

Wedding Planner

MAGAZINE

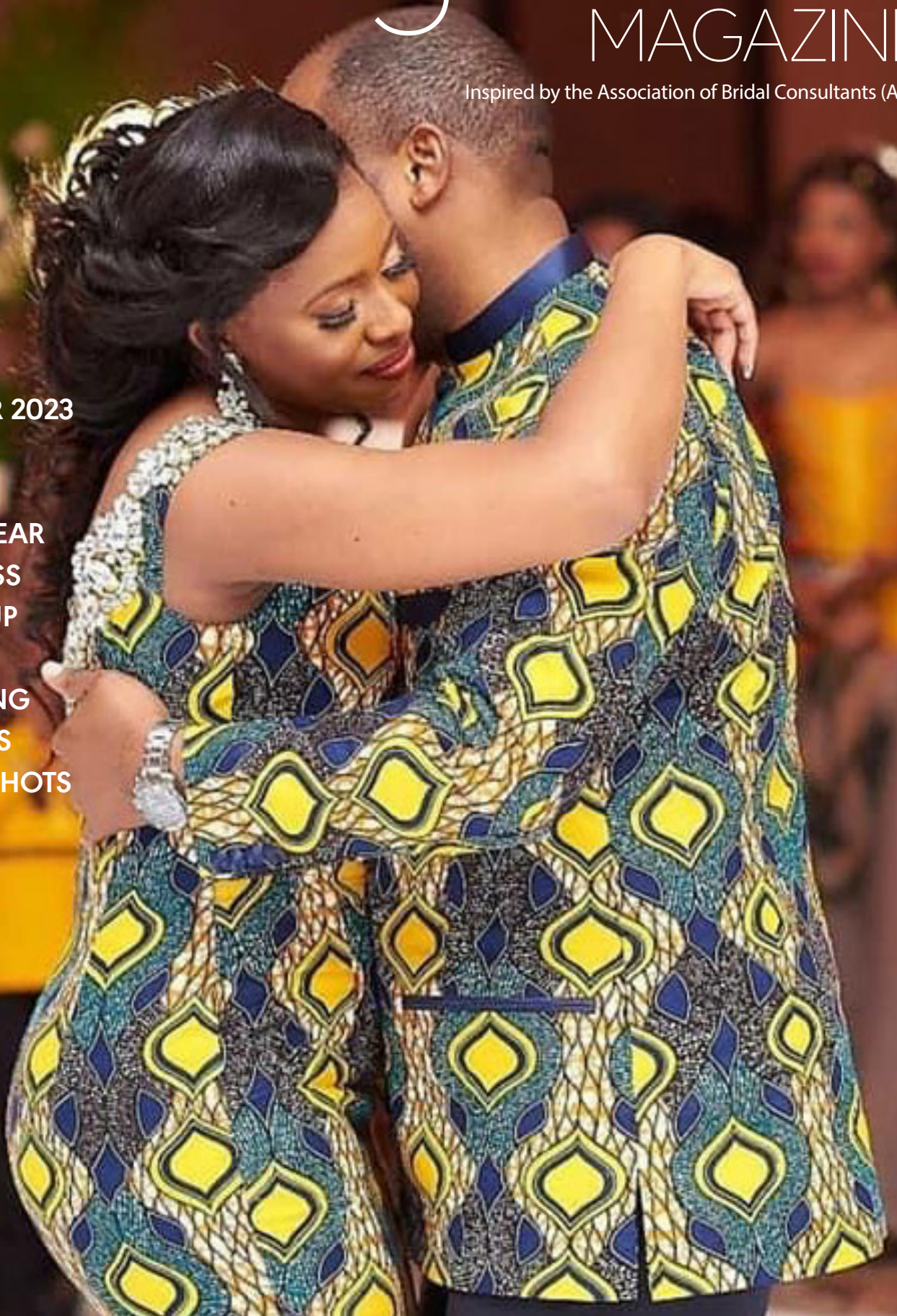
FALL 2022

Inspired by the Association of Bridal Consultants (ABC)

TRENDS FOR 2023

END OF YEAR
BUSINESS
WRAP UP

BRANDING
PHOTOS
AND HEADSHOTS



Sandals®

LOVE IS ALL YOU NEED

ONE MILLION WAYS TO BECOME ONE



THE CARIBBEAN'S PREMIER DESTINATION WEDDING EXPERIENCE

Tying the knot is more than saying vows — it's about sharing once-in-a-lifetime moments with the one you love. But if there's a promise we'll always keep, it's to make your day the perfect beginning to forever.

At Sandals®, we take inspiration from the depths of your romance, knowing that no two stories unfold the same way. That's why our Customizable

Wedding décor inspirations offer over a million mix-and-match possibilities — all to create the “I do” atmosphere of your dreams.

Plus, you and your other half gain access to dedicated support, including a Wedding Planner, Event Manager and on-resort team that takes care of the execution, so you can live out your vision of all-inclusive luxury.

Sandals®

★ ★ ★ ★ ★
**CUSTOMIZABLE
WEDDINGS**
Inspired by Love. Created by You.

1-877-SANDALS
SANDALS.COM/WEDDINGS

INSIDE

WEDDING PLANNER MAGAZINE
Fall 2022 Issue



FEATURES

- 7 End of Year Business
- 14 Trends for 2023
- 16 ABC Heart Award Anniversary
- 23 Branding Photos and Headshots
- 28 Forever Wedding Summit Recap

REAL WEDDINGS

- 10 Illinois
- 11 Maine
- 26 California

IN EVERY ISSUE

- 5 Letter
- 6 Contributors
- 12 Ask the Experts
- 15 ABC News
- 18 Industry Insights
- 20 Master Planner Profile

Jamaica Wedding

Dear ABC members, Jamaica invites you to discover our great on island wedding vendors and resources that makes it easier than ever to plan an Idyllic and hassle free wedding.

Jamaica offers a wide variety of wedding venues, on island wedding planners, DJs & entertainers, florists, wedding dresses, beauticians, photographers, great transportation, and officiants of all religions.



Simply visit <https://www.visitjamaica.com/weddings-and-honeymoons/saying-i-do/> and you'll soon learn how easy it is to find all you need to create picture perfect and memorable weddings for your clients.



letter from the staff

Happy Fall!

This is the best time to work on your business for a successful 2023! This issue has articles on photography branding, trends for 2023, and an in-depth review of the six things you should be doing to get ready for the New Year.

We also have some beautiful weddings (that had their set of challenges) from Maine, Illinois, and California. We wish you the best as you prepare for the upcoming year.

If there is anything you want to see covered in the magazine in upcoming issues, please reach out at editor@abcweddingplanners.com!



Robyn Bruns, MWP™
Editor



Jessica English, CWP™
Creative Director



David M. Wood,
Publisher/President,
Association of Bridal Consultants



Wedding Planner
MAGAZINE

PUBLISHER

David Wood

EDITOR

Robyn Bruns, MWP™

CREATIVE DIRECTOR

Jessica English CWP™

CONTRIBUTORS

Cathy MacRae, MWP™

Colleen Baur

Sari Skalnik, MWP™

Meghan Ely

Steve Kemble

PHOTOGRAPHERS

Sarah and Brent Photography

Balmin Bingham Photography

Megan Dichter Photo

Love Action Photography

ABC CORPORATE SALES

Veronica Foster

TRAVEL/ CVB SALES

David Wood

Wedding Planner Magazine is published quarterly by the Association of Bridal Consultants, 632 Federal Road, STE 2, Brookfield, CT 06804. Phone 860-355-7000.

