



## VIRTUAL EDITION

Reinventing to Stay Resilient

📅 September, 15th 🕒 1 day virtual gathering

<b><u>TIMINGS (IST - GMT+5:30)</u></b>	<b><u>AGENDA</u></b>
12:00pm - 12:10pm	Platform introduction by the host
12:10 pm - 12:20 pm	Welcome address by Rishikesh Shetty, CEO - Exito Media Concepts Pvt. Ltd, India
12:20 pm - 12:50 pm	<b><u>KEYNOTE PRESENTATION-</u></b> <b>Nadia Duran - Engineer, Business Woman, Artist</b>
12:50 pm - 1:40 pm	<b><u>Panel Discussion: Saying "I do" to new business approaches.</u></b> <ul style="list-style-type: none"><li>• Discussing the evolving expectations from weddings by the couples and families</li><li>• How have first meetings changed - Creating an impact on the client in this format.</li><li>• Major changes you have had to make in your approach and business to cater to your clients needs</li><li>• How to manage pricing and remain profitable in post-pandemic weddings</li></ul> <b>Speakers: Bibi Hayat-Founder - Bibi Hayat Events &amp; Designs, Mahesh Shirodkar - MD - Tamarind Global Services Pvt Ltd, Sanda Pandza - Owner Sanda Pandza Events, Rahul Kumar - Director, Vivaah Celebrations</b> <b>Moderator - Rhiannon Downie-Bride Club Me - Founder</b>
1:40 pm - 2:10 pm	Networking
2:10 pm - 2:40 pm	<b><u>KEYNOTE PRESENTATION - Building Bold Brand Identity</u></b> <ul style="list-style-type: none"><li>• The art of branding yourself as a luxury wedding planner in the business</li><li>• Maintaining high-retention rates with clients/ repeat bookings</li><li>• Making the most of media opportunities</li><li>• Guide to managing your social media - How wedding planners can utilize the power of social media and press to become pro-marketers.</li></ul> <b>Precious Thamaga-Mazibuko CEO &amp; Head Planner and Designer - Precious Celebrations</b>



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2:40 pm - 3:30 pm	<p><b><u>Panel Discussion: Evolution endgame: Renewing design strategies in response to changing markets.</u></b></p> <ul style="list-style-type: none"><li>• Changes in conceptualization of design for weddings</li><li>• The art of understanding client expectations to include the magic of personalization</li><li>• Navigating through the challenges of logistics to put together exquisite wedding decor.</li></ul> <p><b>Speakers- Aimee Dunne-Director - Aimee Dunne Ltd.,Meltem Tepeler-KM Events - President, Robert Chaar-Casa Del Flora - Founder &amp; Floral Designer, Koby Bar Yehuda - Co-Owner KBY designs</b></p>
3:30 pm - 4:00 pm	Networking
4:00 pm - 4: 30 pm	<p><b><u>KEYNOTE PRESENTATION -</u></b> Science of Event Production &amp; Storytelling</p> <ul style="list-style-type: none"><li>• Producing an event with a larger than life experience</li><li>• Minimizing costs, maximizing profits and optimizing the experience</li><li>• Socially and Environmentally sustainable events</li><li>• Storytelling in the luxury wedding industry</li></ul> <p><b>Speaker: Adam Blackwood, Founder &amp; Creative Director - Private Drama Events, UK</b></p>
4:30 pm - 4:50 pm	<p><b><u>KEYNOTE PRESENTATION -</u></b></p> <ul style="list-style-type: none"><li>• The fundamentals of design and decor - what has changed ?</li><li>• Unmatched elegance with flower power</li><li>• The process of creating Insta-worthy #Gideonized weddings.</li></ul> <p><b>Gideon Hermosa Founder - The Events Studio by Gideon Hermosa</b></p>
4:50 pm - 5:50 pm	<p><b><u>STORY-TELLING PANEL DISCUSSION-</u></b> Hear from the wedding planners expressing their experience and challenges as they share a story discussing different elements of an unconventional wedding they have executed in the past year.</p>



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	<p>Speakers- <b>Bhavnesh Sawhney- FB Celebrations - Founder, Sarah Young- Sarah Young Luxury Events and Wedding Planner - Director &amp; Owner, Cyrielle Mohara -CEO &amp; Founder -Chic &amp; Co, Julian Leaver - Chief Protocol Officer - The Dapper Diplomat</b></p>
5:50 pm - 6:00 pm	Closing Note