



# Round-up Your Wedding Business

AfWPI 8th Annual World Conference • April 2-5, 2006  
Historic Menger Hotel • San Antonio TX

## Workshop/Seminar & Event Schedule - Days 1 & 2

### Sunday, April 2, 2006

Welcome Reception • 5:30-7:00 p.m.

Come meet some of the conference speakers and other conference attendees. This is also your chance to pick up your registration materials and see where the sessions are held, so you can be ready to go on Monday morning.

### Monday, April 3, 2006

Registration • 8:00-11:30 a.m.

Enjoy some networking over pastries, coffee and juice, before the sessions begin.

Opening Session • 9:00-10:00 a.m.

Here's where we get started for the day! We'll kick it off with a big Texas surprise, then get you in-the-know for the day's goings-on.

3 Breakout Sessions • 10:15-11:00 a.m.

#### (1) Creating Memorable Brochures (part 1)

presented by Doug LaVine

This hands-on discussion will help you recognize small (or large) changes that can be made to most brochures and business cards that will help your business have a brighter, more positive image, and produce more results.

#### (2) Ordering Flowers for Your Event

presented by Liza Roeser Atwood

Liza will share where the best flowers are grown, when different types are more available and who to order through.

#### (3) How to Enter the Destination Wedding Market (part 1)

presented by Lisa Light

Destination weddings are the fastest growing type of wedding today. Is planning or being a part of destination weddings for you? Lisa will teach you how to develop the product, how to plan destination weddings and which destinations are easiest to work in.

Morning Break • 11:00-11:15 a.m.

More Networking!!! Refill your coffee (or juice), get some fresh goodies, stretch your legs and meet some more wedding pros!

3 Breakout Sessions • 11:15 a.m.-12:00 p.m.

#### (1) Creating Memorable Brochures (part 2)

presented by Doug LaVine

See above (10:15-11:00 a.m.) for description.

#### (2) The Mysteries of Credit Card Acceptance Revealed

presented by Karl Pfeiffer

Karl will provide an overview of merchant processing and the many options available to businesses today. In addition to discussing the benefits of accepting credit/debit cards from your customers, he will discuss fraud prevention tips; check acceptance possibilities, the value of gift card programs, ecommerce options, and ways to increase your sales.

#### (3) How to Enter the Destination Wedding Market (part 2)

presented by Lisa Light

See above (10:15-11:00 a.m.) for description.

Lunch • 12:15-1:30 p.m.

Mosey on in to the Minuet Room, where we'll wrangle up some victuals (pronounced VIDDLES for you Yankees)! Here's another chance to git in some visitin' with those folks from out-a-town. There will be more fun, more surprises and good food lined up for you.

Trade Show • 1:00-4:30 p.m.

These folks are going to help you improve your business! Software, credit card acceptance programs, wholesale floral, advertising avenues and books are just a few of the services on exhibit at the Trade Show. Come and visit during just before you go to the afternoon sessions, during your afternoon break or after sessions.

3 Breakout Sessions • 1:45-2:30 p.m.

#### (1) Book More Weddings & Make More Sales: Effective vs. Non-Effective Internet Marketing

presented by Chris Jaeger

People tell you your website "is great" but are you really getting the results you should be? Chris will talk about the key elements of effective online marketing, and most importantly turning the brides who visit your website into inquiries and sales.

#### (2) 7 Ways to Get More Bookings from Bridal Shows (part 1)

presented by Julia Markel

This workshop will take you through how to attract brides, how to determine they are the bride for you, and how to know if the show worked for you. You will get the chance to actually plan a booth set-up and set goals and see a demonstration on an effective booth set-up.

#### (3) 9 Ways to Optimize Your Marketing for Results

presented by Laurie Morgan

Wonder if your marketing investments are working as hard for you as they should? In this fast-paced presentation, you'll learn nine straightforward, *actionable* ways to get better results from the marketing *you're already doing*.

Afternoon Break • 2:30-2:45 p.m.

2 Breakout Sessions • 2:45-3:30 p.m.

#### (1) The Good, Bad & Ugly: A Realtime, Online Look at 5 Web Sites

presented by Chris Jaeger

Chris will walk you through a real-time (LIVE) analysis of five different websites, identifying their strengths, weaknesses, and opportunities for improvement. Compare what you see and hear to your website and come away with ideas and techniques to improve your online marketing efforts. Time permitting, he will walk through search engine placement of some top ranked websites with comment on how/why they achieved their positioning.

#### (2) 7 Ways to Get More Bookings from Bridal Shows (part 2)

presented by Julia Markel

See above (10:15-11:00 a.m.) for description.

Dinner and Evening are On Your Own



# Round-up Your Wedding Business

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## Workshop/Seminar & Event Schedule - Days 3 & 4

### Tuesday, April 4, 2006

Registration • 8:00-11:30 a.m.

Enjoy some networking over pastries, coffee and juice.