E-Mail: Info@BridalAssn.com. Visit: abcweddingplanners.com. Copyright 2011 Association of Bridal Consultants.

All rights reserved. No part of this publication may be reproduced without written permission from the publishers. Wedding Planner Magazine does not necessarily endorse the claims or contents of advertising or editorial material. Printed in the U.S.A.

Wedding Planner Magazine ISSN 2160-3286 is published quarterly by The Association of Bridal Consultants LLC, 632 Federal Road, STE 2, Brookfield, CT 06804. Circulation is 4,000. Advertising is accepted; corporate ABC members receive a discount on rates. Annual subscriptions are \$59.75. Periodical postage paid at La Crosse, WI and at Eau Claire, WI. Postmaster send changes to Association of Bridal Consultants, 632 Federal Road, STE 2, Brookfield, CT 06804.



© Balmin Bingham Photography



Cathy MacRae, MWP™ is the owner of Creative Weddings Planning & Design in Calgary, Canada. She also works as a business coach and social media manager for Someday Consulting,

helping wedding industry business owners scale their business and handle the always changing world of social media. She is an active member of the Association Of Bridal Consultants and currently serves as the Country Coordinator for Canada and is ABC Social Media Manager. She shares end of year business wrap up tips on page 7.



Meghan Ely is the owner of wedding PR and wedding marketing firm OFD Consulting. Ely is a sought-after speaker, adjunct professor in the field of public relations, and a self-professed royal wedding enthusiast. On page 23 she provides advice on branding photos and headshots.



Steve Kemble, recently profiled in The New York Times, is a known commodity. The world-renowned life-style expert named one of the "Top 10 in the World" by Departures magazine has thrown

bashes for the likes of George W. Bush, Barack Obama, the Dallas Cowboys, Oprah Winfrey and many more names one would recognize from the Forbes list. Kemble expanded his brand through television, appearing on "Whose Wedding Is It Anyway," "Platinum Weddings," "Married Away," "Married by the In-Laws," "Good Morning America," "The CBS Early Show" and "E News Oscar Red Carpet." As a member of the Fashion Police, Steve writes a weekly celebrity fashion commentary in US Weekly. He talks trends for 2023 on page 14.

WHO'S WHO IN THE ABC?

ABC DIRECTOR LISTING

President, *David M. Wood III*

Director of State Managers,

Vice President, *Veronica Foster, MWP™*
VP@abcweddingplanners.com

Beverly Ann Bonner, APR, MWP™
beverlyann@weddingbeautiful.com

Director of Annual Conferences,
Carmen Mesa, MWP™
carmen@carmenmesaevents.com

Director of Ethnic Diversity, *Lois Pearce, MWP™*
lois@beautifuloccasions.com

Director of Education, *Shelby Tuck-Horton, MWP™*
Education@abcweddingplanners.com

Manager of Operations, *Elayne Anderson*
info@BridalAssn.com

Membership Services, *Annemarie Steiner*
Members@BridalAssn.com

ABC Office

1.860.355.7000, fax 1.203.775.0037,
www.ABCWeddingPlanners.com, 632 Federal Road
- Suite 2, Brookfield, CT 06804.

Social Media

www.facebook.com/AssocBridalConsultants/
www.instagram.com/abcassoc/
www.pinterest.com/ABCASSOC/
Find us on YouTube!

ABC CODE OF ETHICS

Our ABC members agree to:

- represent each client fairly and honestly, providing all agreed-to services in a timely and cost-efficient manner.
- establish reasonable and proper fees for services and provide written estimates to each client.
- use honest, factual advertising.
- deal with employees and clients fairly, in an unbiased manner.
- disclose to clients any payments received from suppliers.
- operate an establishment that is a credit to the community.

Six End-Of-Season Steps To Reset And Revitalize Your Business For Next Year

For many of us, the arrival of November signals that the wedding season is winding down. I take advantage of the lull by using the time to update and refresh my online presence in terms of my website and my social media. Ensuring I'm ready for engagement season (which generally starts around American Thanksgiving and continues through Valentine's Day) and when couples start looking at wedding vendors and decide who they want to contact. If we're not visibly ready, they will move on to someone who is.

STEP 1: FOLLOW UP WITH PHOTOGRAPHERS AND VIDEOGRAPHERS.

One of the first things to do is follow up with photographers and videographers from your summer weddings and check the status of the wedding photos and video highlight reels. It's easy for things to get lost in the shuffle, especially with the increased number of events this past year. Out of respect for your colleagues, please always ensure that whenever you post photos or videos on your website or your social media profile, you appropriately credit all the vendors involved.

STEP 2: REEVALUATE AND ADJUST YOUR IDEAL CLIENT.

In the past, I've spent a lot of time identifying and understanding who my ideal client is. When things are a little quieter like this, I find it's an excellent opportunity to revisit my ideal client and see if I need to tweak it or make any adjustments. If I make any changes to who my ideal client is, then I also need to be sure to make similar adjustments in my marketing materials, my website, and my social media profiles.

STEP 3: COLLECT TESTIMONIALS AND REVIEWS FROM CLIENTS.

Just like we need to follow up with photographers, this is an ideal time to follow up with clients if you haven't done so already. It's not enough nowadays to say we do a good job. We need social proof, and the best people to get that from are the clients who've just experienced what it was like to work with us. (Ideally, the best time to request this is within a week or two of their event while they're still in "wedding euphoria.") There are different ways to do this. I request that some couples write a review on Wedding Wire for me. Others I ask for a Google Review. I aim to get a bal-

ance of reviews on both sites to which I can direct potential clients. These reviews give my business more credibility in the online world. When I receive the reviews, I can incorporate them into my website or utilize them as posts on social media.

STEP 4: UPDATE YOUR WEBSITE.

Our website is one of the most critical marketing tools available to us. It must look fresh, current, and relevant. This is a great time to update some of the videos and photos. However, don't just add a photo with the title of IMG_7538. Instead, take some extra time to rename the file to describe what it is, and be sure to include your company name to help with search engine optimization. For example, you might rename the photo Calgary Wedding Planner Creative Weddings Planning and Design Banff Springs Hotel Wedding 7538. This little tip can help Google and other search engines better identify your content and lead more people to you.

Use this time as an opportunity to look at your website copy with a critical eye and decide if any adjustments need to be made. Are you using inclusive language? Does the text in-

clude keywords and phrases your potential clients may look up online? If not, find a way to include some of these phrases while ensuring the text flows naturally.

Also, add some of your real weddings to your blog section. Seeing that someone keeps their website current is often a sign that many potential clients interpret as a business owner that cares about their business.

STEP 5: REFRESH YOUR SOCIAL MEDIA PROFILES.

