



Wedding Pro Convention



# Your New Wedding Business Future Starts HERE!

*The wedding industry has changed. Don't get left behind.*

Engaged couples are moving targets. How you sell to them has changed, even since last year. You have new wedding competitors trying to leap ahead of you. Come to Las Vegas and hear wedding industry giants reveal cutting-edge secrets of how to sell to brides and grooms and stay ahead of your new competition.



## Who Attends?

CAKES

WEDDING VENUES  
FLORISTS VIDEOPHOTOGRAPHERS  
OFFICIANTS BAKERIES

TUXEDO

FAVORS BRIDAL GOWNS INVITATIONS  
WEDDING DESIGNERS LINENS DISC JOCKEYS  
TRANSPORTATION WEDDING PLANNERS  
DECOR RENTALS PHOTOGRAPHERS CATERERS

Register today for your **Early Bird Discount** - [www.WeddingMBA.com](http://www.WeddingMBA.com)

# Wedding Pro Convention Las Vegas Convention Center



**MONDAY, SEPTEMBER 14, 2015**

2:00 - 6:00 pm **Four Bonus Seminars** In Your Specialty *(see page 8)*

6:00 pm **Happy Hour** hosted by The Knot

# Wedding Merchants Business Academy Las Vegas Convention Center

## TUESDAY, SEPTEMBER 15, 2015

Tuesday 8:00 am – Cottonwood Room

### THE WEDDING GAMES

#### *What It Takes To Win The Bride*

BB Webb, *Writer/Speaker/CEO, Carl House*

Getting brides to choose you over the competition is a complex process. It is about getting engaged couples to see you as the only one who understands their vision. A good brand connects to couples emotionally, confirms your credibility, and motivates them to buy. Learn how to:

- Understand the game of emotional buying
- Brand through the words you use, the clothes you wear, and the people you hire
- Determine your company's unique personality

Tuesday 9:00 am – Cottonwood Room

### LOVE CONNECTION

#### *When Trends And Tech Collide*

Carley Roney, *Co-Founder, The Knot*

What does your brand communicate to engaged couples? How are you connecting the digital experience of your brand across all platforms? Carley shares her insights on the necessity of authenticity to connect with brand-savvy couples. Come to this seminar to learn how to:

- Make authentic connections with couples
- The network effect of real weddings
- Branding for mobile couples

Tuesday 10:00 am – Cottonwood Room

### DEAL OR NO DEAL

#### *5 Critical Wedding Sales Techniques*

Tammy Kinzer Elliot, *President, Perfect Wedding Guide*

Just like the TV show Deal or No Deal, engaged couples have plenty of choices. How do you craft a custom sales script to make them choose you? How do you get past the inevitable heartbreak of rejection? Find out how to avoid the turn-off of a blatant sales pitch. Come to this seminar to learn:

- The five emotions that make customers buy
- Permission and inbound marketing strategies
- Increase your closing ratio

Tuesday 11:00 am – Cottonwood Room

### WHEEL OF FORTUNE

#### *Solve The Puzzle Of The Future Of Tech*

Timothy Chi, *CEO, WeddingWire & Sonny Ganguly, CMO, WeddingWire*

In today's fast-paced world, technology seems to be evolving daily. Get ready to blow past your competitors and hit the bonus round. Come to this seminar to learn:

- The latest technologies and tools to get you up to speed
- The 10 tech themes that will impact your business and how to be ready for them
- How to Streamline your business to boost productivity

Tuesday 12:00 pm

### WED-CON EXHIBITS OPEN

Tuesday 12:40 pm – Cottonwood Room - WED-TALK

### OFF THE HOOK

#### *Reviving A Dead Lead*

Traci Brown, *Author, Body Language and Persuasion Expert*

Do you want to revive clients that have gone cold. Learn techniques to structure voicemails and emails so that they will actually be returned. Come to this seminar to learn:

- How to elegantly make yourself scarce
- Exact voicemail scripts to get an instant response
- Specific emails and texts to get the sale

Tuesday 1:30 pm – Cottonwood Room - WED-TALK

### PURSUIT OF APPINESS

#### *Making Your Life Easier One App At A Time*

Fred Jacob, *CEO, The Pink Bride*

With thousands of choices in the app store how do you decide what is really worth it? Five apps will be revealed that will save you time and money. Come to this seminar to learn:

- The most innovative apps of 2016
- The best email signatures
- If you are guilty of texting and driving, this app could be a life saver

Tuesday 2:00 pm – Cottonwood Room

### THE WEAKEST LINK

#### *How To Boost Your Google Rankings*

Jason Hennessey, *Owner, Hennessey Consulting*

How can you rank higher when brides search for your wedding service? Google constantly changes their search algorithms. What boosted your rankings yesterday just won't work today. Jason reverse-engineers the mathematical equation for Google and shares the secrets that he uncovered for MSNBA, CBS, CNBA, USA Today, and the Washington Post. Learn how to:

- Know if you have a Google penalty (and how to remove it)
- Re-register your domain name
- Power-up your website to load at lightning speed

Tuesday 2:00 pm – Juniper Room

### PROJECT RUNWAY

#### *Hottest Wedding Trends*

Howard Ladd, *Director Of Insights, The Knot*

Kristen Maxwell Cooper, *Deputy Editor, The Knot*

We don't have a crystal ball, but we do have a pulse on what's hot in the world of weddings. Now an insight into what's to come. In this seminar you will learn:

- The 2016 "it" colors
- Popular wedding styles and themes
- How couples are using and incorporating technology

