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Editor's Note

September 2026 | By Adrián Pavía

IADWP Director for Spanish-Speaking Latin America and the Caribbean | Editor-in-Chief of ÉPICA Magazine

What We Build Together Will Always Take Us Further

There is one word that carries more and more weight in our industry: connection. For years, we have talked about networking, but I believe the time has come to go one step further and truly understand the value of B2B relationships among colleagues. A contact can open a door, but a strong professional relationship can open an entire market. Recommending a colleague in another country, sharing a trusted vendor, creating an alliance, exchanging knowledge, or entrusting someone with a client does not make us less competitive: it makes us stronger. In an increasingly global industry, where borders are becoming less relevant and our clients travel in search of extraordinary experiences, building networks based on trust has become one of our greatest assets. Being excellent individually is no longer enough. Our next great leap forward will be learning how to become better together.

And speaking of being together, we can still feel the incredible energy that Antigua Guatemala left us with. We returned home with hugs, unfinished conversations, new friendships, projects that began almost without us realizing it, and that wonderful feeling you get when you know something has changed. Guatemala reminded us that professional education is essential, but also that coming together is an important part of our growth.

Because many times an idea is born during a conference, but a partnership begins in a hallway, a project takes shape over dinner, and an opportunity emerges simply because we sat down and talked with another professional. All that energy we brought home from the Congress must now be transformed into action. The true impact of Guatemala will not be measured only by what we experienced there, but by everything we are capable of doing afterward.

And our community continues to grow. This month, we are delighted to welcome Melissa Pineda, our new National Chapter Head of Panama. Every new addition means much more than adding another name to an organizational chart: it means welcoming a new perspective, a new market, fresh ideas, and another opportunity to connect professionals. Melissa, welcome to the team. We hope you will find here a space to create, contribute, lead, and help Panama grow within this extraordinary Latin American network. We are excited to begin this journey together, and we are confident that your energy, commitment, and leadership will become an important part of everything we have yet to build.

But as we celebrate everything we have achieved, one question inevitably arises: What comes next? What is happening with weddings around the world? We are witnessing an industry that is changing at an extraordinary pace. Couples are searching for increasingly personal experiences, celebrations with intention, different destinations, and weddings that truly



reflect who they are. Luxury is changing as well: it no longer necessarily means more flowers, more guests, or oversized productions. Sometimes, true luxury means having time, privacy, an extraordinary setting, twenty people gathered around one table, and an experience that can never be replicated. Destination weddings, intimate formats, local identity, gastronomy, and the guest experience are becoming increasingly important. In this new landscape, our responsibility as professionals is to observe, learn, and evolve. Because the future may not belong to the person who creates the biggest wedding, but to the one who creates the most unforgettable experience.

This edition also finds us looking with concern at what is happening around us. Recent seismic activity has once again reminded us of the vulnerability of our region, with reports causing concern in our neighboring countries of Venezuela, Colombia, and Peru. From these pages, I want to send a heartfelt embrace to every colleague, family, and community that has experienced fear, uncertainty, or has been affected by these events. And it is impossible not to ask ourselves: What is happening to our world? We are living through complex times, marked by natural disasters, conflicts, uncertainty, and situations that are often difficult to understand. Perhaps we do not have all the answers. But we can choose how we face them: with greater empathy, greater solidarity, and by standing much closer to one another.



And perhaps this is also where our work takes on an even deeper meaning. We work by celebrating life. We bring families together. We create memories. We witness embraces, promises, reunions, and new beginnings. Behind every wedding there is something profoundly human: people who, despite knowing that life can be fragile and unpredictable, choose to believe in love and in the future. Perhaps that is why our profession has even greater meaning today. We cannot change everything that happens in the world, but we can help create small stories of happiness within it.

That is why I want to close this edition by looking ahead. To every planner, designer, photographer, venue, hotelier, producer, and professional who is part of this extraordinary community: let's keep growing. Let's continue learning, recommending one another, traveling, sharing knowledge, creating opportunities, and opening doors for those who come after us. Let us celebrate our individual achievements, but never forget that the true growth of our industry will always be collective.

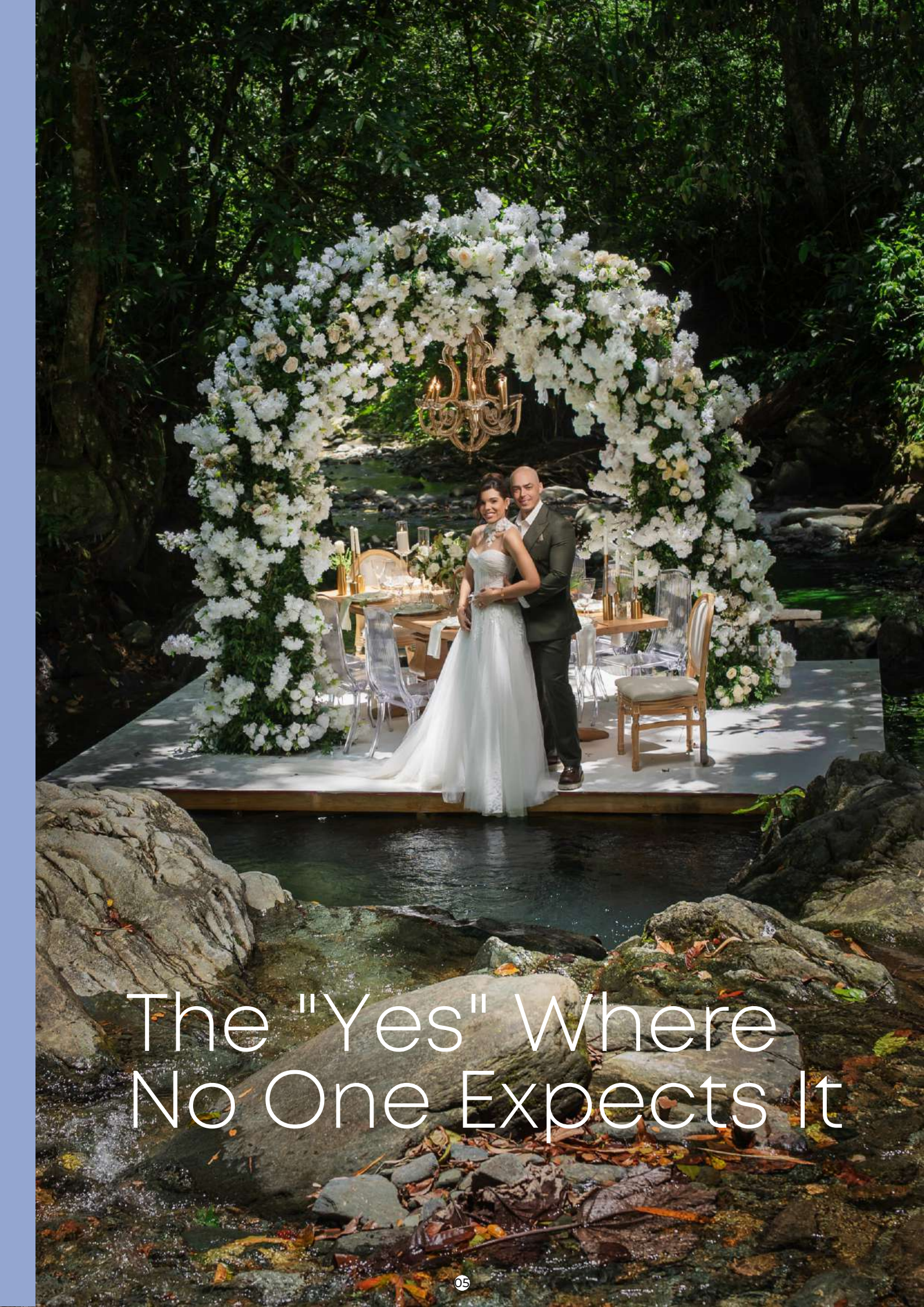
We have already built so much. And yet, we still have an entire continent filled with talent waiting to be discovered, destinations waiting to be positioned, professionals waiting to connect, and a whole world in which to demonstrate what Latin America is capable of achieving.

