



engage!11

The Grand Del Mar

a luxury wedding business summit

MAY 30-JUNE 2, 2011 • SAN DIEGO, CA

Information

Engaging Concepts is thrilled to present **engage!11 :: the grand del mar**. Following the stunning success of six sold out events since June 2008, which have brought together over 700 wedding professionals from 35 states and 15 countries including Australia, England, Mexico, Dubai, Turkey, Canada and throughout the Caribbean, this high impact luxury wedding business summit is designed for the wedding industry professional who is looking to take their successful business or career to the next level.

Intimate by design, and limited in number of attendees and speakers, **engage!11 :: the grand del mar** heads to spectacular San Diego, CA — to one of the most celebrated new resorts in the world – The Grand Del Mar.

A gathering of the ‘best of the best’ in the wedding industry—from speakers to attendees—**engage!** events seek to offer something not found in other conferences. Careful attention is paid to creating an intimate atmosphere of effortless networking, allowing for an open exchange of ideas, information, inspiration and candid discussions of the issues and opportunities facing everyone in today’s luxury wedding industry.

engage!11 :: the grand del mar focuses on the key takeaways from past events – personal development & business development blended with the ‘inspired connections’ that engage! has come to be known for. We aim to tackle many of the pressing and important issues facing your business today in an intimate but inspiring setting—alongside the best of the best like-minded wedding industry peers.

We invite you to join us for this powerful wedding business-to-business summit, specifically designed to inspire innovation and priceless in-person connections for you and your wedding-related business.

Rebecca Grinnals & Kathryn Arce
Engaging Concepts, Inc.
Celebration, FL

Speakers for engage!11 :: the grand del mar will include ::

Monique Lhuillier
*Internationally celebrated
fashion designer*
moniquelhuillier.com

Mindy Weiss
*Celebrity Party Planner, Author
"The Wedding Book"*
mindyweiss.com

Randy Fenoli
*Fashion Director, Kleinfeld + star of
TLC's "Say Yes to the Dress"*
kleinfeldbridal.com

Millie Bratten
Editor-in-Chief, BRIDES Magazine
brides.com

Carley Roney
Founder & Editor-in-Chief, The Knot
theknot.com

Diann Valentine
*Celebrity Wedding Designer, Author,
star of WeTV's "I Do Over"*
diannvalentine.com

Cindy Novotny
*Radical Mentor, Global Sales Trainer,
Author "Living a Life with No
Balance and Loving It!"*
masterconnection.com

Todd Fiscus
*Owner, Creative Director, todd.
event design. creative services*
toddevents.com

David Beahm
*Celebrity Event Designer, David
Beahm Design + Destinations*
davidbeahm.com

Rebecca Grinnals
*President, Engaging Concepts
:: Strategic Consultant to the
Wedding Industry*
engagingconcepts.com

Kathryn Arce
*Director of Awesome, Engaging
Concepts :: Strategic Consulting to
the Wedding Industry*
engagingconcepts.com

Sylvia Weinstock
Wedding Cake Diva
swcakes.com

Marcy Blum
*Celebrity Eventiste, Marcy Blum
Associates*
marcyblum.com

Jasmine Star
*International Wedding
Photographer*
jasmine-star.com

Simon T. Bailey
*Author, Internationally recognized
speaker "Release Your Brilliance"*
simontbailey.com

Sean Low
*President, The Business of
Being Creative*
thebusinessofbeingcreative.com

Ellen Black
*Lehr & Black, Celebrity
Invitation Designer*
lehrandblack.com

Michelle Rago
*Destination Wedding
Planner & Designer*
michelleragold.com

Bruce Patterson
*Owner/Creative Director,
Cloud Nine Creative*
cloudninecreative.com

Julie Hill
*Creative Director,
Elysium Productions*
elysiumproductions.com

Abby Larson
*Founder + Editor,
StyleMePretty.com*
stylemepretty.com

Susan Moynihan
*Editor-in-Chief, Destination
Weddings & Honeymoons Magazine*
destinationweddingmag.com

Angela DesVeaux
Editor-in-Chief, WedLuxe Magazine
wedluxe.com

Christy Weber
*Editor + Co-Founder,
JunebugWeddings*
junebugweddings.com

Walt Shepard
*Co-Founder + Creative Director,
Inside Weddings Magazine*
insideweddings.com

Harmony Walton
*Founder, The Bridal Bar
(LA, San Diego & Atlanta)*
bridalbar.com

Lara Casey
*Publisher + Editor,
Southern Weddings Magazine*
iloveswmag.com

Daniela Ferdico Faget, PHD
*Owner & Creative Director,
Bella Signature Design*
bellasignature.com

Katy Carrier
*Partner, Carrier & Associates + The
Law for Creatives*
carrierandassoc.com

**Program and speakers subject to
change*

Our programs are carefully crafted to encourage attendees and speakers alike to interact and connect in a meaningful and impactful way—both formally and informally. Our planned program* includes ::

Monday 30 May

- Arrivals throughout day
- 12:00pm
- Welcome & Registration
- 3:00pm-5:00pm
- Opening Inspiration Sessions by David Beahm + Simon T. Bailey
- 6:30pm Evening
- Welcome Party on The Aria Lawn

Tuesday 31 May

- Breakfast
- Full Day of Interactive Presentations & Discussions with many of the biggest names in today's wedding industry
- Networking Luncheon
- Intimate "Dine Arounds" hosted by our VIP Speakers
- "Dessert After Party" in Club M at The Grand Del Mar