Tuesday 2:00 pm – Saguaro Room

### PRODUCTIVITY HACKS

#### *Short-Cuts To Your 4-Hour Workday*

Chris Evans, *President, Bridal Business Boot Camp*

How would you like noon to be your new 5:00 pm? Working around-the-clock does not always put more money into your bank account. Carpe Semi-Diem (Seize the Half-Day)! Learn how to:

- Know when and how to use contract workers
- Use automation tools that really do save you time
- Avoid the 6 most common time-wasters

Tuesday 2:00 pm – Spruce Room

### SAME-SEX COUPLES & THE MODERN MARKET

#### *What You Need To Know*

Kathryn Hamm, *Publisher, GayWeddings.com*

In June 2015, the Supreme Court handed down its groundbreaking ruling, making marriage equality the law of the land. Now more than ever, wedding pros need to be prepared to serve and serve well same-sex couples. Come to

Register today for your **Show Special Discount**

this seminar to learn:

- Best practices working with same-sex couples
- What to expect in the newest marriage equality markets
- The latest trends (and differences) for LGBT and non-LGBT couples

Tuesday 2:00 pm – Willow Room

## BEYOND CRAIGSLIST

### *The Why, Who, And How Of Hiring The Right Team*

Susan Southerland, *President, Just Marry/Expert, Perfect Wedding Guide*

Is the task of hiring new employees so daunting that you give up before you start? Are you overworked, turning down weddings, and not able to take multiple bookings? Does fear prevent you from growing your business?

Learn how to:

- Ask the right interview questions to find the right candidate
- Train your employees to exceed sales goals
- Avoid potentially disastrous legal pitfalls

Tuesday 3:00 pm – Cottonwood Room

## THE PRICE IS RIGHT

### *Handling The How Much*

Alan Berg, *Author/Professional Speaker/Business Consultant*

The first question brides and grooms usually ask is “How much?” Are you confident that your response will get you to the next step in the sales process and ultimately to a sale? Alan has some surprising answers for your price list. Learn how to:

- Restructure your price list
- The difference between discounting and negotiating
- Convert the “How much?” email into a sale

Tuesday 3:00 pm - Juniper Room

## TURN UP THE VOLUME

### *Using Your Creative Spin To Blast Past The Competition*

Larry Williams, *Professional Speaker, Author, Radio Personality*

Like a top-selling recording artist, you must continually come up with new material and hits that will top the charts with your clients. This musical look at creativity, marketing, and branding will have you thinking differently about your role as a wedding professional. Learn how to:

- Discover untapped skills to increase sales
- Use actionable content to set yourself apart in your market
- Apply the B-Side concept to enhance professional excellence competitors

Tuesday 3:00 pm – Saguaro Room

## STAR SEARCH

### *Build Your Reputation Through YouTube*

Alison Howard, *Owner, Alison Howard Events*

Get discovered! It's never been easier. Connect virtually with your wedding couple before your initial meeting. See more sales, better chemistry and fewer objections. Learn how to:

- Integrate video seamlessly into your website
- Solve the YouTube search mystery
- Use budget-friendly production techniques

Tuesday 3:00 pm – Spruce Room

## CONFESSIONS OF A PLANNING JUNKIE

### *My Type A, OCD, Over-Achiever System*

Linnyette Richardson-Hall, *Executive Director, The Business of Matrimony/Cast Member, The Style Network*

Admit it. You're a wedding junkie. After you did your first wedding, you just couldn't stop. But you need to ask yourself: Are you funding your Jimmy Choos (or hers)? Come to this seminar to learn:

- The difference between a sales meeting and a consultation
- Creative ways to set boundaries
- Three ways to charge more than your competitor

Tuesday 4:00 pm – Cottonwood Room

## SIGNATURE SASHA

## *Weddings And Celebrations To Inspire*

Sasha Souza, *Master Bridal Consultant*

From simple to sophisticated, find out what's trending in the special event realm. Use color to convey emotion and visually communicate each couple's personality. Learn how to:

- Use the latest color palettes
- Ignite your design inspiration
- Transform any venue and stay on-budget

Tuesday 4:00 pm – Juniper Room

## FOUND MONEY

### *How To Fill Your Off Season*

Meghan Ely, *President, OFD Consulting/Thought Leader, NACE*

There are 365 days in your calendar. You can move beyond your 26 always booked Saturdays. Come to this seminar to learn:

- How to make holidays count
- How to get noticed mid-week by speaking at events
- Creative ideas for your off season

Tuesday 4:00 pm – Saguaro Room

## AVOIDING WEDDINGS OF MASS DESTRUCTION

### *Awareness And Teamwork Ensure Wedding Success*

Andy Ebon, *Author/Consultant/Founder, The Wedding Marketing Network*

A frank and irreverent presentation addressing wedding planning by couples, cooperation by and with businesses; ultimately achieving an awe-inspiring wedding. Learn how to:

- What budget really means to the client and to you
- The concept of working as a TEAM regardless of who does the hiring
- Developing a 360-degree event vantage point

Tuesday 4:00 pm – Spruce Room

## CRACK THE CODE OF LIES

### *Detect Lies And Put More Money In Your Pocket*

Traci Brown, *Author/Body Language & Persuasion Expert*

Detecting lies is crucial in life and in business. Do your clients really like your proposal? Are wedding couples telling the truth about their budget? Did your kids eat the chocolate cupcakes that were on the counter (or was it the dog)? Come to this seminar to learn:

- How to know instantly if someone is lying
- Which lies will hurt your business
- Questions that quickly uncover the truth