One of the biggest tasks I take on at this time of year is updating my social media profiles to ensure they're cohesive with my business. So many of our clients find us online, so our profile pages must be relevant and reflect our brand. One of Instagram's biggest (and best) changes over the past year is that content has become searchable. When writing captions and items on our profile page, we want to consider what keywords and phrases our clients use. In particular, look at your bio or description on your profile page. Does it speak to your ideal client? Does it identify what you do and who you serve? With a business account, you can share one web link on your Instagram profile. You can enter your business website, but to make for a more customized experience for the user, I suggest you use a landing page like Linktree. This allows you to create one page with multiple links. On Instagram, you also can add Highlights. These are

stories that live on your page instead of disappearing after 24 hours. These round circles appear after your bio but before your main feed on your profile page. They are great places to let potential customers learn more about your business. First, publish them as a Story, and once done, you can go back and add them to specific Highlights folders.

If you have gotten out of practice in posting consistently, this is an excellent time to get back into a regular routine. I suggest you try and post at least two to three times minimum each week. If you are trying to grow your account, you should look more at posting four or five times a week. Going for weeks or months without posting doesn't send a message that you care about your business.

If you're on Pinterest, this is the time to update your boards. Create a new board or two featuring some of the upcoming color trends. Maybe even take some of the latest photos you've gotten from your recent weddings and add them to existing venue boards or create new boards featuring unique wedding ideas or design trends.

STEP 6: UPDATE SECURITY MEASURES.

Use this time to take extra measures to protect your online presence. For starters, when was the last time you backed up your website? This is a good practice to get into at least every week or two. Planning ahead and ensuring

you have a backup in place is better than the alternative when it's too late to do anything about it and all your hard work is gone.

Change and update your passwords. Hackers are getting more creative. We must do what we can to stay ahead of them and protect ourselves using complex passwords. It also includes being wary about opening suspicious emails from people we don't know. (Don't click on links in emails sent from people you don't know.). I suggest turning on Two-Factor Authentication, which sends a confirmation to your smartphone device rather than an email. (If your email has been hacked, then sending the updated code through the email isn't that helpful as the hacker is privy to it and any changes you've made.)

Lastly, if you have a Facebook page for your business or a Facebook group page, be sure you have TWO Admins on the account. An account with two admins is much harder to hack than an account with only one.

As wedding professionals, we're always on the go! There often aren't a lot of quiet times in our industry, but when they happen, we need to take full advantage of them. It will keep our businesses looking fresh, and mainstream!

**-Cathy MacRae, MWP™,
Creative Weddings**

Beaches



WHERE FAMILIES FIND FOREVER

Becoming family may begin in a single moment, but when you're at Beaches® Resorts, forever finds itself everywhere — spanning endless white sands, limitless diversions, stunning accommodations and beyond.

Whether you're embarking on a new chapter with just your closest loved ones or a party of soon-to-be relatives, the big day you've always dreamed of is waiting. From Customizable Wedding décor inspirations that create unforgettable backdrops to

a Wedding Concierge that takes care of it all while you enjoy even more paradise, this is the perfect place to start it all — together forever.

Beaches | **CUSTOMIZABLE WEDDINGS**
Create the Wedding of Your Dreams
& We'll Make Your Dreams Come True

1-877-BEACHES
BEACHES.COM/WEDDINGS



Ultra Glamorous African Wedding With Tropical Accents

PLANNER: Bijou Diamvutu, Belíssima Events

TIME IN THE INDUSTRY: 6 years

PHOTOGRAPHER: Balmin Bingham Photography

OTHER BUSINESSES INVOLVED: Our Wedding Movie, JD Event Design, BabyCakes by Tiffany, Olaide Touch, Yellow Shoes Event Rentals

LOCATION: Woodstock, Illinois

GUEST COUNT: 225

COLOR PALETTE: blush, gold and white

BUDGET: \$25,000

THE COUPLE: The couple was celebrating their traditional wedding which took place early in the day. The couple was very much involved and apart of all details. Her vision was beautiful, and the vendor choice was excellent. This was an African tradition to symbolize a union between two families, not just two individuals. In a restricted setting, with only family members and very close friends, the groom brings the dowry to the bride's family and their union is made official. A cocktail hour was planned for guests to enjoy some refreshments in anticipation of the big party.

PLANNING INSPIRATION: This was a traditional African wedding celebration, and the inspiration was

inspired by their upcoming destination wedding in Montego Bay, Jamaica.

BIGGEST CHALLENGE: We had to change the location for the couple's first look from the ballroom to the adjacent hotel since some guests entered the ballroom early, and the couple wanted this to be a private moment.

KEY LEARNINGS: I loved working on this wedding; however, to make sure the first look happened as initially envisioned. I would have scheduled it to take place during the cocktail hour while guests are busy socializing in the other salon and have staff watch the ballroom doors to redirect those who would like to enter the room before the scheduled time.

UNIQUE DESIGN ELEMENT: There were a few elements, starting with the beautiful tropical palm leaves centerpieces. The gorgeous stage with a large backdrop that decorated the mirror sweetheart table with hanging glass vase globe tealight candle holders. Another element was the green grass photo backdrop with the couple's monogram in the lobby.

WHAT YOU'D DO DIFFERENTLY: I made one of the rookie mistakes and didn't bring a pair of comfortable shoes to change into during set up and tear down. My feet were in so much pain that now I realize how having a pair of cozy flats to change into would have been beneficial.



MAINE WEDDING WITH STUNNING NATURAL VIEWS



PLANNER: Kendra Ingram, PWP™, Eleventh Hour Weddings

TIME IN THE INDUSTRY: 8 years

PHOTOGRAPHER: Megan Dichter Photo

OTHER BUSINESSES INVOLVED: Under Canvas Acadia, Wallace Events, Colavita Pizza Truck, Mainely Pig, Blue Spoon, Caroline Cotter, DJ Decibel Entertainment, Salt Farm Flowers

GUEST COUNT: 160

BUDGET: \$200,000

THE COUPLE: Annie and Colin met on a dating app, fell madly in love and planned a wedding quickly. They wanted time spent with family and friends and decided to host a destination wedding weekend. The scenery at Under Canvas Acadia was their design element. Everything else we used enhanced the beauty of the area.

SET UP AND STRIKE: The setup for this wedding was challenging. When the rental company arrived, it was monsoon rains due to Hurricane Floyd. They had a 40x100 foot tent and a 20x20 tent to put up. At one point, there were 20+ crew bringing everything in. Total set up/strike time for the entire weekend was upwards of 25 hours.

BIGGEST CHALLENGE: The biggest challenge was the logistics of planning a wedding out of state as well as a resort that didn't have power. Under Canvas Acadia is a glamping resort with only the lobby tent with power. Cell service was spotty at best. My crew and I had walkie-talkies, but the resort was large, and the range was small. A generator was required for the tent and catering equipment. The resort had only a food truck-type kitchen, so everything from tables & chairs to grills and ovens had to be rented. The weather was a challenge as well. So much walking/hiking/trying not to fall in the mud. On day one, we had hurricane rain from Floyd, on day two, we had hurricane winds from Floyd; day three was beautifully sunny. The floor plan had to be reworked daily to avoid mud.