May nothing take away our passion. May no obstacle make us give up. And may we never lose that wonderful ability to come together, inspire one another, and begin again.

Let's go for more. Because the best, I truly believe, is still to come.


Adrián Pavía

Director, IADWP – Latin America
& Spanish-Speaking Caribbean Chapter
Editor in Chief – ÉPICA Magazine
Wedding & Event Expert
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A romantic wedding scene set in a lush forest. A bride in a white gown and a groom in a dark suit stand together on a white platform. Behind them is a large, arched structure covered in white and yellow flowers, with a chandelier hanging from its center. In the background, a wooden table is set for a meal with clear chairs and gold accents. The entire scene is surrounded by dense green trees and a stream flows in the foreground over rocks.

The "Yes" Where
No One Expects It



The "Yes" Where No One Expects It is a meaningful creative project developed by Events Planner RD, from the Dominican Republic. As a Platinum member of IADWP, we are delighted to share with you the story behind this extraordinary adventure.

This editorial experience had been running through my mind for two years. For quite some time, I had been nurturing the idea of creating a mini-series that would allow viewers to envision the search for the perfect setting—one that would take us beyond our comfort zone and invite us to embrace an experience that challenged all logic.

The Dominican Republic is home to thousands of breathtaking spots and venues where the magic of nature becomes part of the experience. My dream was to find an unexpected, remote and challenging location—one that would push our creativity to the limit and, with the support of the right professionals, allow us to create spectacular imagery and offer our followers something fresh, authentic and completely different from what they are accustomed to seeing.

I remember telling my husband, who is also my business partner: "I want to create wedding imagery on top of an actual river."





Every detail began to take shape after I happened to visit a river in the province of Bonao during a family gathering. I was not simply captivated by the place—I was inspired, enchanted and completely convinced that I had found the setting for the idea I had been quietly developing in my mind.

Without hesitation, I began working on the logistics, mood board, coordination and scouting, and, most importantly, on bringing together a team of talented professionals who would commit themselves wholeheartedly to making this vision a reality.

"The Yes Where No One Expects It": A Visual Mini-Series Where Nature, Love and Creativity Meet

In an industry where we are constantly looking for new ways to surprise, create emotional connections and design unforgettable experiences, "The Yes Where No One Expects It" was born—a visual and audiovisual mini-series created for social media, inspired by the raw beauty of a river and the authenticity of a real couple in love.

More than a photo shoot, this production became an immersive experience in which design, logistics, visual storytelling and artistic sensitivity came together to create something truly unconventional.

The Concept: Bringing Luxury Into the Unexpected

The concept emerged from one simple yet powerful question:

What if an editorial-level tablescape appeared in the middle of a river?

From that premise, a visual narrative was developed around a series of contrasts:

- Elegance versus the organic.
- Luxury versus untamed nature.
- The delicacy of a wedding celebration versus the strength of the natural surroundings.

The intention was to convey the idea that beauty can be created in the most unexpected places—and that events can transcend their traditional boundaries to become emotional and cinematic experiences.





Pre-Production: Creativity With Precision

One of the greatest challenges of the production was adapting a sophisticated, high-end aesthetic to a natural and unconventional environment.

The team carefully worked on:

- Location scouting
- Assessment of river currents
- Furniture and equipment access
- Safe installation and setup
- Selection of weather-resistant floral elements
- Wardrobe coordination
- Visual art direction for social media content

Every element was carefully considered to coexist harmoniously with the environment without compromising sophistication.

The color palette was inspired by neutral tones, natural greens, warm accents and soft textures that complemented the stone, water and surrounding vegetation.

The Installation: A Spectacular Tablescape Over the River

The heart of the mini-series was an editorial

tablescape literally set over the river, conceived as a cinematic scene.

The production featured:

- Organic-looking floral arrangements
- Elegant glassware
- Lightweight textiles
- Candlelight
- Sophisticated tableware
- A visual composition designed to capture movement, reflections and depth

The sound of the flowing water, natural light and atmosphere of the location became an essential part of the scenery. Every shot was designed to evoke a sense of calm, romance and wonder.

The Protagonists: A Real Couple

One of the most special elements of this production was working with a real couple, allowing us to capture authentic emotions and spontaneous moments.

Their natural connection brought sensitivity and credibility to the visual narrative. This was not simply about posing in front of a camera; it was about experiencing an intimate moment together within an extraordinary setting.



That authenticity allowed the content to connect with audiences on a much deeper and more human level through social media.

More Than Content: A Visual Experience

"The Yes Where No One Expects It" represents a new way of communicating events and experiences—not simply by showcasing décor, but by telling stories. The production demonstrates how event design can transcend traditional boundaries and become artistic content with its own identity, narrative and emotional impact.

It also highlights the importance of:

Creative direction

Detailed logistical planning

Teamwork

Visual sensitivity in the production of high-impact content

Conclusion

This mini-series made one thing clear: the most memorable productions are often born when creativity dares to leave conventional spaces behind.

Creating a spectacular tablescape over a river was not merely a technical challenge; it was an artistic statement about the power of creating beauty in unexpected places.

"The Yes Where No One Expects It" was much more than a social media production.

It was a visual experience where nature, love, aesthetics and emotion came together in a narrative designed to inspire, surprise and connect.

Yaniris Pérez

Events Planner RD
República Dominicana

Colaboradores:

Concept, Coordination & Décor: @eventsplanner

Location: @nydia_alegría

Bride's Gown: @lanovea

Groom's Attire: @masculinoformal
Makeup: @makeupby_fers

Hair: @danielvargashair

Scenography: @frankeli_decoraciones

Rentals: @mixarrd
Bouquet: @florenzzard

Couple: @sarahmndez @arturocastillod

Flowers: @agricolateruki_

Photography: @robertoconcepcion
Final Video: @timecutstudio

Strategy: @bicamarketing

Chandelier: @divano_rd

My Camera Took Me To Capri

A marriage proposal, a camera, and a secret that began in El Salvador and ended overlooking the Mediterranean.





Long before I ever imagined taking this journey, Cindy would often tell me, "When we get married, you have to be our photographer." I had been friends with Rafa for years, and through him, I also had the opportunity to get to know Cindy. It was something she would casually say during our conversations, without any of us imagining how far those words would eventually take us.

Some time later, Rafa traveled to Italy to study filmmaking. When Cindy decided to visit him during her vacation, he felt that the time had come to propose. One month before the trip, he asked me, "Would you be willing to come all the way to Italy?" My answer was immediate: of course.