Tuesday 4:00 pm – Willow Room

## PAY TO PLAY

### *Make More Money With Your Pay-Per-Click*

Mark Chapman, *Owner, Everett Andrew Marketing*

Do you know for certain that your pay-per click ad campaigns on Google AdWords or Facebook are working? Discover how you can take full control of your paid advertising and achieve a positive return on investment for your marketing dollars. Come to this seminar to learn:

- The 6 components of a successful campaign
- Avoid common PPC mistakes
- How to improve PPC results

Tuesday 5:00 pm – Cottonwood Room

## WHO WANTS TO BE A MOBILE-AIRE

### *Win The Mobile Game*

Sonny Ganguly, *CMO, WeddingWire*

It's simple-today's couples are planning their wedding while on-the-go. Thinking mobile first creates an exceptional brand experience from phone to tablet to desktop and impresses your target audience. Learn how to:

- Engage with mobile friendly couples
- Draw couples to your website...and get them to stay
- Utilize the best business apps for wedding pros

Tuesday 6:00 pm – Willow Room

## WIPA AWARDS



# WEDNESDAY, SEPTEMBER 16, 2015

Wednesday 8:00 am – Juniper Room - **WED-TALK**

## CHOOSING YOUR PLUS ONE

### *How Google+ Gives You An Edge*

Jason Hennessey, *Owner, Hennessey Consulting*

In social media, you usually think about Twitter, Pinterest, LinkedIn, and Facebook. Not Google+. But the internet's dominant search engine also has a powerful social side. Learn how to:

- Meet your couples on Google Hangouts
- Tap into the Google+ huge user base
- Use Google+ to boost your search ranking

Wednesday 8:00 am – Saguaro Room - **WED-TALK**

## KEEPING UP WITH THE ZUCKERBERGS

### *Time And Task Management*

Leslie Wong, *Director of Partnerships and Events, HoneyBook*

Technology has changed everything including the way your clients live, shop and buy. HoneyBook is here to help navigate your client's new expectations and show you how to get ahead. Come to this seminar to learn:

- The profile of a "modern client" (spoiler alert...they aren't all Gen Y)
- The Tinder analogy
- Real life examples of how to better manage leads and software to help

Wednesday 8:00 am – Spruce Room - **WED-TALK**

## MOB MENTALITY

### *Sell To The Entourage*

Traci Brown, *Author, Body Language and Persuasion Expert*

You've sold the bride and convinced her that you're the right choice. She chooses her package, but just as you're about to swipe her AmEx, the Maid of Honor says, "Are you sure?" Learn how to:

- Influence the influencers
- Read the group's body language
- Overcome sales roadblocks

Wednesday 8:00 am – Willow Room - **WED-TALK**

## THE CITY OF LIGHTS

### *Planning A Destination Wedding*

Dee Gaubert, *Owner, No Worries Event Planning/Parisian Wedding Expert*

Have you ever wanted to travel internationally? Does your ideal job include free travel as part of your everyday business? Dee Gaubert, an expert in destination Parisian weddings – knows what it takes to plan a wedding internationally. Come to this seminar to learn:

- How to find and execute your first international wedding
- Cultural hurdles, fluctuating exchange rates and finding local wedding pros
- How to price your planning services

Wednesday 8:30 am – Cottonwood Room - **WED-TALK**

## REHEARSAL REVENUE

### *The Untapped Market*

Larry Williams, *Professional Speaker, Author, Radio Personality*

A blueprint for offering a Rehearsal Dinner Package that can be marketed independently from the typical ceremony walk-through. Detailed packages for DJ's, ministers, planners, and venues. Learn how to:

- Make more mid-week money
- Know what should come standard and what should cost extra
- Convince the wedding couple to upgrade their prequel

Wednesday 8:30 am – Juniper Room - **WED-TALK**

## TICKED OFF

### *Bridal Show Checklist*

Fred Jacob, *CEO, The Pink Bride*

Preparing for your next bridal show shouldn't begin the night before.

Everything from props, signs, social media and follow-up will be covered in this timeline based seminar. Come to this seminar to learn:

- Literature that won't let you down
- What to bring and what to leave at home
- Post show follow-up

Wednesday 8:30 am – Saguaro Room - **WED-TALK**

## SHINE ONE

### *What You Need To Know About Lighting*

Ben Stowe, *CTS, President, NLFX*

Become a digital dreamer and create a wedding that glows. Come to this seminar to learn:

- Dramatic before and after lighting transformations
- Colors, advanced technology and technique
- The latest in table and under table lighting

Wednesday 8:30 am – Spruce Room - **WED-TALK**

## LIGHTS, CAMERA, ACTION

### *Creating Professional Videos With Animoto*

Alison Howard, *Owner, Alison Howard Events*

Video shows your wedding couples who you are and what makes you unique while making you more discoverable online. Learn how anyone (yes, anyone) can easily create professional marketing videos using Animoto. Come to this seminar to learn how to:

- Use Animoto's platform
- Fuse your personality and branding into your videos
- Post videos online to maximize your presence

Wednesday 8:30 am – Willow Room - **WED-TALK**

## MAKE YOUR LIVING ONLINE

### *The Insider's Guide To Your Etsy Shop*

Renaë Christine, *Author/Owner, Rich Mom University*

One of the fastest-growing e-commerce sites for small business is Etsy. If you offer vintage/ personalized/whimsical designs, you need a virtual storefront on Etsy. Learn how to:

- Get five-star reviews
- Use the right search terms to rise to the top
- Avoid copy-cats and rip-offs

