

2018 Schedule of Events

Photograph by: Marni Rothschilb

wednesday, JANUARY 24

The Insiders' Guide to Branding & Marketing (i)

11 am – 1 pm // Location: The Dewberry // Event Design: Cibi Events

We talk with Ceci Johnson (Ceci New York), Jess Levin Conroy (*Carats and Cake*), and Lindsay Mann (Mark Ingram Atelier, *Twirl New York*) about brand identity in the era of social media and how to rise above the masses with quality over quantity.

Sell Out: Make Big Days Big Business (h)

12:30 – 2:30 pm // Location: Parcel 32 // Event Design: YOJ Events

From booking hotel blocks to hosting rehearsal dinners, receptions, and going-away brunches, get insider tips and strategies to make your hotel the “it” property in its class for the wedding market.

Bridal Boutique Shows (i, b)

6 – 8 pm // Location: Cannon Green // Event Design: Cannon Green & CWW

Enjoy runway shows from top area bridal shops in a chic cocktail party atmosphere. Following the shows, boutique owners mingle with attendees, answering their questions about gowns, fit, ordering, and more.

thursday, JANUARY 25

Irresistible: Make Your Hotel Every Planner's Favorite (h)

11 am – 1 pm // Location: Parcel 32 // Event Design: Fox Events

Learn how offering boutique hotel amenities and schooling your service staff can create a tidal wave of repeat clients, from planners to couples and their many guests.

The Art of Luxe Weddings (i)

11 am – 1 pm // Location: Cannon Green // Event Design: Pure Luxe

There's a delicate balance between illusion and reality to create an ultra-luxurious wedding. David Beahm, Marcy Blum, and Lynn Easton give a peek behind the veil to get practical about the intangible, ethereal, and real touches that elevate a wedding to beyond memorable.

“Celebrate Everything” Sip ‘n’ See (i, b)

3 – 5 pm // Location: The Dewberry // Event Design: A Charleston Bride & Darcy Miller

Join Darcy Miller for this intimate sip-‘n’-see tea where she shares the best takeaways from her book, “Celebrate Everything!” Plus, learn how to make any wedding a standout with personal touches.

Event Key: While all events are open to ticket holders, target audiences are noted here as:
(i) Industry Insiders,
(b) Brides-to-Be, and
(h) Haute Hoteliers.

Evening With the Stars (i, b)

7 – 9 pm // Location: The Gibbes Museum of Art // Event Design: WED //

Catering: Cru Catering

Network in high Charleston fashion over an intimate dinner with the who's who of the local and national wedding world. From fashionistas to editors, photographers, planners, and more, the attendee list includes many of the week's luminaries.

friday, JANUARY 26

How to Get Famous: Publishing Tips from the Pros (i)

11 am – 1 pm // Location: The Cedar Room // Event Design: Loluma

Marketing your events these days is all about placing shoots and real-life weddings online, on social media, and in print. Here, decision-making editorial experts share their advice for crafting the submissions perfect for their publications.

Wedding Design & Styling: A Flower & Tabletop Workshop (i, b)

2 – 4:30 pm // Location: To Be Announced // Event Design: Gathering Events

Learn how to take your inspiration boards from concept to reality. We talk you through the elements of design, from color palette to flowers, and school you in the nuts and bolts of event production, from styling tools to rentals, and more. Plus, as you craft your own take-home centerpiece, you'll glean hands-on tips and resources for DIY florals.

Bridal Designer Shows (i, b)

6 – 8 pm // Location: Lowndes Grove // Event Design: Fox Events

Enjoy an elegant night with some of the country's most luminous wedding gown designers. After the shows, visit with them in a luxurious setting to learn how they work, what inspires them, and more.

saturday, JANUARY 27

House Party! Insider Tips & Takeaways to Having the Wedding of Your Dreams, Brought to You by Southern Protocol Bridal (i, b)

11 am – 2 pm // Location: Gadsden House // Event Design: Sweetgrass Social Event and Design

Enroll in Wedding 101 when you step into this progressive house party, where each room hosts a different expert (or experts) and experience to help you be a happier bride...or an even better industry pro.

Pop-Up & Finale Party (i, b)

5 – 10 pm // Location: No. 5 Faber // Event Design: Ooh! Events

Shop for bridesmaids and groomsmen gifts and decor, or commission the stationery of your dreams at this curated pop-up of luxury wedding artisans. As the day turns to night, stay for dancing, drinks, and gambling at the finale party.

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Note: Schedule subject to change based on final confirmed special guests in attendance.