Over the following weeks, we tried to coordinate everything from a distance. Rafa sent me videos of Capri and the locations he was considering. The moment I saw the island, I thought it would be a dream to photograph there, although we still had neither flights nor a fully defined plan.

Twelve days before the trip, Rafa messaged me to say that everything was ready.

The irony was that **Cindy ended up helping me buy my ticket.** When we finished, she told me, "I hope you take beautiful pictures of me throughout the trip." Without knowing it, she was helping the photographer who would capture her own proposal get to Italy.







Since several friends were joining the trip and my 33rd birthday was only two days before our departure, we had the perfect excuse. We arrived in Naples, traveled to Sorrento, and began exploring different places. As far as Cindy knew, it was simply a trip among friends.

There was only one problem: she did not have a dress for the occasion. We all had to convince her to buy one without raising any suspicions. Keeping the secret meant being careful with every conversation, every message, and even our reactions around her.

The day before visiting Capri, we took a boat trip and met Sara, a member of the tour team. We told her about our plan, and she immediately became excited, even though she was not supposed to accompany us the following day.

That same night, Sara received an unexpected message: she had been assigned to take five Salvadorans to Capri. She instantly knew it was us and began searching for possible locations. While talking to her mother, she was shown a photograph from her own wedding at the Gardens of Augustus.





When we arrived on the island, Sara showed us the photograph and said, "**I have the perfect place for you.**"

We all knew immediately that it was the place.

Her presence was one of those coincidences that remind us that sometimes God places exactly the right people in our path.

There were still a few unexpected challenges ahead. During the journey, the wind carried away part of Cindy's outfit. Once we arrived, we had to find her something new to wear, have lunch, and continue exploring as though nothing extraordinary was about to happen.

Eventually, we made our way to the Gardens of Augustus. Since I had been photographing the group throughout the entire trip, seeing me with my camera ready did not raise any suspicion. Rafa and I, however, had created a secret phrase to let him know when everything was in place.

He would ask, "Should we get some sorbet after this?" If I answered, "**Yes, pistachio,**" it meant that the light, location, and composition were right.

The moment I said those words, the nerves became real.

Rafa embraced Cindy and then got down on one knee.

She could not believe what was happening, but finally, she said yes. The people around them began applauding, congratulating them, and sharing in the joy of the moment, even though they had never met them before.

Afterward, we photographed them among the landscapes of Capri. I could not leave the island without taking the time to photograph them calmly, newly engaged and still taking in everything that had just happened.







Cindy finally understood why I had joined them on that journey.

This experience reminded me that photographing a proposal is not simply about creating beautiful images. It requires anticipating the light, agreeing on discreet signals, and preparing for the unexpected. But it also means allowing the couple to forget about the camera and truly experience the moment.

As I photographed Rafa and Cindy, I looked at their expressions and then at the scenery surrounding us. It was difficult to believe where I was.

When I reviewed the photographs, I became emotional as I realized that my work and passion had taken me to the other side of the world.

That day, I understood that my camera does not only preserve other people's stories; sometimes, it also takes me to places that transform my own.

Tato Escobar

Destination Wedding Photographer
from El Salvador

A photograph of an outdoor dining area. In the foreground, a long wooden table is set with white plates, glasses, and a large centerpiece of white and light blue hydrangeas with green ferns. Several wicker lanterns hang from above. In the background, there is a blue and white geometric patterned wall and a view of mountains under a clear sky.

Albaclara

A Secret Among the Mountains



Nature, culture, and hospitality come together in this corner of El Salvador, where weddings and events become a different way of discovering the country.

El Salvador Lights the Way

On the map of destination wedding tourism, El Salvador has begun to shine. In the mountains of Panchimalco, south of San Salvador, Albaclara emerges as a place where the landscape becomes an essential part of the celebration.

Panchimalco, known for its traditions and the Brotherhood of Flowers and Palms, brings a deep connection to Salvadoran culture. Surrounded by nature and overlooking Cerro El Chulo and the Salvadoran mountain range, Albaclara offers a different perspective of the country: intimate, peaceful, and authentic.

Its convenient connection to El Salvador International Airport and San Salvador makes it

possible to combine the tranquility of the mountains with the opportunity to discover other destinations and attractions throughout the country.





An Experience Designed Around You

With more than two decades of experience, Albaclara has developed a specialized proposal for weddings and events, supported by high-end customized packages.

Its team of local experts works in tune with the expectations of the international market, designing celebrations tailored to each occasion while carefully managing every logistical and aesthetic detail.

The property can accommodate everything from intimate celebrations to large-scale productions: a ballroom for up to 300 guests, extensive green areas for events of up to 800 people, and a contemporary terrace ideal for welcoming guests and beginning the celebration.

When the Landscape Becomes the Setting

At Albaclara, nature does not need to be added. It is already part of the place.

Forests, gardens, open spaces, and mountain views create different possibilities for a wedding, from a ceremony surrounded by greenery to a large-scale reception.

But there is an especially valuable advantage for couples traveling from abroad: the possibility of remaining within the same environment and turning the days surrounding the wedding into part of the celebration.

Discovery Becomes Part of the Celebration

Cacao, horses, and the forest open another dimension of the experience. Guests can discover the process of cacao and artisanal chocolate making, experience the equestrian world, or explore trails surrounded by pine trees, fruit trees, and native vegetation.

These experiences create opportunities to share time beyond the traditional wedding program while discovering El Salvador through its flavors, landscapes, and traditions.





Staying Is Part of the Journey

The experience is completed by four Signature guest houses, designed to offer privacy, comfort, and a connection with the surrounding landscape.

For a destination wedding, the villas also provide a convenient option for accommodating the bridal party, family, and friends throughout the wedding week. Sharing breakfasts, preparations, activities, and spontaneous moments allows the celebration to begin long before the wedding day.

Togetherness becomes part of the story.



The Destination Becomes Part of the Memory

The proximity to Panchimalco and Puerta del Diablo expands the possibilities for guests who want to explore beyond the property. A wedding may be the reason to travel to El Salvador, but the destination offers many more reasons to stay, explore, and share.

This is one of Albaclara's greatest attributes: bringing together nature, culture, gastronomy, accommodation, infrastructure, and experiences in one setting, with the flexibility to welcome both intimate gatherings and large celebrations.

Destination weddings are creating new ways of celebrating. It is no longer only about gathering for a few hours, but about sharing the days, the discoveries, and those moments that happen around the celebration and eventually become part of the memories.

At Albaclara, a wedding can begin with a journey to El Salvador, continue among mountains, cacao, horses, and forest, and bring together the people who matter most to a couple for several days.

**The wedding becomes the reason to gather.
The destination becomes the reason to stay.**

And perhaps that is the magic of this secret among the mountains: discovering that a celebration can also become a way of discovering a country.

Rocío Alfaro

CEO | ALBACLARA

Weddings · Events · Accommodation · Experiences
Panchimalco, El Salvador

A black and white photograph showing a bride in a white gown and veil, seen from the back, with her hand near her face. To her left, a woman in a dark, sleeveless dress looks towards her. They are standing in front of a large window that offers a view of a city skyline with several tall buildings under a cloudy sky.