Wednesday 9:00 am – Cottonwood Room

## SOCIAL MEDIA DETOX

### *Re-tooling Your Social Media Plan*

Andy Ebon, *Author/Founder, The Wedding Marketing Network*

Standing still in social media is not possible. The evolution of platform features and launching of new social media options can paralyze even the most experienced businesses. This session will deconstruct and reconstruct key social media choices to make decisions for 2016, easier. Come to this seminar to learn:

- The voice of your business: you, in-house staff, outsourcing
- Why blogging should be the base of your marketing plan and other social media choices accelerate message distribution
- Targeting your audience and measuring ROI

Wednesday 9:00 am – Juniper Room

## AUTOPILOT

### *Streamlining Your Wedding Business*

Brit Bertino, *Owner, Simply Weddings Las Vegas & The TottyBelt*

Do you feel like your to do list is never ending? Does organizing your business throw you into a panic? Come to this seminar to learn:

- Cost effective tools you can use today

Register today for your **Show Special Discount**

- Automation with personality
- Identify the biggest daily time-wasters

Wednesday 9:00 am – Saguaro Room

## THE PEOPLE'S COURT

### *3 Ways To Avoid Litigation*

Rob Schenk, *Wedding Lawyer & Editor of WeddingIndustryLaw.com*

Americans love to sue. The monster under the bed, spilled salt, and Friday the 13th are nothing compared to the real fear of losing your wedding business to a lawsuit. Come to this seminar to learn:

- Crucial terms to include in all your contracts
- What to call deposits and how to keep them
- When to bring a lawyer into a situation

Wednesday 9:00 am – Spruce Room

## OOH LA LA

### *European Trend Forecast*

Danielle Andrews-Sunkel, *Co-Founder, Wedding Planners Institute of Canada*

Tracey Manailescu, *Co-Founder, Wedding Planners Institute of Canada*

From the runways in Milan to the sophisticated grace of Monaco, Danielle and Tracey explore everything from catwalks to cafes to discover new inspiration. Save your frequent flyer miles and leave your style-spotting to them. Come to this seminar to learn:

- Your market's Trend Forecast
- Mixing and matching (hands-on Color Lab)
- Selfie Stations done right

Wednesday 10:00 am – Cottonwood Room

## MARRIAGE MONOPOLY

### *Personality Marketing And Breaking Into Wedding Industry Cliques*

Sarah Roshan, *Owner, TruLife Studios*

Does being in the wedding industry make you feel like you are back in high school, surrounded by cliques, bullies and rumors? Learn how to:

- Make authentic connections with clients and wedding pro's
- The law of attraction
- Personality driven marketing

Wednesday 10:00 am – Juniper Room

## CELEBRITIZING YOUR CLIENTS

### *Putting The Spotlight Where It Belongs*

Peter Merry, *Author/Wedding Entertainment, WED Guild® Founder*

Some marketing gurus push you to build your own "celebrity" status. They claim it's the best way to attract customers and build demand for your exclusive services. But the real stars are the wedding couples and their stories. Come to this seminar to learn:

- The 5 biggest benefits of being a celebrity
- 8 methods for creating a celebrity caliber experience
- How to get rave reviews

Wednesday 10:00 am – Saguaro Room

## CYBER STYLER

### *Inside The Minds Of Top Bloggers*

*Wedding Marketing News Live with:*

*Julie Albaugh, Rebecca Crumley, Chris Easter,*

*Leila Lewis, Kellee Khalil and Harmony Walton*

The honeymoon phase with your blog is over. Now it's hard to make yourself write daily, or even weekly. Can you make blogging fun again? How do professionals avoid writers block? How do you keep your content authentic and fresh, not repeating information found on thousands of wedding blogs? Come to this seminar to learn:

- How to capitalize on niche markets
- Secret writer shortcuts
- Do's and don'ts of incorporating photos

Wednesday 10:00 am – Spruce Room

## BREAKING THE GLASS SLIPPER

### *What Every Woman Needs To Know*

Tammy Kinzer Elliot, *President, Perfect Wedding Guide*

Women are starting companies in record numbers. But women still receive far less funding, employ significantly fewer people, and are less likely to hit the million dollar sales mark than their male counterparts. Come to this seminar to learn how to:

- Receive government-secured loans available to women
- Tammy's story
- Get what you're worth

Wednesday 11:00 am – Cottonwood Room

## PASSWORD

### *Unlock The Secrets Of Web Design*

Steve Dziedzic, *Director of Product, The Knot*

Everyone says you need a great website that looks amazing on mobile devices, but making your website "pretty" is the least of your worries. Have you ever gotten a lesson in UX (user experience) design? I'm guessing not. Hear from a user experience design expert on how to delight "the mobile couple" via your own website. Learn how to:

- Provide couples clarity and guide them to their next step
- Play up your photography and your reviews
- How to establish fast communication and fast follow-ups

Wednesday 11:00 am – Juniper Room

## WEDDING WARS

### *The Battle For The Brides*

Chris Evans, *President, Bridal Business Boot Camp*

For too many wedding professionals, prospecting for brides and grooms is like fishing without bait. Reel in the money with proven sales hooks. Learn how to:

- Get 60% of your new business through referrals
- Increase your bridal show bookings overnight
- Ignore cold calls bad rap

Wednesday 11:00 am – Saguaro Room

## W.O.M. BATTY

### *Crazy Growth With Word Of Mouth*

Casey Eberhart, *Owner, Networking Riches*

Does attending a local wedding network meeting feel like a Walk of Shame? Don't spend another Tuesday night at a dimly-lit reception hall desperately begging other wedding professionals to refer you. Learn how to:

- Find the 5 influencers in your market
- Digitize your networking
- Decide if you want to be right or be rich