ASK THE EXPERTS



Colleen Bauer, MWP™
Fairy Godmother Events Inc.
California

"When your business grows, and you need to think about adding a team, where do you look? What is the pay structure?"

-Angela Hastings, PWP™, ARR by Angela

My business manager tells me always be on the lookout for great people. When I have been given amazing service from a server or if I have been well taken care of at a retail store, I always give them my card. I let them know what I do and that I am always looking for great people. Recently, I called a restaurant to book a private room for an event. The booking manager was fabulous.



Sari Skalnik, MWP™
Tropical Weddings and Events
Puerto Rico

I told her how impressed I was with her; I let her know she would make a great wedding planner. She was thrilled and told me she often thought about becoming a planner. She works part-time at her sister's restaurant. She told me she would love to meet with me. We have an appointment to meet next week! Remember, you can always teach them how to be a wedding planner. It is essential to find people that are natural servers. They need to be warm, kind, professional and have excellent follow-through. We pay our team different levels depending on their experience. Our planners are paid a percent. I also bonus our team when I round up the money owed to



maroo

The must-have payments platform for
wedding and event businesses



Sign Up For Free

www.maroo.us

them at payday. My staff is on the payroll. California is very clear about who independent contractors are. Our team clearly works for us.
-Colleen

We always start by reaching out to our ABC members. Some are just beginning and haven't established their own companies yet, so this can be a good learning experience for them. We use LinkedIn and social media to get the word out. We pay on an hourly base.
-Sari

"How do you handle when a popular vendor in the area consistently underperforms? I feel like other vendors cover for them, and they then get recommended. Do you have a list of vendors you refuse to work with, and do you tell the client why?"

-Anonymous

We are working to call our vendors wedding pros or event pros. Because they are professionals. We recently had something like this happen. A wedding pro with whom we worked a lot, and our entire team loved them. They delivered a beautiful product; they are fun, warm, and kind and take great care of our clients. For months, we struggled with them trying to get our client's invoices. It was taking weeks, and it left our clients upset. We felt like they didn't want to do weddings anymore. So, we worked to find another wedding pro that would deliver the type of service we expected. My lesson is this- when we began to have problems with them, I should have asked her to lunch to go over our concerns. We do not have a written list; however, our team knows the wedding pros we prefer not to work with. We never say anything negative about them. If a bride has booked them before booking us, we protect our client. We meet with the wedding pro to review our concerns from past events.

-Colleen

Help your clients protect their big day with a one-day event policy from
Markel Event Insurance

Policies start as low as \$75

It's easy to recommend Markel to your clients!
Visit markeventinsurance.com/abc to learn more.

Insurance and discounts are subject to availability and qualifications. Insurance provided by Markel American Insurance Company; Glen Allen, VA; Markel Insurance Company, Deerfield, IL; Evanston Insurance Company, Deerfield, IL. ©2020 Markel Service.



I consider myself a good team leader, so I don't come across these issues that often, but when we do, I follow a saying we use all the time in the office - "I want to hear the good, bad, and ugly." Sometimes vendors don't know. Sharing with them the concerns you have should only help them improve, not harm their business. But yes, there are some who, no matter what you say, don't hear you. I will then inform our clients that not everyone is a team player and that we would prefer not to work the wedding if they want that vendor. -Sari

"I had staff scheduled and they were a no show, how am I going to execute a wedding by myself?"

-Erika Sherek, PWP™, PlumTree Events

We have a list of assistants that we can pull from. We are also fortunate to have a larger team. One of our team members is semi-retired from wedding planning, however, if I have an emergency, she is my emergency life-

line. If you do not have a team to call on. Be sure to have a friend, cousin, or neighbor that you can call on. They may not be professionally trained but having a second set of hands is very helpful, and you can give them direction on what you need them to do. -Colleen

Use your vendors. I hate when we have no-shows, but it happens. I will then rely on the help of the vendors. Photographers are the first to ask. When there is no planner at an event, they usually end up being the ones in charge, so they have experience. You should be working as a team anyway, so let them know what's up. You will find that 9 out of 10 times, every other vendor will lend a hand. All you have to do is ask. -Sari

Do you have a question? Ask our experts by emailing your question, along with your name, designation, business name, city, and state to editor@abcweddingplanners.com. Be sure to put "Ask the Experts" in the subject line.

BRING CLIENT VISIONS TO LIFE

minted's wedding planner program

Help your couples curate a fully customizable end-to-end look with fresh stationery designed by independent artists.

JOIN FOR FREE TO ENJOY EXCLUSIVE BENEFITS

- + 35% off save the dates + 25% off all wedding
- + \$250 off custom design services
- + Free personalized samples
- + Complimentary wedding planner sample kit
- + Automatic enrollment in planner rewards

Sign up here to start sharing your benefits



FEUILLE by Lehan Veenker
from the minted + BHLDN
wedding stationery collection



Have questions before joining?
Feel free to reach us at planners@minted.com

minted.

Trend Forecasting for 2023

The Dress

I saw a fabulous array of styles during New York Bridal Fashion Week, from gorgeous ball-gowns (proving that traditional trends are here to stay) to colorful evening dresses. Straight hemlines and figure-flattering bridal suits also dominated the runway. The reception mini-dress will also be a big trend for 2023, allowing brides to express their personalities as they celebrate their big day.

Colors

A color that's definitely taking center stage is blue, in all its hues. As I'm sure, you've heard many say, blue is the new pink. I attribute much of the excitement over this color to the gorgeous choreographed scenes in the binge-worthy show, "Bridgerton," which featured an abundance of Regency Blue. Blue's variations, from light to navy and everything in between, also add to its popularity. You can also expect to see a lot of palettes that include earth and bold jewel tones.

First Look

First Look sessions are becoming a mainstay, and I predict they'll be an even hotter trend for 2023. This emotional one-on-one moment with your sweetheart removes the stress of seeing each other in front of hundreds of staring guests. It also provides the opportunity to take what I promise will be one of the most memorable photos of your big day! I like to have the groom stationary with his back turned, and then when the bride takes her place, have him turn around and see her! That's when you'll get that magical photo you'll treasure forever.

Ceremony Backdrops

From statement arches and hanging greenery to candle walls and abstract paintings, ceremony backdrops are the perfect way to frame the couple as they exchange vows. Whether indoors or outdoors, whether simple or lavish, these backdrops elevate the levels of love, whimsy, and romance in your wedding.

The Wedding Party

Wedding Trend Alert! Couples are moving away from gender-focused bridal parties to more inclusive ones that reflect the varied natures of their groups of friends. Additionally, there's an ongoing trend toward letting your wedding party guests celebrate their individual styles by picking their own attire from your color palette. I also see a move away from same-sex pre-wedding celebrations to those combining the traditional bachelor and bachelorette parties into one event.



Photo credit: MaggShots Photography

Intimate Celebrations

Micro-weddings started during the pandemic, but I expect they'll continue to be normalized through 2023. Such weddings typically involve not inviting people you used to feel pressured to, such as your parents' high school friends. This allows couples to keep costs down and make their day more personal.