Ping-Pong

Melissa Pineda,
Event Producer in Panama

1. Melissa in three words.

A: Disruptive, passionate, persistent.

2. What made you fall in love with the world of weddings and events?

A: Feeling like I belonged. Finding a place where I could be myself, create, imagine, and do things my own way. I think what made me fall in love with this world was discovering a space where I could express myself while, at the same time, making others happy.

3. Intimate wedding or grand celebration?

A: A little bit of both. Honestly, as long as there's something to celebrate, I'm happy!



4. Tradition or trends?

A: Oh, trends, without a doubt. Breaking patterns. Traditions will always exist, just like everything else in life, but I wouldn't trade the ability and opportunity to create and innovate for anything.

5. What does Panama have that the wedding world has yet to fully discover?

A: Its ability to surprise you. Panama has the settings, culture, connectivity, and talent to create extraordinary weddings, while still preserving something incredibly valuable: the feeling of discovering a destination before everyone else does.





6. If you had to sell Panama as a wedding destination in just one sentence, what would you say?

A: Panama, host to the world... and the perfect setting to celebrate love.

7. What is the one detail that can never be missing from a memorable wedding?

A: The couple's personality. I don't like cookie-cutter weddings that all look the same. For me, capturing who the couple truly is and bringing their personality into the celebration is what makes a wedding memorable for them, their guests, and ultimately, for us as the event producers.

8. What wedding trend would you let go of without any regrets?

A: I believe trends have their own life cycle. I truly believe they came for a reason, brought something with them, and before they leave, they always teach us something. So why not embrace them for as long as they last?





9. What value do you consider essential when working as a team?

A: A sense of ownership. There's nothing I value more than having the entire team feel that each event is their own, no matter how intimate or grand it may be. Because when we feel that sense of ownership, the commitment shows.

10. What does taking on the role of National Chapter of IADWP Panama mean to you?

A: A luxury—but the kind measured in opportunities: the opportunity to represent Panama, connect talent, and contribute to the growth of our industry.

11. What would you like to achieve for Panama's wedding industry through this new role?

A: Greater unity within our industry and a collective commitment to the good of Panama and our profession. I want to help pave the way for emerging talent and be living proof that hard work pays off. Because, at the end of the day, there is strength in unity... and a better party, too.

12. Finish this sentence: "Panama is ready to..."

A: Panama is ready to give it everything and more. Are you?





Getting to Know Melissa Pineda

In this interview, we get to know Melissa Pineda, a true wedding and event enthusiast, deeply in love with Panama and authentic in the way she sees life and approaches everything she does.

She firmly believes that everything created with love will always find its way. She found her dharma in serving others, and perhaps that is why celebrating other people's stories has become such an important part of her own. She is curious, a dreamer, intense, creative, and someone who rarely stays still.

She is always looking for something new to learn, something to improve, something to create, and wondering what the next challenge will be. But beyond the weddings, events, travels, and projects, Melissa is constantly seeking to live fully, celebrate often, enjoy the journey, and leave her own mark along the way. Because if there is one thing that defines her, it is that she doesn't simply want to go through life—she wants to live it, celebrate it, and make it worthwhile.

Adrián Pavía

Director, IADWP – Latin America
& Spanish-Speaking Caribbean Chapter
Wedding & Event Planner | Hotel Administrator

Client psychology:

What emotional triggers lead couples to choose one planner over another?





Every wedding planner has experienced this at some point.

Two professionals present similar portfolios. Their prices are comparable. Their experience is equally impressive. And yet, the couple chooses one almost immediately, while politely declining the other's proposal.

The difference is rarely in the portfolio. It is in the emotional experience built before the contract is even signed.

Wedding planning begins long before the first venue visit. From the moment a couple starts searching, they are trying to reduce uncertainty. They are making one of the most important financial and emotional decisions of their lives—often in a destination they know little about, all while managing expectations from family and friends.

That is why their first question is rarely, "Who is the most creative wedding planner?"

In reality, it is: "Who can I trust with something I cannot afford to have go wrong?"

But trust is not built by saying, "You can trust me." It develops through dozens of small interactions.

One of the most powerful emotional triggers is certainty.

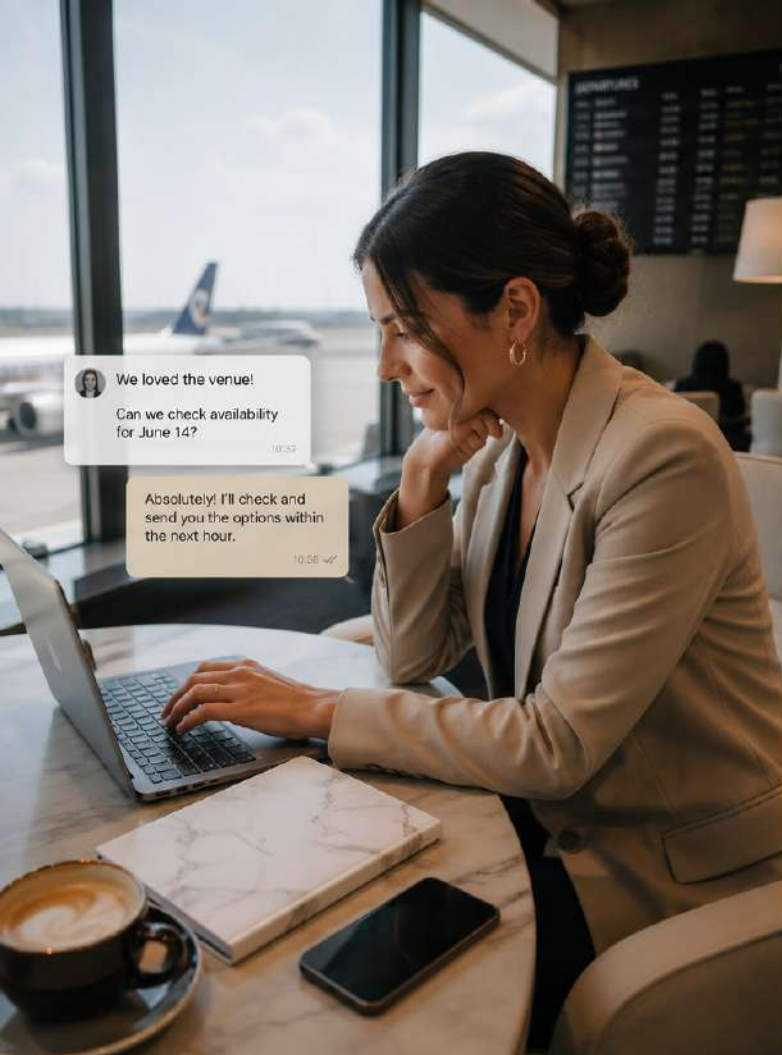
Couples naturally tend to choose professionals who can make complex decisions feel manageable. A planner who clearly explains the process, answers questions directly, and sets realistic next steps right from the start immediately reduces anxiety.

Confidence becomes contagious when it is backed by professional competence.

Responsiveness creates a similar effect. Replying quickly is valuable, but speed alone is not enough. Couples remember the planners who respond specifically to what is worrying them, rather than sending a generic reply.

Feeling heard can be far more persuasive than receiving an instant email.