Wednesday 12:00 pm

## WED-CON EXHIBITS OPEN

Wednesday 12:40 pm – Cottonwood Room - WED-TALK

## BAD PRESS

### *Avoiding Legal Slander*

Rob Schenk, *Wedding Lawyer & Editor Of WeddingIndustryLaw.com*

One unhappy customer can cost thousands. Come to this seminar to learn answers to these questions:

- What are your online legal rights
- What to do if the review is not legitimate
- When should legal action be taken

Wednesday 1:30 pm – Cottonwood Room - WED-TALK

## DRAFT DAY

### *Make The Cut As A Preferred Vendor*

BB Webb, *Writer/Speaker/CEO, Carl House*

Everyone wants to join a wedding venue's team; but they can only have a limited number of players. How do you make the cut? Learn how to:

- Find the real decision maker
- Discover each gatekeeper's hidden agenda
- 3 things that ban you from a preferred list

Wednesday 2:00 pm – Cottonwood Room

## BOOTH OR CONSEQUENCES

### *Maximizing Your Results From Bridal Shows*

Marc McIntosh, *Owner, Wedding Experience*

In this fast paced world face-to-face connections are getting harder to make. Success at a bridal show is not automatic but with a few simple steps you can turn prospective customers into dollar signs. Come to this seminar to learn:

- How to pick the best bridal shows in your market
- One liners that will get the engaged couples craving more
- Strategies for doubling your results

Wednesday 2:00 pm – Juniper Room

## FOREVER YOUNG

### *How To Be The Experienced Wedding Pro Without Sounding Old*

Alan Berg, *Author/Professional Speaker/Business Consultant*

If you are older than 29, the average age for brides, your business might need a nip/tuck. Couples connect better with wedding professionals who are like-minded. Learn how to:

- Mention your business experience without sounding old
- Infuse youthful ideas to increase your sales connections
- Beat your competition that is younger, charges less, and is social media savvy

Wednesday 2:00 pm – Saguario Room

## BRIDE-POLAR

### *Dealing With Difficult Clients*

Clint Hufft, *Celebrity Officiant*

Do you have a bride or groom who make you cringe when you see their name on caller ID? Some couples drain your energy, criticize all your ideas, and are slow to pay. Difficult customers exist in every business. Even though you want to kick them to the curb, you recognize that you have bills to pay. Can you keep both your difficult clients and your sanity? Come to this seminar to learn:

- What words to use and what words to avoid
- The art of acknowledging but disagreeing
- When and why to fire a wedding couple

Wednesday 2:00 pm – Spruce Room

## SEO

### *What You Need To Know*

Daniel Katz, *Director of Product, Local Marketplace with The Knot*

Are you overwhelmed with all the news about SEO? Let us debunk the myths and highlight the must-do activities for your website to move up the search rankings of the most prominent search engines. Come to this seminar to learn:

- SEO myths and truths
- 5 easy ways to improve your SEO
- Why mobilization is essential now

Wednesday 3:00 pm – Cottonwood Room

## PROFIT FIRST

### *Transform Your Business Into A Money Making Machine*

Jason Spencer, *Owner, Spencer Weddings*

Discover the profoundly simple, yet shockingly effective, accounting plug-in that will transform your business from a cash-eating monster into a money-making machine. Discover why the GAAP accounting method is contrary to human nature, trapping entrepreneurs in a panic-driven cycle of operating check-to-check. Jason reveals why this new method is the easiest and smartest way to ensure that your business becomes wildly profitable, from your very next deposit forward. Come to this seminar to learn:

- How to remove financial temptation
- How to structure your financials so that you pay yourself first
- Smart and simple accounting methods

Wednesday 3:00 pm – Juniper Room

## THE FAULT IN YOUR STARS

### *Boost Your Yelp Ranking*

Alan Katz, *Owner, Great Officiants*

Business owners have a lot to love and hate about review sites. Online reviews have made us all live in a glass house. Evict your vulnerability and take control of your online reputation. Learn how to:

- Manage online graffiti
- Incentivize your couples to write positive reviews
- Uncover ways to avoid hidden Yelp reviews

Wednesday 3:00 pm – Saguario Room

## STRESS IS OPTIONAL

### *Kick Your Tension Habit*

Dana Lin, *Freedom Coach, Zen Life Services*

You've heard the phrase "You can have it all." Stresses you out just thinking about it, doesn't it? You want the career, home, the kids and the color coded iPhone schedule. That's not so great if you are frazzled, frustrated and fizzled-out. Come to this seminar to learn how to:

- Avoid burn-out
- Create clear boundaries between work and time off
- Use the same stress relief system as LAPD and 911 operators

Wednesday 3:00 pm – Willow Room

## EAST MEETS WEST

### *BollyWed Comes To America*

Therese Cole-Hubbs, *President, Electric Karma/Thought Leader, WIPA*

Bling, rich colors, spicy smells, exotic foods, and opulence for the wedding couples that won't settle for boring. East Indian Weddings inspire and influence celebrations in all cultures. Add flair to any event you construct. Come to this seminar to learn:

- 5 secrets to exotic wedding design
- How to blend traditional and contemporary wedding elements
- Jaw-dropping before and after photos

Wednesday 4:00 pm – Cottonwood Room

## FLAVOR OF LOVE

### *Winning The Hearts Of Couples With Social Media*

Sonny Ganguly, *CMO, WeddingWire*

Social media doesn't have to be confusing or time consuming to make a big brand impact. Find a connection with potential clients by leveraging the top social media sites (no clock necklace required). Come to this seminar to learn:

- The importance of Pinterest, and the top social sites
- How couples use social media, and how to meet them where they are searching
- The top social sites to watch in 2016 and beyond

Wednesday 5:00 pm **HAPPY HOUR** Hosted by WeddingWire

Register today for your **Show Special Discount**





A MEMORABLE EVENT  
www.aMemorableEvent.com  
DECOR SHIPPED STRAIGHT TO YOUR DOOR!