Entertainment

Dance bands and DJs are here to stay. Still, couples are expressing more of their personal style with such artistic performers as fire eaters, aerialists, and sketch artists. Equally popular are wine and champagne bikes and my personal favorite-- fairground rides!



Photos courtesy
Epicurean Entertainment



Technology

Technology is not only a popular but a practical trend for your big day! Couples use wedding websites, hashtags to track photos, ceremony live streams, drones to capture every moment, and charging stations for guests. One of my favorite uses for technology is hiding a camera in a flower wall panel in a prime location. I promise you; you'll capture some absolutely hilarious moments.

Sustainability

More and more couples are celebrating responsibly and reducing their environmental impact. From locally sourced food to secondhand clothing, couples are embracing ways to incorporate eco-conscious touches into their special day. The wedding suite below used recycled paper for the invitation and flowers.



Photo credit: Annie Roche,
5 BY 7 Designs

Eloping

We can thank Kourtney Kardashian and Travis Barker for re-igniting this trend. The most significant spike in this trend came from worldwide pandemic shutdowns and price surges.

-Steve Kemble



In the Media and ABC News

Kathryn Johann, Parties by the Sea , Newport Beach CA, was selected as a “Dynamic Woman of the Year” in the September issue of Riviera Magazine as well as one of the “Women of Orange County” in the November issue of Vanity Fair Magazine.

JoAnn Moore, MWP™, JoAnn Moore Weddings, Design & Event Planning, Colorado and Lake Tahoe, was featured in an article on Wedding Registries for Good Housekeeping Magazine called 50 Best Wedding Registry Gift Ideas for Any Couple.



NOÉMIE

DREAMY DIAMOND WEDDING RINGS
MADE EASY FOR YOUR CLIENTS.

As a Noémie Wedding Planner Partner, you'll gain access to exclusive perks for you and your clients.

Sign up for free at
hellonoemie.com/pages/wedding-planner-program



ABC Heart Award honoring Dorothy Penner's legacy celebrates 25 years

Twenty-five years ago, ABC created the Heart Award to honor the legacy of Dorothy Penner who had such a great passion for this industry. She always listened to others, embraced her competition, learned all she could and never asked "what's in it for me?" She died way too young of cancer in 1998 and she is missed by those who had the privilege to know her. Each year at the annual conference, the Heart Award is awarded to a passionate and dedicated ABC member in Dorothy's honor. **ABC Members, who will you nominate in 2023?**

Dorothy Heart Award Winners from 1997-2022

Year	Name	Home Town	Conference City
1997	Teddy Lenderman Perry*	Terre Haute, IN	San Diego
1998	Norma Edelman (Deceased)	San Diego, CA	Beaver Creek
1999	Cynthia Basker	South Bend, IN	New Orleans
2000	Shelby Tuck-Horton*	Lanham, MD	Bahamas
2001	Frank Andonoplas	Chicago, IL	Los Angeles
2001	Char Hein*	Lakewood, CO	Los Angeles
2002	Lois Pearce*	Hamden, CT	Scottsdale
2003	Karen Gueck	Highland Ranch, Co	Kansas City
2004	Glynis Hutson	Melrose Park, IL	Atlanta
2005	Sue Winner	Atlanta, GA	San Jose
2006	Elsa MacKenzie*	Covington, KY	Colorado Springs
2007	Kay Krober	Carmel, IN	Orlando
2008	Cherie Ronning	Portland, OR	Newport Beach
2009	Elaine Barker*	Haverhill, MA	Indianapolis
2010	Mary Charmoli*	Webster, WI	Phoenix
2011	Tammy Waterman*	Pinellas Park, FL	Baltimore
2012	Laura Mease	Shawnee Mission, KS	Denver
2015	Donna Brian*	Shreveport, LA	Costa Mesa
2015	Beverly Ann Bonner*	Norwood, MA	Costa Mesa
2016	Sandra Monahan*	Wesford, PA	Dallas
2017	Sari Skalnik*	Rio Grande, PR	Mexico
2018	Camelu Luz Millan Vargas*	Mexico City, Mex	Tampa Bay
2019	John Goolsby*	Riverside, CA	Jamaica
2021	Carmen Mesa*	Ft Lauderdale, Fl	French Lick
2021	Gloria Boyden*	Carmel, IN	French Lick
2022	Olenchia Boardley*	Odenton, MD	Charlotte

*Indicates active ABC member

2
0
2
2

WHAT IS ONE THING YOU DO
FOR YOUR BUSINESS
AT THE END OF THE YEAR
TO PREPARE FOR THE NEXT YEAR?

"I have a five point review I perform on my business by the end of each year. I review my fees vs. expenses. I make pricing changes to my wedding packages based on the past year and the upcoming year. I review all vendors, past and present, and keep those who work as hard as I do, show up on time, are easy to work with and provide an amazing product. I also review my contract, as well as reviewing my advertising, website, and social media. I also revisit any conflicts that may have happened at a wedding or event from the past year. I often need to schedule a meeting or phone call with vendors/venues to discuss these differences and see if we can work them out or need to make changes."

**-JoAnn Moore, MWP™,
JoAnn Moore Weddings, Design & Event Planning**

"I take the time to appreciate and show gratitude to my clients and partners I worked with during the year, as well as those celebrating milestone anniversaries. I post pictures of our events together and tag them, thanking them and wishing them happiness and success for the following year. Not only does it leave a warm and fuzzy feeling, but it also reengages everyone who followed all parties involved on social media!"

**-Nicole Marie Zillman, PWP™,
Zillman Weddings and Travel
@zillmanweddingsandtravel**

"One thing I do is read through my business plan and make any changes/updates to it. An example would be if I add another income stream or remove one, update the pricing information, etc. My plan also contains Standard Operating Procedures, websites, user names, and passwords, so I update it regularly."

**-Veronica Foster, MWP™,
Behind The Scenes Inc
@NCPlanner**

"The end of the year is always a time of review and reflection. Most business owners use this time to review financial statements, plan their budgets for the coming year, and evaluate marketing materials and advertising. But it's also a great time to reflect on the past year. Read through client reviews that you've received, browse galleries of photos of past weddings, and appreciate your accomplishments from the year!"

**-Heather Canada Randall, MWP™,
First Coast Weddings and Events
@firstcoastwedd**

"At the end of every year, I look back to see what went right and what went wrong. I look at my equipment and see what needs to be upgraded or replaced. I look at my team, pricing, packages and technology and see what needs to be upgraded or replaced. I do this every year in December to ensure I'm ready for the next year."

-Alan Katz
Great Officials
@greatofficials

"At the end of the year, I take the last week of November and the second week of December to create my business goals for the following year. I categorize my goals into a few sections, i.e., new vendors, new venues, new marketing strategy, and what to earmark per profit margin for the year."

-Laura Ade, PWP™,
Weddings by Sisters
@weddings.bysisters

"One thing we do to prepare for the next year is meet to reevaluate the mission and vision of our business. We ask the big questions first. How can we serve our couples better? Who is our ideal client? How are we attracting them? Who do we want to work alongside?"