Another powerful trigger is anticipation.



Experienced planners answer questions before they are even asked. They proactively explain local regulations, weather conditions, guest logistics, or how certain decisions might impact the budget—long before the couple has to figure them out on their own.

This conveys something essential: preparation instead of reaction.

People also choose professionals who make them feel understood.

Couples are not necessarily looking for someone who has organized hundreds of weddings. They are looking for someone who understands their wedding.

Asking smart questions about family dynamics, cultural traditions, the guest experience, or the couple's top priorities creates a completely different conversation than simply presenting packages and pricing.

Social proof continues to carry immense influence, but not necessarily in the way many professionals imagine.

Having a large Instagram following might draw attention, but detailed testimonials that tell how a planner handled unexpected situations usually carry much more weight.

Couples look for proof that the professional stays calm when plans change, not just when everything goes exactly as scheduled.

Transparency is another powerful emotional advantage.

Speaking honestly about budget, constraints, and realistic expectations builds trust because it demonstrates professional integrity. Couples often place more trust in a planner who is capable of saying at key moments:

"I wouldn't recommend doing that..."

than in one who agrees with absolutely every idea they have.

Clients in the luxury segment are especially sensitive to customization. They want to feel that every recommendation is built around their priorities, rather than just a repeat of previous experiences.

Even small details, like referencing something the couple mentioned in a previous conversation, show attentiveness and make the entire planning process feel truly personal.

Curiously, during the selection stage, emotional security often carries more weight than creativity.

Couples admire spectacular weddings, but they hire the planners who make them feel protected.



They want someone who solves problems before they become visible and who stays calm under pressure.

This means a wedding planner is not just selling design expertise or logistical experience.

They are selling emotional certainty.

Every email, every meeting, every inquiry, and every proposal either strengthens or weakens that perception.

At WEMA Global, we believe that planners who consistently win clients are the ones who understand that every single interaction shapes a decision long before a contract is ever signed.

An extraordinary portfolio can open the conversation, but it is trust, clarity, and the genuine ability to understand the couple that ultimately closes the deal.

And the most powerful emotional trigger is, surprisingly, very simple:

Couples choose the wedding planner who leaves them feeling calmer after talking to them than they felt before.

When that happens consistently, the decision usually becomes surprisingly easy.

Best regards,

WEMA Global
@wema.global

Shaun and John:

A Dream of Love Among
the Trulli of Alberobello

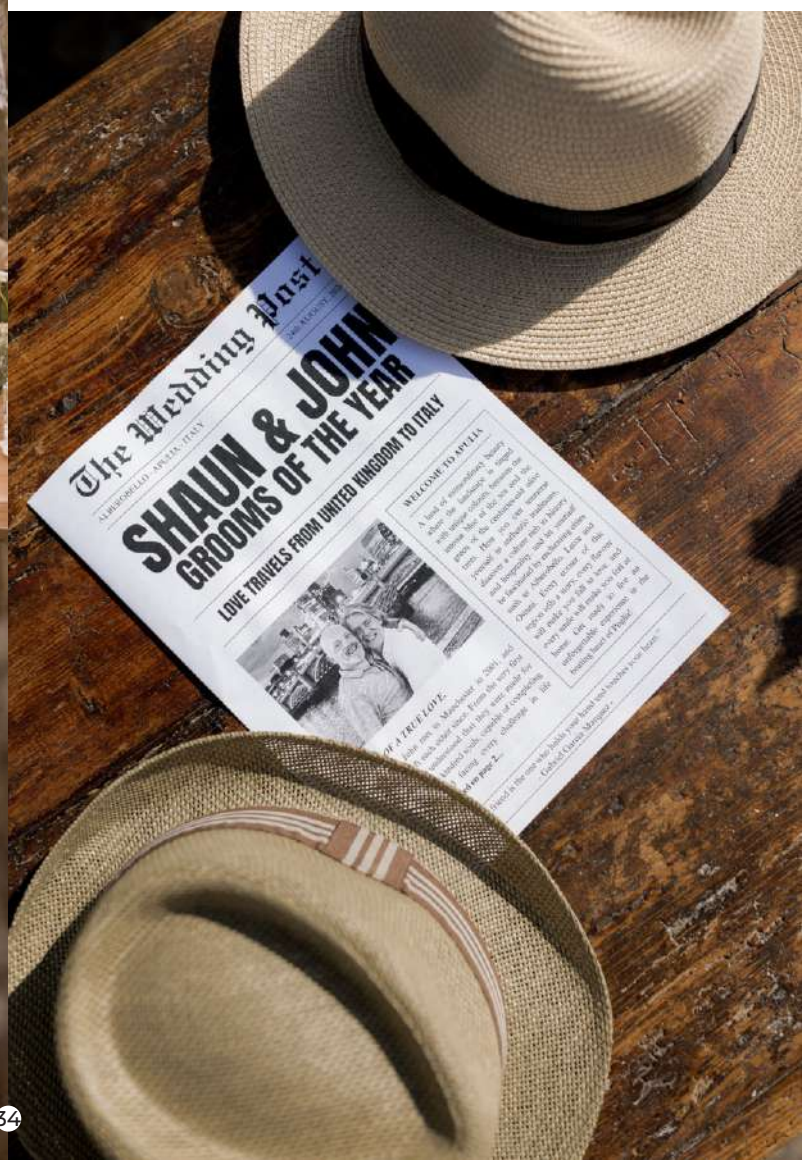




The Art of Transforming Stories into Experiences

Every wedding begins with a dream, but only when it meets the right hands and attentive listening does it become a vibrant reality. I am Leo Amado, a destination wedding planner based in Puglia, and I view my work as the art of translating genuine emotions into unforgettable experiences. In my design philosophy, aesthetic beauty is never imposed in an empty manner; it must always emerge as a true reflection of each couple's authentic story and the soul of the land that hosts them.

Our initial contact with Shaun and John came through Isabella, a mutual friend. She shared that they live in Manchester and gave me a key detail: after a transformative journey through Apulian landscapes, they both knew that this land of ancient olive groves, limestone, and serene light was destined to be the setting for their wedding day. They had already chosen Isabella's country home, nestled among the iconic trulli of Alberobello. Just a few words during that first conversation were enough to envision the entire concept.





Inspirations Transformed into Emotions

Every memorable design begins with the generous act of listening. We spoke about their lifestyle, natural textures, and the warmth of a Southern Italian summer. Suddenly, a poetic image emerged: a freshly opened prickly pear (fico d'India). Juicy, alive, vibrant, and rich in organic contrasts.

"Juicy, alive, vibrant, and rich in organic contrasts: from that botanical concept, the visual narrative of the wedding was born."

From that botanical concept, we shaped the visual identity of the project. We curated a sophisticated and unusual chromatic palette: deep dark green and rich muted red, harmoniously blended with warm orange tones of an Apulian summer. It was a bold combination with strong character, yet deeply coherent with their narrative. We relied on honest, authentic materials: raw wood, handcrafted ceramics, blown glass, and natural textiles.

A local tailoring atelier hand-sewed the table runners and napkins using bleached cotton detailed with red stripes, evoking traditional

Apulian kitchens. This fabric became the thematic thread for our calligrapher, who crafted all stationery by hand: invitations, menus, place cards, and the tableau de mariage. There were no digital elements; only cotton paper, ink, and profound dedication.