Keynote Address • 9:00-10:00 a.m.

Socio Economic Taste Sophistication (or SETS)

presented by Lisa Ann Krutzik

Brides and their families come from various economic and education backgrounds, the brides themselves may have different education levels from their parents which adds an interesting twist on their taste and sophistication levels. In her Keynote address, Lisa Ann reviews the four main levels of brides, from the Working Class to Old Money brides, what their likes and dislikes are, who they hire for their weddings and why.

3 Breakout Sessions • 10:15-11:00 a.m.

**(1) The Power of Video & How to Get More Business Using It (part 1)** presented by Kris Malandrucolo

Video is a powerful tool not only for preserving family memories but for marketing your business as well. You will see how far video has come since the early 1980s. "The quality is miles beyond what it was just five years ago" says Carley Roney, editor-in-chief of the Knot, in a *US News & World Report* article. You will see current trends in wedding and event video production - it's so much more than just ceremony and reception coverage! You will see how the Video iPod can help you use video as a marketing tool to get more business, as well as other video and marketing tips to make your website, business card and magazine ad stand out amongst the crowd.

**(2) 9 Ways to Optimize Your Marketing for Results**

presented by Laurie Morgan

Wonder if your marketing investments are working as hard for you as they should? In this fast-paced presentation, you'll learn nine straightforward, *actionable* ways to get better results from the marketing *you're already doing*.

**(3) Marketing Your Message Through the News Media (part 1)** presented by Tom Haibeck APR

Get the inside scoop on how to get "ink" for your organization by attending this session. Four lessons to learn: Never say anything to a reporter that you wouldn't want to see in print the next day. Editorial coverage about yourself or your company can be a very powerful marketing vehicle. A good media "hook" is your ticket to positive editorial coverage. How to put together a solid media kit.

Morning Break • 11:00-11:15 a.m.

More Networking!!! Refill your coffee (or juice), get some fresh goodies, stretch your legs and meet some more wedding pros!

2 Breakout Sessions • 11:15 a.m.-12:00 p.m.

**(1) The Power of Video & How to Get More Business Using It (part 2)** presented by Kris Malandrucolo

See above (10:15-11:00 a.m.) for description.

**(2) Marketing Your Message Through the News Media (part 2)** presented by Tom Haibeck APR

See above (10:15-11:00 a.m.) for description.

Lunch • 12:15-1:30 p.m.

More great food, more networking. If you finish early, you can head on over to the Trade Show!

Trade Show • 1:00-4:30 p.m.

Software, credit card acceptance programs, wholesale floral, advertising avenues and books are just a few of the services on exhibit at the Trade Show. Come and visit during just before you go to the afternoon sessions, during your afternoon break or after sessions.

3 Breakout Sessions • 1:45-2:30 p.m.

**(1) Creating Memorable Brochures (part 1)**

presented by Doug LaVine

This hands-on discussion will help you recognize small (or large) changes that can be made to most brochures and business cards that will help your business have a brighter, more positive image, and produce more results.

**(2) How to Advance Your Career as a Wedding Consultant (part 1)**

presented by Karen Casey

Are you ready to take your consulting business to the next level? This session will give you practical tips on increasing your value in the marketplace, improving your professional image and increasing the borders of your business influence. This class will help you design a map to direct you to a more successful career as a professional wedding consultant.

**(3) 7 Ways to Get More Bookings from Bridal Shows (part 1)**

presented by Julia Markel

This workshop will take you through how to attract brides, how to determine they are the bride for you, and how to know if the show worked for you. You will get the chance to actually plan a booth set-up and set goals and see a demonstration on an effective booth set-up.

Afternoon Break • 2:30-2:45 p.m.

3 Breakout Sessions • 2:45-3:30 p.m.

**(1) Creating Memorable Brochures (part 2)**

presented by Doug LaVine

See above (1:45-2:30 p.m.) for description.

**(2) How to Advance Your Career as a Wedding Consultant (part 2)**

presented by Karen Casey

See above (1:45-2:30 p.m.) for description.

**(3) 7 Ways to Get More Bookings from Bridal Shows (part 2)**

presented by Julia Markel

See above (1:45-2:30 p.m.) for description.

"Elegant Fiesta" Dinner • 6:00-10:00 p.m.

A trolley will pick you up at the hotel and take you to Aldaco's, where you will be greeted in the courtyard by their staff. The festive, yet refined culture of Texas and Mexico are celebrated this evening. Get into the mood - wear your finest Mexican attire (or, just dress real nice)! We'll enjoy fine Mexican cuisine in a beautiful atmosphere.

### Wednesday, April 5, 2006

San Antonio Wedding Site Visits

9:15 a.m. - 6:00 p.m.

Round 'em up and head 'em out - we're goin' on a bus ride! Locations include a Ranch, The Cave Without a Name (in which weddings are actually held) and a plantation-style inn!