Once the big questions are answered, we move into the concrete actions we need to make our vision happen. This large team meeting informs our weekly meetings throughout the year!"

-Sydney Koerber
Sydney Koerber Films
@sydneykoerberfilms

"At the end of each year, I research the following year's IRS mileage and meal allowances and update my travel tracking spreadsheet, so it's ready to go on January 1st!"

-Kathi R. Evans, AWP™,
Best Travels to Paradise – When Only THE BEST Will Do!



We can't imagine starting the party without you. Join for FREE ahead of our national launch. As a special gift, sign up for an Essential membership for \$19/month with promo code ABC!

<https://pearl-uat.davidsbridal.com/join>



All photo credit: Love Action Photography

MASTER WEDDING PLANNER™ MARILU MERCEDES RODRIGUEZ GALVEZ, MWP™, Eventos Marilu Mercedes

FAMILY: I live with my daughter Mariana (27), my Mom and my daughters pet.

LOCATION: Distrito de Miraflores-Lima, Peru

EDUCATION: Professional pedagogue with a master's degree in Educational Administration, Business Administration and Protocol & Ceremonial.

WHY DID YOU START: My interest started when I was little I would hold small events with my Father. I imagined serving important people, seeing their smiles of satisfaction and happiness at their events. All this motivated me to study event and wedding planning, leaving teaching for a while. I worked in hotels and restaurants until I started my own business. My passion for weddings has only increased I love weddings and events. They make me feel alive and happy and I love seeing the satisfaction of my clients.

BIGGEST INFLUENCE: The greatest influence in the industry are professional and prepared people. They put themselves forward and are always on the forefront of creating trends for weddings.

BECOMING A MASTER: I became a Master in 2021. It was my dream since I joined ABC. Being a wedding planner is a professional career not a hobby. Every profession you have to grow, advance, innovate, improve and give your best to others. I set my goal to be a Master and worked toward it every day, setting an example of dedication and professionalism and bringing up the industry in my country.

MENTORS: Camelu Millan and Lili Anciola who with their example, motivation and simplicity inspired me to continue growing. Since going to the US ABC conference, I met so many wonderful professionals who have become mentors to me.

BIGGEST MISTAKE: My biggest mistake was giving too much of myself in service and man hours outside of the contract. My clients did not value it and just demanded more.

GIVING BACK: I teach wedding planners in my country and have awarded full scholarships to students and outside

of Peru. I work with my students to also promote social responsibility activities to help children, the elderly, and recycling programs in their communities. I am working on tourism projects that involve the Peruvian culture to help it be recognized as an activity that produces large foreign exchange earnings through destination weddings.

FREE TIME: I refresh myself with travel. Every year I make approximately 4-6 trips per year for teaching or attending trainings. I then share what I have learned with my employees so we grow together.

ADVICE FOR NEW PLANNERS: Pursue your dreams with effort and dedication. You can achieve anything if you are disciplined, have a professional attitude and always work with ethics and values.

MARKETING STRATEGY: I like to show my daily activities and job to my actual and future clients. I want them to see me as an actual person, not just a service they're hiring. The internet has helped a lot with this as I can show what I've done or am doing in the moment. The client feels more confident about my work. Besides that, I make sure to give my clients, no matter who they are, personal attention. This helps me to understand the couple and be able to give them the best options and recommendations. Many of my clients have come to me as recommendations from previous couples.

FAVORITE BOOK OR SHOW: I rarely watch TV, but one of my favorite podcasts is "Understand Your Mind" by Molo Cebrian, Luis Muino and Monica Gonzales.

information

ABC MEMBER SINCE: I joined ABC in 2014 because I was looking for professionalism, and networking with colleagues around the world, so that I could learn more about the worldwide industry and bring the ideas to my country. **REVENUE:** 50% wedding planning, 20% wedding coordination, 10% rentals, 20% corporate events. **EMPLOYEES:** 4 total. **TIME IN INDUSTRY:** 25 years.

DESTINATION WEDDINGS ARE UNIQUE AT

L A COLECCIÓN WEDDINGS

RESORTS BY FIESTA AMERICANA



ONLY ONE
WEDDING A DAY



STUNNING
OUTDOOR VENUES



PERSONALIZED
WEDDING EXPERT



RESORTS CERTIFIED
FOR WEDDINGS



LACOLECCIONRESORTS.COM

#LACOLECCIONWEDDINGS

CANCÚN • CHETUMAL • COZUMEL • LOS CABOS
PUERTO VALLARTA • PUNTA CANA • SAN MIGUEL DE ALLENDE

Everything You Need to Know About Brand Shoots + Headshots

Headshots and brand photos are a must-have for professional purposes – it gives others a glimpse at the personality behind the business. Now more than ever, these images are considered a must-have strategy to elevate your brand while pulling back the curtain on your creative process.

Planner and Industry Speaker Renée Dalo of Moxie Bright Events explains, "There's only so much that people can consume of your brand through words. So many of our clients are visual, and they just want a photo that aligns with what we're saying – who we're saying we are, and what we're saying we do."

With that said, here's your personal guide to nailing your next shoot.

First, consider the timing

There are plenty of reasons why the timing may be right for new images. "When you look different in your headshot than you look in person, it's time for a new headshot," explains Shannon Tarrant of Wedding Venue Map. "The point of a headshot is to be recognizable when people see you, so current is always best."

Shifts in the business – be it a new website, a rebrand, or a change in team or services – create also lend themselves to expanding your portfolio of

brand images. In other cases, you may find that your photos have simply been used in enough instances that it's time for something different.

Contemplate your audience and message

Take a step back and think about your general strategy, starting with your audience. Who is your market? Who is most likely to see your headshot or brand shoot: engaged couples perusing your site, press contacts, or industry peers looking to refer a creative partner?

From there, you need to ask yourself what message you are trying to relay with your new images. Do you want to demonstrate that you're approachable and friendly? Are you hoping for a more refined message? Do you want couples to see what it's like to have you at their wedding, or are you hoping conference organizers know how you engage with your peers at a speaking engagement?

These exercises will help lead the way to understand better what images will best resonate with your end goals.

Think about usage

Back in the day, headshots just lived on your website. Nowadays, they are used in a variety of different manners, be it for social media posts,

print materials, or for pitching to media outlets and speaking engagements. As a result, the types of images you may need will be heavily impacted by their intended use.

Jennifer Sulak of WeirDo Weddings says that understanding the why also helps translate who you are, what you do, and who you serve. She shares, "People really enjoy seeing professionals doing their job in images and a good personal image of you smiling and in your element. Some key places you may use these images are your website, social media avatars and profile pictures, business social platforms, and various organizations and clubs that require a good headshot or branding portrait."

And when it comes to brand photos, Jessica Feiden of Jessica K Feiden Photography notes that the same applies. "Know exactly how and where these images will be used so the photographer can capture your images with those uses in mind. For example, a website banner will need a very wide horizontal image with some white space. Nothing is worse than getting back a gallery you love but realizing it doesn't work for your specific needs."

Determine your style

A couple wouldn't walk into a design meeting without some idea of their likes, dis-

likes, and preferences, so why should it be any different for your shoot?