The Knot

# THURSDAY, SEPTEMBER 17, 2015

Thursday 8:00 am – Juniper Room - **WED-TALK**  
**WEDDING PRO BUYERS GUIDE**  
*8 Things You Have To Buy For 2016*

Alan Berg, *Author/Professional Speaker/Business Consultant*

Wedding businesses have limited budgets for new technology, but don't want to drag behind their competition. What do you absolutely need to have? What can you do without? Save yourself time and let our experts do the research for you. Come to this seminar to learn:

- Which contact management and printer gives you the most bang for the buck
- Which technology needs to be upgraded and what can wait
- Which credit card processors and cameras to choose

Thursday 8:00 am – Saguaro Room - **WED-TALK**  
**WORKPLACE BULLY**  
*Taking The Power Back*

Dana Lin, *Freedom Coach, Zen Life Services*

Bullying takes all forms; from snarky emails to personal attacks. Keep your clients while maintaining your sanity. Come to this seminar to learn:

- What to do for your emotional well-being
- Knowing your rights
- Proactive steps to take

Thursday 8:30 am – Saguaro Room - **WED-TALK**  
**TODDLERS AND TIARAS**  
*Creating Kid-Friendly Weddings*

Tiffany Chalk, *Owner, Tiffany Chalk Events*

Dreams of a glamorous adult only wedding can be thwarted by family and friends and expectations. Helping your wedding couples decide whether to include children is part of your job. When the answer is "Yes", your job really begins. Learn how to:

- Profit from the smallest critics, from flower girl dresses, to child centered buffets
- Create kid only parties from start to finish
- Develop pintsize themes

Thursday 8:30 am – Juniper Room - **WED-TALK**  
**THE WEDDING REPORT**  
*Shocking Stats Revealed*

Shane McMurray, *CEO The Wedding Report*

Have you ever wondered why one wedding pro makes 50% more annually than their competitor? Shane unveils the truth behind the billion dollar wedding industry. Come to this seminar to learn:

- How to boost your earnings
- How much a bridal show booth really costs
- Preferred vendor list gap

Thursday 9:00 am – Cottonwood Room

**BRIDAL BUY-ODOGY**  
*The Science Behind What Works And What Doesn't*

Marc McIntosh, *President, The Wedding Experience*

Brides are bombarded daily by sales messages in our media-cluttered world. Which online ads really make a bride buy? How can your bridal show booth portray the sales message you want? Where should you put your wedding advertising dollars? Come to this seminar to learn:

- The pros and cons of website advertising, bridal shows, and email marketing
- How to max out your limited wedding budget
- The most important step in the advertising process

Thursday 9:00 am – Juniper Room  
**FANTASY FLOORPLANS**  
*2016 Décor Trends*

Tina Moran, *Wedding Designer/Owner, Oh So Swank*

What do you do when your bride and groom want food stations, dance floor, photo booth, and dueling pianos with over 500 guests? Come to this seminar to learn:

- How to create 360 degree ceremony seating
- About innovative food stations and reception seating arrangements
- Prepare for rain: How to move everything indoors without compromising the look

Thursday 9:00 am – Saguaro Room  
**BUSINESS UNSCRIPTED**  
*Improv For Wedding Pros*

Ron Ruth, *Owner, Ron Ruth Wedding Entertainment*

Improv offers insight into leadership, persuasion, adaptability, and crisis management. Help fine-tune communication skills and implement customer-focused meetings. Come to this seminar to learn:

- Proactive listening skills
- "How embracing 'Yes, and...' leads to fresh thinking"
- Hands-on exercises that lead to better sales presentations

Thursday 10:00 am – Cottonwood Room  
**JEOPARDY DAILY DOUBLE**  
*What Are The Top Business Mistakes To Avoid*

Sonny Ganguly, *CMO, WeddingWire*

Get greater success for your business by avoiding the top common mistakes. Learn how to showcase the value of your services through great marketing, professionalism, through online reviews and business tools, and give clients a great customer experience. Seminar learning for \$1,000:

- What are the keys to building trust through an online reputation?
- What is the secret to managing your business?
- What is the importance of your lead response process and tracking your business analytics?

Thursday 11:00 am – Cottonwood Room  
**THE AMAZING RACE**

*Finish Big And Go Home*

John Goolsby, *Award-Winning Filmmaker/Owner, Godfather Films*

A rapid-fire review of video highlights from Wedding MBA 2015 with the best take-aways from select presentations. Come to this seminar to learn:

- What you missed when you were at the casino



**MONDAY, SEPTEMBER 14, 2015**

**BONUS SEMINARS IN YOUR WEDDING SPECIALTY**

All seminars are available to all attendees. All Bonus Seminars are included with your Wedding MBA convention registration.