A Day Filled with the Warmth of Home

The ceremony took place in the central courtyard, framed by the timeless presence of the trulli, in a corner resembling a quiet street in Alberobello. There, amidst live stone and warm smiles, the celebrant's gentle voice set the tone. Her words traced a poignant journey through the couple's history: how they met, daily gestures, shared laughter, and challenges overcome. Every spoken word was a living piece of their narrative; every glance, a serene testament to deep love.

The subsequent reception unfolded in perfect harmony with the golden evening light. Long solid wood tables featured a vibrant dialogue between seasonal blooms (soft dahlias, cosmos, vintage carnations), fresh seasonal fruit, potted aromatic herbs, and terracotta. The striped cotton runners flowed naturally from guest to guest. As night settled, candlelight glowed softly within the handcrafted wire structures. The air was filled with wild thyme, summer warmth, and pure authenticity.

An Object, a Memory: The Poetry of Imperfect Details

During a planning session, an endearing everyday detail emerged: back home in the United Kingdom, Shaun and John kept chickens in their garden. It was a charming image that triggered a visual memory: vintage wine bottles wrapped in wire chicken netting used in an old country masseria.

I designed custom candleholders encased in that same rustic wire mesh, handcrafted by a local artisan. It was a bold choice for a wedding setup, but it carried undeniable expressive strength. As dusk fell and candle flames flickered, the wire mesh projected intricate patterns of shadow and golden light across the ancient stone, creating a magical atmosphere. A luminous experience meant to be felt with all five senses.





When Shaun and John stepped into the space and saw the completed setup, words were unnecessary: tear-filled eyes and a deep, tight embrace said it all. "It is far better than we ever could have imagined," they whispered. In that precise moment, I knew we had touched the heart of their vision.

Beyond a Single Day: A Rich Cultural Journey

The celebration was intentionally designed as an intimate micro-wedding with close family and friends. However, surrounding that wedding day, we built an entire immersive experience, as a destination wedding should never be confined to a single day.

Throughout the days preceding and following the ceremony, we curated tailored experiences for their guests to discover Apulian culture: authentic hospitality, rich traditional gastronomy, and peaceful landscapes. Every activity offered a sensory journey into the soul of the region, ensuring guests returned home with an enduring piece of Puglia in their hearts.

Our only minor uncertainty was the weather, but the sky rewarded us with perfect clarity that framed every moment beautifully. In the end, what remains is pure emotion: warm embraces, quiet tears of joy, and the serene satisfaction of work created from the heart.

Shaun and John entered my life as clients, and today I am honored to call them friends. That, above all else, is the true magic of my work.

This celebration was made possible through an extraordinary creative team:

Calligraphy: @riccardopalazzi_art
Catering: @sovranoeventi
Celebrant: @melagrana.cerimonie
Floral Design: @abigail_floralstudio
Photography: @alessiabusto_fotografia
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The Art of Tradition:

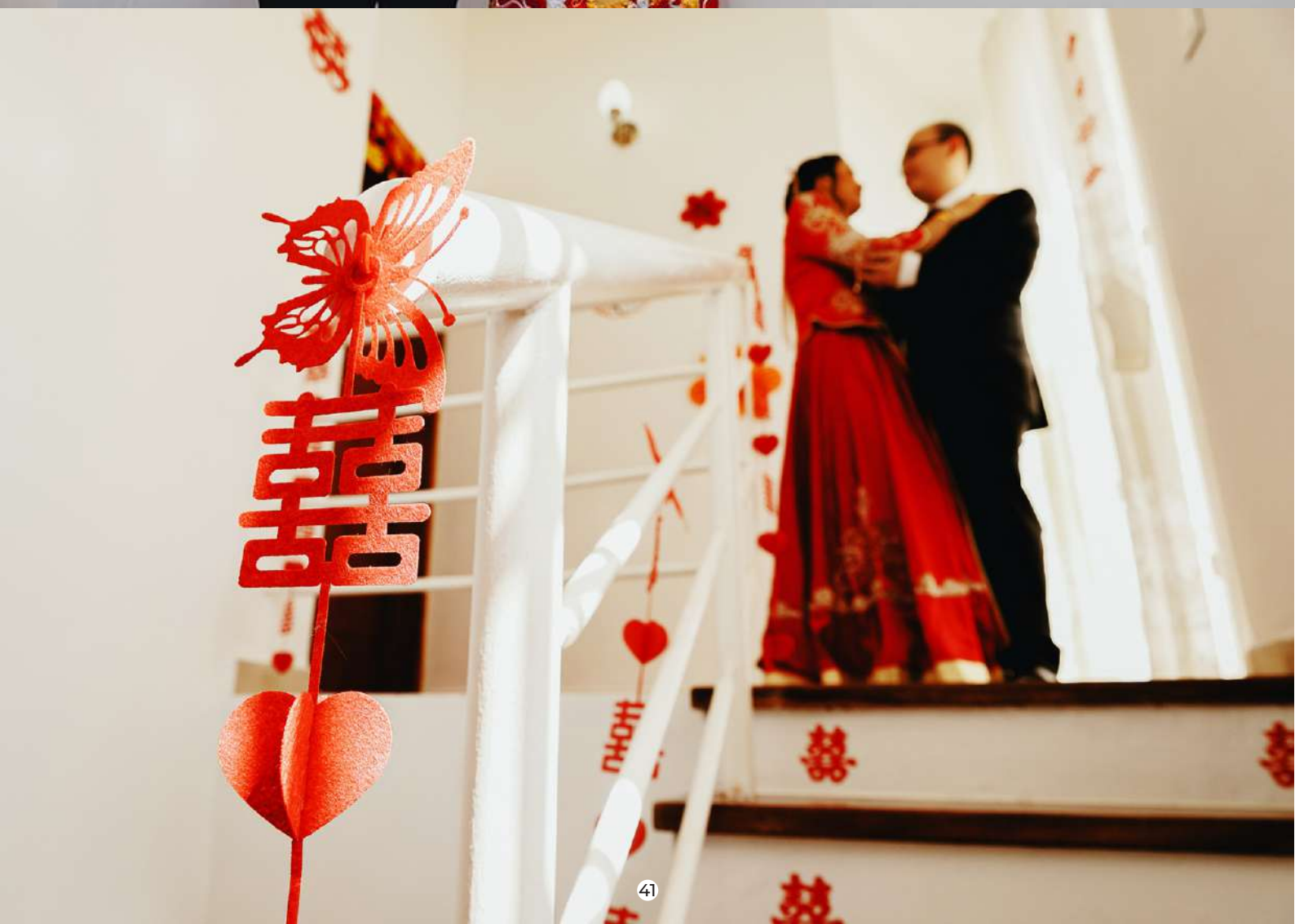
What I Learned from Documenting a Traditional Chinese Wedding



Some celebrations transcend the logistics of an event and become true cultural immersions. For those of us entrusted with documenting a couple's visual story, few occasions are as rich, symbolic, and emotionally meaningful as a traditional Chinese wedding.

This year, I had the privilege of documenting my second wedding of this kind. While every union is unique, returning to these rituals allowed me to connect with the depth of their traditions from a more experienced perspective—carefully considering every frame and understanding that behind every ornament, color, and gesture lies centuries of history, symbolism, and family blessings.