Feiden advises: "First, do some research and see what other types of brand photos inspire you. This can help with either the aesthetic of the location or outfit inspiration. If you invest all this time and money into a brand shoot, you want to ensure the end product is what you are looking for."

Find the right photographer

"Headshots and creative brand direction are a personal business, so it's essential to work with a photographer that truly understands you and the look that you are going for," reminds Keith Phillips of Classic Photographers. "It may go without saying, but DIY is not the answer. After all, we can't get frustrated with DIY couples if we choose to DIY this ourselves."

With that in mind, starting the search for a photographer early on is wise to ensure you find the best fit for your needs. Much like a couple seeking out a wedding photographer, you'll want to be mindful of their style, process, costs, and availability.

Make sure they have experience with the project you're looking to tackle – brand shoots aren't the same as an engagement session or a wedding. Make it a priority to invest in the right photographer. While you may have some generous friends offering free headshots or brand styl-

ing, you'll want to be sure that the photos you get will help you reach your goals.

Communicate openly

Don't be afraid to get comfortable with the photographer when you get to the shoot. Ask them for their opinion on outfits, hairstyles, and colors. Look to them for advice on the best poses and feel free to ask to see some of the shots on the back of the camera – tell them if you aren't comfortable with anything and adjust accordingly. Communication is critical throughout the headshot process and will be the surest way to get photos that exude confidence and grace.

Sulak shares, "If the images don't turn out to your liking, be sure to communicate this to your branding team. If possible, see the images as the portrait session is happening so that you are heading in the right direction. There is no need to waste your time or the photographer's time by not communicating the needs and wants before, during, and after."

Remember that confidence may take time

And what if you find yourself reticent to put yourself in front of the camera?

"Do whatever you need to do to feel confident for that day," shares Dalo. "If that means getting your hair and makeup done, then book it. Give yourself plenty of clothing

options, if possible- remembering that what looks great in life doesn't always photograph well. Don't be afraid to clip your shirts in the back to make them fit better, for example. In theory, you're creating a piece of art and want to set yourself up to be confident in front of the camera."

Feiden agrees, "If you aren't looking or feeling your best, it will show in the photos."

"Getting comfortable in front of a camera can be a little intimidating," adds Sulak. "In fact, you will get a little more comfortable as you have fun."

In fact, Sulak notes that having fun with the process itself will guarantee you can't go wrong. "Just be yourself and communicate with your photographer during the session, so you don't get off track in how you feel or look."

So, the question remains- how often should you add new brand images to your portfolio? Dalo says ideally, once every quarter but minimally, annually.

Once you've received your new photos from all of your hard work, it's time to share them with the world! Post them to your social media channels, add them to your website, and let the compliments roll in.

-Meghan Ely, OFD Consulting

Why You Should Submit Your Real Weddings As Part Of Your Year End Review

"Thank you so much!! How fun!! Excited to share with their whole wedding team!" This is how ABC member Lynne Kennedy, MWP™ felt when she learned one of the weddings she worked on would be featured in the magazine and on the cover. We love featuring real weddings that have beautiful details and a great story.

See your work in PRINT! While blogs and Instagram are a great way to feature your business, there is something special when you see your work in a printed magazine. Photographers also love to see their work in magazines as the picture is captured the way they intended, printed.

Clients will be thrilled! What couple wouldn't be excited to see their wedding in a magazine that they can share with their friends and family? In return, they will further promote you as their wedding planner.

Cover photo! The main cover photos and inside cover images are from Real Weddings submitted to Wedding Planner Magazine; what a great way to feature your business with bragging rights on the cover photo.

Point, Points, Points! A Real Wedding submitted and published by Wedding Planner Magazine is eligible for points towards your next ABC designation; what an easy way to gain points!

Content sharing! Your

real wedding will be shared across ABC platforms, such as the ABC Instagram, website, and Facebook.

Show your expertise! Unlike a blog feature that tells only the couple's story and has pretty photos, a Wedding Planner Magazine Real Wedding wants to know YOUR story as the planner. What was your aha moment? How many staff did you use? What would you do differently, and why? Learning from professionals makes a real wedding feature in Wedding Planner Magazine different.

What makes a successful Real Wedding feature?

- Professional high-resolution Pictures
- Please get permission from the couple and photographer
- Choose vertical and horizontal pictures
- Choose the best 50-70 pictures of details, the couple, and that tells the story of the wedding day
- Information about how the design was conceived and executed
- What makes the design unique, how does it reflect the couple?
- Details about the work that went into the wedding (number of staff and hours)
- Insight from the planner about what lessons were

learned.

- Every wedding is a learning experience. Was the time of the day less than ideal? Did the shuttle company not have directions? The more information, the better, tell a story; what can you teach others?
- A complete list of vendors, we want to provide credit to all of our vendor partners so you can share the feature with them, and they, in turn, will promote you.

If you follow these guidelines, you will have a successful submission for a Real Wedding to Wedding Planner Magazine! Submissions are accepted on an ongoing basis so submit anytime. Please visit <https://www.abcweddingplanners.com/submissions>.

We look forward to featuring all of your gorgeous weddings. If you have any questions, please email editor@abcweddingplanners.com

We can't wait to see your Real Wedding submissions!



SOFT, AIRY CALIFORNIA WEDDING WITH NEUTRAL TONES

PLANNER: Nicole Zillman, Zillman Weddings & Travel

TIME IN THE INDUSTRY: 12 years

PHOTOGRAPHER: Sarah and Brent Photography

OTHER BUSINESSES INVOLVED: Averi K Designs, Your Custom Ceremony, Ponte Winery, Basic Invite, Diamond DJ Entertainment, Chelsea English Make-up, All Occasions Rentals, Bo Cakes, Smoreplay

GUEST COUNT: 120

COLOR PALETTE: white with soft neutrals

THE COUPLE: Kelli and Isaiah wanted to have a delicate and modern wedding, which also perfectly describes them as a couple. These two belong on the covers of magazines, not only because they are one of the best-looking couples I've worked with, but because they are the epitome of style. I actually met them at one of my previous clients' wedding and knew the moment I saw them on the dance floor that they were so deeply in love. It was indeed an honor to celebrate them!

BUDGET: \$30,000

PLANNING INSPIRATION: Kelli and Isaiah wanted a wedding with great food and a beautiful venue. They chose a romantic rose garden with manicured hedges, and just the right amount of white rose blooms to provide a romantic backdrop to their vows. Their florals were light and airy for an ethere-

al and delicate feel. The reception was mostly "white on white" with soft neutrals complemented by the modern accents and signage to add a little of their own style. As this couple loved soft lighting, we created a twinkle light backdrop for their reception and capped off the night with a spectacular pyrotechnic sparkler send-off!

KEY LEARNINGS: Planning this wedding was challenging, we nearly booked 4 or 5 different venues but kept hitting challenges. The most important part of my job was to remind the couple that I was on their team and that we will work through this together. Despite many hardships, my couple always had faith I had their back. I hope always to instill that sense of confidence with my future couples!