# MONDAY, SEPTEMBER 14, 2015

## WEDDING VENUES

Monday 2:00 pm – Juniper Room

### WEDDING VENUE WARS

*Cashing In On Strategic Alliances*

Monday 3:00 pm – Juniper Room

### SKIN IN THE GAME

*Venue Law And Liability For The 21st Century*

Monday 4:00 pm – Juniper Room

### SILENT SALES KILLERS

*5 Venue Problems No One Is Talking About*

Monday 5:00 pm – Juniper Room

### BOOKED SOLID

*Mastering Complex Reception Sales*

## WEDDING PLANNERS

Monday 2:00 pm – Saguaro Room

### LUX BUCKS

*Build Your Bank Account While Living The Good Life*

Monday 3:00 pm – Saguaro Room

### ECLECTIC ELEGANCE

*The 2016 Wedding Planner Forecast*

Monday 4:00 pm – Saguaro Room

### WEDDING PLANNER OR PERSONAL ASSISTANT

*Where To Draw The Line*

Monday 5:00 pm – Saguaro Room

### THE PERFECT STORM

*Creative Answers To Pressing Problems*

Register today for your **Show Special Discount**

## DISC JOCKEYS & LIGHTING

Monday 2:00 pm – Willow Room

### MASTER OF THE HOUSE

*Offer More Than Just Good Music*

Monday 3:00 pm – Willow Room

### I'LL BE RICH SOMEDAY

*The Procrastinator's Guide To DJ Up-Sells*

Monday 4:00 pm – Willow Room

### TROUBLESHOOTING

*What To Do When The Wedding Apocalypse Strikes*

Monday 5:00 pm – Willow Room

### I'M NOT THE ONLY ONE

*Expand Your DJ Network*

## BRIDAL GOWN & TUX

Monday 2:00 pm – Luxor Room

### THE PSYCHOLOGY OF THE DRESS

*Top Gown & Tux Shop Sales Techniques*

Monday 3:00 pm – Luxor Room

### HUSTLE THE BUSTLE

*Creating The In-Store Couture Experience*

Monday 4:00 pm – Luxor Room

### THE RUNWAY

*6 Fashion Show & Bridal Show Ideas*

Monday 5:00 pm – Luxor Room

### SAMPLE SALE

*Working With The Right Designers*

## WEDDING CATERING & CAKES

Monday 2:00 pm – Encore Room

### PLAYING WITH YOUR FOOD

*Fun Catering & Cake Trends*

Monday 3:00 pm – Encore Room

### TASTE TESTS

*Convert Small Bites Into Big Sales*

Monday 4:00 pm – Encore Room

### CATERING TO THE BRIDE

*Impressive Sales Techniques*

Monday 5:00 pm – Encore Room

### INSTAPIN

*Get Your Slice Of The Pinterest/Instagram Pie*

## WEDDING PHOTOGRAPHERS

Monday 2:00 pm – Caesar Room

### PICTURE PERFECT PRICING

*How To Maximize Your Per-Bride Sale*

Monday 3:00 pm – Caesar Room

### FLASH SALE

*New Lighting Gear That Will Change Your Business*

Monday 4:00 pm – Caesar Room

### JUST SHOOT ME

*Insider's Guide To Getting Published*

Monday 5:00 pm – Caesar Room

### PROTECTING YOUR IMAGES

*5 Questions Answered With A Wedding Lawyer*

## WEDDING FLORISTS

Monday 2:00 pm – Flamingo Room

### PETALS TO THE METAL

*Push Your Floral Profits From Zero to 60*

Monday 3:00 pm – Flamingo Room

### FLOWER FORECAST 2016

*Your Next Color Palette*

Monday 4:00 pm – Flamingo Room

### SPIN THE PIN

*Managing The Bride's Pinterest Expectations*

Monday 5:00 pm – Flamingo Room

### SELF-CENTERED CENTERPIECES

*Jaw Dropping Floral Designs*

## DÉCOR, RENTAL, AND LINENS

Monday 2:00 pm – Mandalay Room

### TRENDING TABLE-TOP THEMES

*The 5 Things You Need To Know About Centerpieces*

Monday 3:00 pm – Mandalay Room

### RENT IT, BUY IT, LOAN IT, OWN IT

*Increase Your Inventory Without Decreasing Your Bottom Line*

Monday 4:00 pm – Mandalay Room

### UP, UP, AND AWAY

*Up-Sells That Launch Your Profits To New Heights*

Monday 5:00 pm – Mandalay Room

### SEARCH LIKE A BRIDE

*How Wedding Micro-Search Benefits You*

## WEDDING VIDEOGRAPHERS

Monday 2:00 pm – Mirage Room

### WEDDING CINEMATOGRAPHY

*The Newest Way To Increase Video Profits*

Monday 3:00 pm – Mirage Room

### WEDDING VIDEO SEARCH TERMS

*How To Climb To the Top Of Google*

Monday 4:00 pm – Mirage Room

### DIRECTOR'S CUT

*Award Winning Ideas*

Monday 5:00 pm – Mirage Room

### ULTRA HIGH DEF

*Which 4K Equipment You Need To Stay Competitive*

## INVITATIONS & FAVORS

Monday 2:00 pm – Venetian Room

### RSVP FOR PROFIT

*Winning New Clients*

Monday 3:00 pm – Venetian Room

### PUSHING THE ENVELOPE

*Using Creative Materials For The Invitation Suite*

Monday 4:00 pm – Venetian Room

### REVISION REQUESTS

*When To Charge For Invitation Changes*

Monday 5:00 pm – Venetian Room

### DIGITAL PROOF

*SEO For Invitations And Favors*

## BEAUTY AND FITNESS

Monday 2:00 pm – Monte Cristo Room

### FACE TO FACE

*Your Hair & Makeup YouTube Tutorial*

Monday 3:00 pm – Monte Cristo Room

### THE PRINCESS BRIDE

*2016 Wedding Beauty Trends*

Monday 4:00 pm – Monte Cristo Room

### HAIRY SITUATIONS

*Untangle Sales Issues For Hair And Makeup*

Monday 5:00 pm – Monte Cristo Room

### BRIDAL BEAUTY

*Mobile Spas, Cancellations, And Trial Sessions*

## OFFICIANTS

Monday 2:00 pm – Rio Room

### DON'T REPEAT AFTER ME

*Personalizing Every Ceremony*

Monday 3:00 pm – Rio Room

### WEDDINGS OF THE WORLD

*Borrowing Traditions From Other Cultures*