The Energy of the Date: The First Great Detail

In Western culture, couples often choose their wedding date according to the season, weather, or personal convenience. In Chinese tradition, however, the calendar becomes a living element of the celebration.

The date is not chosen at random. It is traditionally determined with the guidance of parents and astrology or Feng Shui masters, who analyze the couple's Bazi—their dates and times of birth—to identify a moment believed to encourage harmony, prosperity, and good fortune.

Understanding that every minute of the wedding timeline may reflect this pursuit of balance requires wedding professionals to approach the celebration with exceptional flexibility, sensitivity, and absolute respect for its carefully established rhythm.

Symbols That Tell a Visual Story

As a visual storyteller, one of the most captivating aspects of these weddings is the extraordinary richness found in their details. Nothing is there by chance.

jThe Cypress Branch in the Bride's Hair: During the deeply meaningful hairdressing ceremony, known as Shang Tou, a small cypress branch is placed in the bride's hair alongside a red ribbon. At first glance, it may appear to be a delicate ornament, but it carries a much deeper meaning: a wish for eternity and enduring love, untouched by the passage of time.

The Significance of Gold — Si Dian Jin: Pure 24-karat gold jewelry presented by the groom's parents and in-laws is far more than a display of wealth or status. It symbolizes a promise of shelter, independence, and financial security for the bride as she becomes part of her new family. Capturing the intricate details and brilliance of these pieces—from the symbolic Dragon and Phoenix to the beloved prosperity pig motifs—requires a discerning eye and a precise command of light.



Respect for Family Hierarchy: One particularly fascinating and nuanced tradition takes place when a younger brother marries before his older brother. In the symbolic "trouser ritual," the newlyweds pass beneath a garment held up by the unmarried elder brother. Blending superstition, respect, and the playful spirit of family celebration, this ritual is a beautiful reminder of how tradition can coexist with everyday joy.

The Banquet and the Spirit of Gan Bei

If the tea ceremony is the sacred heart of the wedding—where respect for elders is expressed through the ritual of serving each cup with both hands—the banquet becomes an exuberant celebration of shared joy.

From whole fish, served as a symbol of abundance and completeness, to the uncut noodles that represent longevity, Chinese wedding cuisine becomes almost a prayer in edible form.

And, of course, no celebration would be complete without the traditional Gan Bei—literally, "dry the cup." Moving from table to table to document moments of laughter, connection, and heartfelt toasts with traditional Baijiu requires an agile presence: close enough to capture spontaneity, yet discreet enough to preserve the natural flow of the celebration.



An Open Mind and Professional Sensitivity

Documenting multicultural and traditional weddings is about far more than framing an image beautifully or arriving with the right equipment. It requires an understanding of non-verbal language, emotionally significant moments, and cultural protocols—so that not a single irreplaceable instant is overlooked.

Every celebration is an opportunity to continue learning, broaden our perspective, and refine our artistic judgment. The trust families place in us to preserve these memories is the greatest honor and the reason why approaching every project with humility, preparation, and passion remains our deepest professional commitment.

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A man and a woman are holding hands on a wide set of stone steps. The man is on the left, wearing a light-colored t-shirt and blue jeans, looking towards the woman. The woman is on the right, wearing a white crop top, dark denim shorts, and a straw hat, smiling at the camera. They are standing on the steps leading up to a red building with a large arched doorway. The scene is surrounded by lush greenery and pink flowers in large pots. The text 'YUCATÁN' is overlaid in large white letters, with a small Mayan symbol above the 'A'. Below it, 'Mayan Sanctuary' and 'Chasing landscapes starts here' are written in smaller white text. In the bottom right corner, there is a location pin icon and the text 'Hacienda Zamná'.

YUCATÁN

Mayan Sanctuary

Chasing landscapes starts here

📍 Hacienda Zamná

Turin, Piedmont, Italy

Where a wedding becomes a journey
through the senses





*There are places you visit.
And then there are places you live.*

For many foreign couples, getting married in Italy means choosing a castle, a historic villa, or a postcard-perfect lake.

But those who choose Turin and Piedmont discover something even more precious.

They discover an experience.

One of those experiences that remains in the heart long after the wedding day has ended.

This is the philosophy behind the Wedding Emotional Experience, a different way of living a destination wedding: not just a ceremony, but a journey through the authentic soul of Italy.

This is the story of a Colombian couple who, at first, did not know Turin.

When they thought of Italy, they perhaps imagined the most famous destinations, the most talked-about cities, those places everyone knows even before visiting them.





Turin, instead, arrived slowly. With its discreet elegance.

With its silent history.

With its refined beauty, capable of surprising without needing to show off.

When I presented them with the Wedding Emotional Experience, I did not simply propose a city where they could get married.

I proposed a way of experiencing Italy.

An experience designed to bring them inside a territory, to let them feel the fragrance of its history, the taste of its wines, the magic of its palaces, the depth of its traditions, and the authentic hospitality of its people.

And so, step by step, that city they did not know

became part of their love story.

They did not simply celebrate a wedding in Turin. They fell in love with Turin.





They discovered an elegant, romantic, authentic Piedmont. A territory capable of turning every moment into a memory, every toast into an emotion, every detail into something to carry forever in the heart.

Their "I do" was celebrated in one of Piedmont's most iconic places: the majestic Reggia di Venaria, a UNESCO World Heritage Site, symbol of Savoy history and one of the most fascinating royal residences in Europe.

Among frescoes, monumental gardens, and halls that tell centuries of elegance, their love found a timeless setting.

But the true journey began right after the ceremony.

Because Piedmont is not simply visited. It is savored.

Among gentle hills covered with vineyards, the couple and their guests enjoyed a private experience in a local winery. They walked among the vines.





They discovered how Piedmontese wine is born. They listened to stories connected to the land, to the harvest, to the passion of those who, for generations, have preserved the art of winemaking.

They tasted wines produced directly in that land, accompanied by the authentic flavors of local tradition.

Every glass told the story of the territory. Every toast became a memory.

And that very wine, born from the vineyards they had visited together, also became the gift the couple chose to offer their guests.

Not a simple wedding favor.

But a piece of Piedmont to take home. An authentic memory.

An emotion bottled forever.

The day then continued through the elegant squares of Turin.



Walking beneath its historic arcades, being

surprised by its Baroque architecture, breathing the atmosphere of the first capital of Italy means entering a refined, discreet, and deeply fascinating city.

Turin preserves royal palaces, museums, scenic squares, historic cafés, Savoy residences, monumental churches, and a culture that brings together art, history, elegance, and innovation.

It is a city that conquers slowly. With class.

With authenticity.

With a beauty that does not need to raise its voice to be remembered.

The evening ended in a refined Turin venue, where the guests enjoyed traditional Piedmontese cuisine reinterpreted in an elegant and contemporary way.

Every dish told a tradition.

Every detail spoke of excellence.





The cake, the final toast, the DJ's music, and the shared laughter transformed a dinner into a memory destined to remain.

And this is precisely the meaning of a Wedding Emotional Experience.

Not simply organizing a wedding.

But creating a journey capable of involving all the senses.

Because a destination wedding in Piedmont does not simply mean choosing a wonderful venue.