BIGGEST CHALLENGE: The day before the wedding, landscapers had trimmed off every single rose in the rose garden! This was the main feature the bride had based her venue and date decision on and she was understandably upset. Working with the venue, we planted new rose bushes less than 24 hours later. Planning at the height of the pandemic also brought a new set of challenges. Venues were overbooked, and understaffing led to massive communication issues. We waited nine weeks to get a proposal from one of our desired venues, at which time we had already moved on.

LENGTH OF PLANNING PROCESS: 18 months.

UNIQUE ELEMENT: The officiant invited guests to have a "1 Minute Photo Op," where they can take all the pictures of the bride and groom glamming it up for 1 minute before putting away their phones for an "unplugged ceremony."

Barceló Maya Beach Resort, Riviera Maya, Mexico



Help your clients enjoy the Barcelo Maya Grande Resort in the Riviera Maya, Mexico.

Home of the ABC Annual Conference in 2017 this property still offers 5 resorts in one with many choices for your clients and their wedding guests.

Contact the ABC main office at 860-355-7000 or Info@BridalAssn.com to learn how to register on the new, ABC Barcelo TA portal, for easy bookings.

Forever Wedding Summit 2022 Queretaro

This year, the Forever Wedding Summit took place in the city of Queretaro on June 21 and 22 at the Hacienda Jurica facilities. Leaders for the summit include Monica Restrepo, CEO of Todamiboda and director for the Association of Bridal Consultants ABC Latin America and has the support of Karla Avendaño, CEO of Say Yes Wedding Planner and director of ABC Queretaro.

The academic component of the event was structured around two masterclasses, each lasting two hours, with speakers who are international experts in weddings.

Classes included:

Wedding editorials, as a marketing strategy with Wendy Vidal and Jose de Domingo, founders of Bodas de Cuento School with more than 2,000 students from all over the world. Authors of 3 best sellers with more than 150,000 copies sold. International speakers (Spain, Colombia, Mexico, Guatemala, Peru, Ecuador, Uruguay, Panama, Portugal.)

Reels and TikTok Lab with Mich Milano who helps entrepreneurs who want to optimize and enhance their Instagram account through online Digital Marketing courses and workshops, teaching them strategies and practical tools to maximize their digital entrepreneurship.

Continued on next page...



W WEDDING
PROTECTOR PLAN®

Your clients'
wedding
should be
perfect.



Help them protect
their dream day with
wedding insurance
from the Wedding
Protector Plan.



888.342.5977

www.protectmywedding.com/ABC

The Expert Capsule includes:

The present and future of luxury in hospitality and weddings with Marcos Toscani, marketer, specialized in luxury and ultra-luxury hotels and focused on communication and the creation of luxury experiences.

Frank Sanchez, director of the European Luxury Institute, CEO of the Mexican Luxury Association, Expert in Marketing and Sales of luxury items and services in Latin America.

Mauricio Kirschner, internationally recognized designer and architect for his unique style and great talent. He has one of the busiest schedules in the industry, simultaneously working with many of the biggest families and brands around the world.



The magic of transforming spaces with David Vasquez, in his 15 years of experience in the decoration business, he is currently positioned as one of the best decorators in Latin America.

What you need to know to work with famous personalities and artists with Paola España, Social Communicator, Journalist, specialized in Marketing Management. Media director, press officer and public relations officer for personalities such as: Carlos Vives, Maluma, Fonseca, Santiago Cruz, Chocquibtown, Ricardo Montaner, Ricky Martin, Sascha Fitness, Daniel Habif, Camilo, Piso 21.

The best of me with Juan Alberto Gonzalez Esparza, for more than 23 years, he served as General Director for Microsoft in Colombia, Peru and the Andean Region, and in his last years in his corporate career as President for Microsoft Mexico. Juan Alberto will teach us in this training about what you can choose: to be just a small part of, or to be the full potential of who you could become by giving your best.



all photos courtesy Angela Cruz Weddings

continued on next page...

Truths and myths of food at weddings with Chef Carlos Santos, Master Chef of Le Cordon Bleu, has extensive professional experience, has worked in restaurants recognized and awarded by the Michelin Guide.

Impact logistics with Karla Avendaño, CEO of Say Yes Wedding Planner, Director ABC Queretaro Creator of "Planning App" Certified as creator of events with WOW EFFECT and creation of special effects. Counselor of Tourism of the State of Queretaro.

Assembly mechanics with Gama 4, Voila Deco Studio and Kupula. three companies from Queretaro that will put us on stage to learn in a practical way. Together with these three companies, we will see all the assembly and disassembly tools for clean, safe, efficient, and functional results.

The importance of your image and what you project with Elian Hanono, graduated from ITESM CSF with a degree in Marketing. She is certified as a Physical Image Advisor by IDEM

in Madrid, Spain, IDIP and the Colegio de Imagen Publica in Mexico. She worked as a consultant at Chanel and Estee Lauder.



Begin your journey where unforgettable weddings happen

Our breathtaking atrium, pristine gardens and elegant lobby and veranda at West Baden Springs Hotel are iconic spots for your "I Do." From floral arrangements to photography to catering, our team of professionals have everything covered to make planning a breeze.

Make Your Dream Wedding a Reality

Get started at frenchlick.com, or contact a West Baden Event Manager at (855) 697-3400.



FRENCH LICK RESORT®
 FRENCH LICK & WEST BADEN · INDIANA

Management reserves the right to cancel or modify any event without notice.
 Must be 21 years or older to enter the casino.
 Gambling Problem? Call 1.800.9.WITH.IT or text INGAMB to 53342!

THE PERFECT PLACE, A PERFECT MOMENT



From miles of sandy-white beachfront and secluded sandbars to tropical gardens and intimate venues, bring your client's wedding dreams to life. Choose from 16 unique islands that capture the imagination.

Visit us at Bahamas.com/weddings





“My membership has been invaluable...”

“MY MEMBERSHIP WITH THE ASSOCIATION OF BRIDAL CONSULTANTS HAS BEEN INVALUABLE TO MY WEDDING PLANNING BUSINESS. THIS PARTNERSHIP HAS PROVIDED ME WITH ONGOING TOOLS, RESOURCES AND THE CONFIDENCE TO BE A SUCCESSFUL WEDDING PLANNER. THE EDUCATION AND NETWORKING OPPORTUNITIES ARE TOP NOTCH AND JOINING ABC WAS THE BEST INVESTMENT I’VE MADE FOR MY BUSINESS.”

ALLISON EBERHARDT
OWNER + LEAD DESIGNER | ET VOILA EVENTS

Enjoy the following benefits:



BECOME A WEDDING PLANNER TRAINING COURSE | ADVANCED CREDENTIALS | FULL-TIME CALL CENTER | ANNUAL CONFERENCE | REGIONAL CONFERENCES | 34 STATE MANAGERS | LIABILITY INSURANCE | TRAVEL DIVISION TO EARN ON HONEYMOONS & DESTINATION WEDDINGS | WEDDING PLANNER MAGAZINE | TRAVEL DIVISION & IATA NUMBER FOR WEDDING ROOM BLOCKS | ON-GOING EDUCATION & CAREER SUPPORT

JOIN TODAY! | ABCWEDDINGPLANNERS.COM | 860-355-7000