Monday 4:00 pm – Rio Room

### SPEAK NOW

*Or Forever Hold Your Prices*

Monday 5:00 pm – Rio Room

### SELF PROMOTE OR DISAPPEAR

*Avoiding The Vanishing Act*

Monday 6:00 pm **HAPPY HOUR** Hosted by The Knot

Register today for your **Show Special Discount**

As Seen on  
ABC News 20/20



Seminar schedule, topics and speakers are subject to change.  
WED Talks are 15-minute Lightning Seminars.  
Copyright 2015 Wedding MBA LLC All Rights Reserved

The Knot

WEDDINGWIRE

perfect wedding guide

MARTHA STEWART weddings

mywedding

kathy ireland® WORLDWIDE

weddingVibe™

NACE

NATIONAL ASSOCIATION FOR CATERING AND EVENTS

TLC

Wedding PLANNER MAGAZINE

WIPA wedding industry professionals association

Association for Wedding Professionals International

BRIDAL BUSINESS BOOT CAMP

WED GUILD®

AMERICAN DISC JOCKEY ASSOCIATION ADJA

WPIC THE WEDDING PLANNERS INSTITUTE OF CANADA

BRIDAL ASSOCIATION OF AMERICA

WEDDING INDUSTRY LAW

ACPWC 1990-2015

Association of Certified Professional Wedding Consultants

Wedding Market

WEDDING® UNIVERSITY MARKETING EDUCATION FOR WEDDING PROFESSIONALS

BRIDAL MARKETING GROUP

www.STEPANDREPEATLA.COM BACKDROPS FOR RED CARPET EVENTS

GODFATHER FILMS



# ALUMNI SURVEY

*Would you recommend the Wedding MBA Convention to a friend?*

**92.9% SAID YES!**

*\*Results of last year's Wedding MBA Post-Convention Attendee Survey.*

After attending my first convention, I took the information I learned and changed my custom wedding cake shop. I know those changes highly impacted my business, because I am currently at over 145% more than last year!

*Cynthia Ebrom, Cynthia's Cakes, Edinburg, TX*

Big names in the industry...from The Knot, Wedding Wire, Martha Stewart Weddings...all with the latest info and helpful tips on targeting today's bride!

*Rachel Adams, Rachel Anne's Photography, Du Bois, PA*

If I didn't have the money to fly to the Wedding MBA, I would swim from Hawaii to Las Vegas!

*Tony So, The DJ Hawaii, Alea, HI*

I was amazed at the level of technical expertise of the speakers. Social media, mobile marketing, wedding trends, sales tactics, & SEO. Definitely exceeded my expectations.

*Andrea Conway, Couples Resorts, Chicago, IL*

Happy hour! The drinks, the fun and the new contacts.

*Patricia Wood, Patty Cake Bakery, Rye, NY*

Wedding MBA is like the Super Bowl for the Wedding Industry.

*Sal Richetti, Pittsburgh Bridal Showcase, Pittsburg, PA*

Every dedicated wedding industry professional should attend without hesitation! I have yet to find a similar event that features a wide range of perspectives & ideas.

*Tony Schwartz, Wedding MC & DJ, Seattle, WA*

If you are as passionate as I am about weddings, you should not even think twice about attending. Interesting perspectives, engaging sessions, friendly peers, and Vegas baby! Can't wait for next year.

*Jamie Lipman, The National Hotel, Miami Beach, FL*

I am so incredibly excited about the addition of breakouts for my specialty this year. It's like a convention within a convention.

*Roy Bracamonte, Roy B. Photos, Scottsdale, AZ*

The Wedding MBA exceeded our expectations!! The speakers were all respected industry professionals and gave solid practical information that is current and ready for practical use.

*Richard Batka, Blossom Shoppe, Highland, IN*

This was a "no fluff" conference. It was all about BUSINESS. I signed up for next year by noon the first day!

*Frank Andonoplas, Master Bridal Consultant, Chicago, IL*

Empowering!

*Royal Bush, Officiant, Omaha, NE*

I think the Wedding MBA is an exceptional value. I was Tweeting about it the whole time and plan to come back next year, too. Really well done, Team Wedding MBA!

*Kerry Dickey, Santa Barbara Wine Country Weddings, Carpinteria, CA*

Day one was information overload - IN A GOOD WAY!! It was extremely informative and I can't wait to implement all the many things that I learned. Thank you!

*Meagan Mann, Rockstar Limo, Cranston, RI*

It was great to have all of the industry giants at your fingertips in one room!

*Emilee Parton, The Savvy Bride, Mission, KS*

The speakers were interesting and provided complex material that was more than what I would see at a local networking meeting.

*Kristin Cornell, White Space Weddings, St Joseph, Michigan*

This is a must-attend event for anyone that has a business in the wedding industry. Speakers were outstanding and I learned a lot!

*Chandra Christenson, Floral Designer, Pasco, WA*

Quality education in wedding marketing and sales is not so easily found. Wedding MBA offers the best in marketing and sales education for the wedding industry.

*Patricia Ambrosius, The Wedding Navigator, Swedesboro, NJ*

Register today for your **Early Bird Discount** - [www.WeddingMBA.com](http://www.WeddingMBA.com)