It means experiencing Italy through its flavors, its aromas, its history, its traditions, its artisans, its culture, and the extraordinary hospitality of the people who live there.

Turin and Piedmont offer everything a foreign couple could desire.

Royal residences.
Castles.
Historic villas.
Vineyards.
Romantic villages.
Lakes.
Mountains.



A gastronomy recognized all over the world.

Some of the most prestigious wines in Italy. Excellent craftsmanship.

Fashion, design, culture, and a quality of life that makes every moment special.

This is why more and more international couples are choosing Piedmont.

Because here they do not only find the perfect place to get married.

They find a story to live.

A story they will continue to tell every time they open a bottle of that wine, look at a photograph, or remember the day Italy became part of their lives.



Wedding Emotional Experience Because a wedding is not just one day.

It is a memory that continues to move you for a lifetime.

I do not simply organize weddings in Italy. I create experiences that allow couples to fall in love with Italy even before saying their "I do."

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A close-up photograph of a man wearing a red turban and a beaded necklace, holding a large, blue, demonic mask. The mask has yellow eyes and sharp teeth. The background is blurred, showing a crowd of people.

Dance, Masks and Memory:

A Glimpse into the Dancing Devils of Yare



Upon arriving in San Francisco de Yare, you are welcomed by heat and color with the same intensity that fills the air when the first beats of the drums and maracas begin to sound. For me, capturing this moment meant stepping away from the role of the observer behind the camera and becoming part of the crowd, experiencing the celebration from within.

As I drew closer to the Dancing Devils of Yare, my interest went beyond the liturgy—the realm of faith itself—and expanded toward the inexhaustible richness of this tradition as a living expression of cultural heritage.







What unfolds in the streets of Yare is, at its heart, the living expression of a community deeply rooted in its traditions, brought to life through a pilgrim dance that travels through the town every Thursday of Corpus Christi. As a photographer, my search for light found its reflection in every color, every glimmer, and every gaze of those who live and feel this extraordinary heritage.



The vibrant movement of the dancers and the atmosphere that emerges when the entire community becomes one collective body create a moment that is simply impossible to replicate.



A celebration where faith and culture converge, the Dancing Devils of Yare were inscribed by UNESCO on the Representative List of the Intangible Cultural Heritage of Humanity in 2012. They stand today as a remarkable jewel of Venezuelan identity.

I invite you to experience this tradition for yourself. Whatever our personal beliefs or perspectives may be, cultural expressions such as this become mirrors in which we recognize ourselves as part of something greater than ourselves.

Ultimately, it is our identity—captured in a fraction of a second.

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The Importance Of Event Tents In Unpredictable Climates Like Costa Rica

When we learned to build for the weather,
rather than against it.



We remember a wedding, a few years ago, when the sky decided to change its mind halfway through the reception.

The newlyweds had just finished their first dance when the sound began: first, a soft murmur against the fabric, then a steady tapping. Guests looked up, expecting chaos.

Nothing happened. The music continued. The lights remained glowing over the dance floor. And through the transparent roof, instead of witnessing an emergency, everyone saw something entirely different: rain falling as part of the scenery, illuminated from below, while the celebration carried on exactly as planned.

Later that evening, someone remarked that the moment — the rain falling just above their heads without ever touching them — had been the most photographed moment of the entire wedding.

That, at its core, is the work we are passionate about: not preventing the weather from showing up, but having the right structure in place long before it does — one that determines what happens when it arrives.

A Climate That Belongs to More Than One Country

Anyone who works in events in Costa Rica, Guatemala, Panama, or anywhere along this tropical corridor knows the feeling: planning for a sunny day while knowing there is no guarantee the weather will look the same six hours later.

It is not uniquely Costa Rican. It is part of the character of an entire region where the sky can change its mood with a speed that might seem unusual elsewhere, but here is simply part of the landscape.





For many years, the regional events industry responded to this reality with a certain degree of resignation: cross your fingers, say a little prayer, and improvise if necessary. Years ago, we decided to become the kind of provider that would never leave an event to chance.

A Technical Decision That Should Never Be Left Until the Last Minute

For a long time, tents were viewed as a last-minute solution — something installed “just in case.”

We believe they deserve to be treated differently: as one of the first technical decisions to be made for any outdoor event, as essential as lighting or table layout.

We are not the ones designing the wedding, corporate event, or celebration — that vision belongs to each couple, each family, and every planner we have the privilege of working alongside.

What we do is make sure that vision remains intact, regardless of what the sky decides to do that afternoon.

That difference — addressing the weather from the very beginning rather than reacting to it at the last minute — is what separates an event that flows seamlessly from one that is left at the mercy of a brief window of good weather.





The Moment a Challenge Becomes Part of the Show

Of all the structures we install, there is one that continues to excite us every time we see it fully assembled: the transparent tent. Because it creates something no other solution quite achieves: the weather challenge becomes part of the experience. During the day, the transparent roof preserves the natural light, the surrounding greenery, and the genuine feeling of being outdoors.

At night, it becomes a canvas. The hanging lights, string lights, and floral installations defined by the décor and event design teams are silhouetted against a sky that remains visible, present and alive — even when it rains. We do not hide the weather. We allow it to become part of the experience while keeping everyone protected, and that completely changes the way guests remember the moment. It is no longer the night that was almost ruined by the rain.

It becomes the night they danced beneath the rain without getting wet.

What We Are Really Offering

After years of doing this, we have come to understand that what a client is truly hiring is not a piece of fabric or an aluminum structure. It is peace of mind.

It is the certainty that, whatever happens in the sky that afternoon, the story others have carefully designed for that day will unfold exactly as they imagined it. And if that moment of tension — the rain, the wind, the three o'clock afternoon sun — becomes the moment everyone remembers as magical rather than the one that almost ruined everything, then we have done more than solve a technical challenge.

We have helped make someone else's story even more memorable.

**Álvaro Brenes
& Jacqueline Chinchilla**

Founders, Events 4 You S.A.
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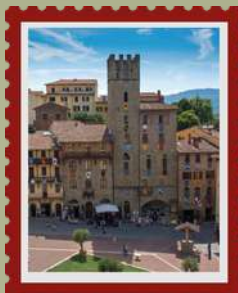
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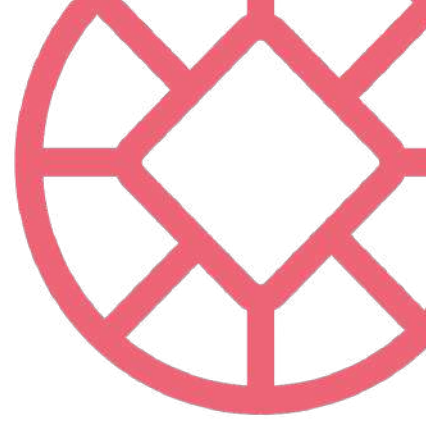
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Design NOLITA CRAFT



"Nolita Torres is the CEO and Creative Director of Nolita Craft, a Colombian firm specializing in experiential branding, luxury stationery, and strategic merchandising for weddings, destination events, and MICE projects. With over 10 years of experience in the creative industry and 8 years developing experiences for the events sector, she has led national and international projects where design, culture, and brand identity become memorable experiences."



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Happy Birthday
September



2026

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