

2018 Schedule of Events

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

Join Cindy Novotny, internationally renowned hospitality icon, motivational speaker, and founder of the marketing and service consulting group Master Connection Associates, for an unforgettable lunch. You'll learn insider tips and strategies to make your hotel the "it" property in its class for the wedding market, because, from booking hotel blocks to hosting rehearsal dinners, receptions, and going-away brunches, Big Days in Charleston are big business.

Bridal Boutique Shows (i, b)

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

Enjoy treats, sips, and an evening of runway shows from top area bridal shops in a chic cocktail party atmosphere. Presenting boutiques include: Bella Bridesmaid, Betty Bridal, Lovely Charleston, Maddison Row, Southern Protocol, and Verità.

thursday. JANUARY 25

The Art of Luxe (i)

10 am – 12 pm // Location: Cannon Green // Event Design: Easton Events

Who doesn't love a gorgeous, elegant, and flawless fantasy? Glean expert insights—like the delicate balance between illusion and reality—in this two-part look into the art of designing ultra luxury events. First, David Beahm, Marcy Blum, and Lynn Easton give a peek behind the veil, sharing their secrets to elevating weddings to beyond memorable. After the panel, join world-renowned designer Colin Cowie to learn how he orchestrates one of his signature experiential events that entice the senses on every level. Afterwards, join the speakers for a mix-and-mingle gathering.

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

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

Learn from wedding nationally lauded wedding industry luminaries and tastemakers Calder Clark and Tara Guérard about 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.

"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: Lance Hall, Circular Congregational Church //

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

Spend an elegant evening at Lowndes Grove Plantation 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. Designers include: Emily Kotarski, Made with Love presented by Lovely Bride Charleston, Mason Hosker, and Modern Trousseau.

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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