Wednesday 1 June

- Breakfast
- Select (in advance) four of six targeted Small Group, Interactive 60-minute Sessions featuring many of the best and brightest innovators in the luxury wedding industry
- Optional "Lunch + Learn" Discussions
- Afternoon on own to enjoy San Diego and The Grand Del Mar :: beach & hiking tours, private poolside cabanas, spa, shop, golf, explore and more
- **engage!11 :: the grand del mar**
Gala Reception & Dinner

Thursday 2 June

- Morning at leisure
- Departures throughout day

**Program and speakers subject to change*

We are often asked exactly who attends engage! events. The answer, quite simply, is just about every possible type of individual, company or brand that 'engages' with high-end brides and grooms! Unlike most other industry events that are singularly focused to a segment of expertise, engage! offers an environment for like-minded, influential professionals who serve the luxury wedding industry, to connect and share ideas and challenges across platforms and regions in a non-competitive environment.

A partial list of the over 700 high end wedding industry influencers who have joined us from around the globe for one or more past engage! events ::

ABA Las Vegas	Destination Weddings & Honeymoons Magazine	Lehr & Black	Terry Gruber
Abrams Artist Agency	Donna Newman	Lincoln Center for the Performing Arts	Thayer Photographs
ADORN Brides	DVB Photographers	Liz Banfield	The Bahamas Ministry of Tourism
Alchemy Fine Events	E-Events	LUXE Destination Events	The Breakers
Alison Events	Eda Kalkay Public Relations	Luxe Fete Event Planning & Design Studio	The Bride & Bloom Magazine
Amy Atlas Designs	Elan Artists	Maddy K Weddings + Events Atelier	The Business of Being Creative
Amy Zaroff Events + Design	Elegant Event Sitters	Marcy Blum Associates	The Ford Plantation
Anthony Vasquez Photography	Elizabeth Anne Designs	Maria McBride	The Knot
Arden Photography	ellyB Events	Martha Stewart Weddings	The Lettered Olive
Ashley Baber Events	Elysium Productions	Mel Barlow Photography	The Little Nell Resort
Austin Country Club	emilie inc. photography	mfa public relations	The Original Runner Company
Avery House	Encore Bridal, LLC	Michelle Rago LTD	The Party Goddess! Inc.
Avery House	Engaging Events by Ali	Mindy Weiss	The Ritz-Carlton Orlando, Grande Lakes
be inspired pr	Envelopments	Modern Bride/Elegant Bride	The Ritz-Carlton, Dearborn
Bella Flora of Dallas	Fantasy Frostings	Momental Designs	The Ritz-Carlton, Dove Mountain
Bella Signature Design	Fete Perfection	Morgan Gallo & Co.	The Ritz-Carlton, Grand Cayman
Beth Helmstetter Events	Films by Francesco	Mountain Occasions	The Ritz-Carlton, Rose Hall
Beverly Clark Enterprises	Florabella	My Wedding Concierge	The Ritz-Carlton, St. Thomas
BleuBelle Bridal	Four Seasons Hotel Istanbul	New Haven Lawn Club	The Stylish Bride
Bridal Bar Atlanta	Garrett Nudd Photography	NewlyWish.com	The Walt Disney Company
Bridal Bar Los Angeles	Get Married Television & Magazine	Nuage Designs	The Wedding Salon
BRIDES	Gifts for the Good Life	Occasions Magazine	TOAST Events
Brides ala Mode	Good Gracious Events	One & Only Palmilla Resort	Todd Events
Calder Clark Designs	Grand Del Mar Resort	OneWed.com	Tortuga Rum Company Ltd
Callaway Gable	Grapevine Weddings	Paradisus Resorts/Sol Melia	Tropical Occasions
Camana Bay/Dart Corporation	GUCCI	Pelican Bay Hotel at Lucaya	Two Bright Lights
Canvas and Canopy Events	Heffernan Morgan Ronsley	Photogen, Inc.	Two Paper Dolls
Caplan Miller Events	I Do Films	Platinum Events Group	Velas Elite Resorts
Carla David Design	I Do Films	Preeti Exclusive Creations, Inc.	Viceroy Anguilla
Caroline Carter Events	Inside Weddings	Preston Bailey Design	Viceroy Anguilla
Casa Monica Hotel	Ivy Robinson Weddings & Events	Rafanelli Events	Viridian Design Studio
Cayman Islands Dept of Tourism	Ivy Robinson Weddings & Events	Ritzly Bee Events	WaterColor Inn & Resort
CBS The Early Show	Jasmine Star	Robert Fountain Inc.	Wedding 360 LLC
Ceci New York	Joyologie	Sandals & Beaches Resorts	Wedding Design Studio
Celebrations, LTD	JT Wines	Savannah Wedding Professionals	Wedding Planners Institute of CAN
Checkerboard	Jubilee Lau Events	Schwartz & Woodward	Wedding Soiree
Christopher Confero Luxe Event Design	Junebug Weddings	SimplyBloom Photography	WeddingBee.com
Cindy Novotny	Karen Tran Design	Soiree by Tara Guerard	WeddingChannel.com
Cloud Nine Productions	Kate Parker Wedding	Southern Event Planners	Weddings Abroad UK
Colin Cowie Lifestyle	Kate's Paperie	Southern Weddings Magazine	Weddings Costa Rica
Colorado Weddings Magazine	Kentucky Bride Magazine	Splendid Communications	Weddings in Houston Magazine
Cotton Tree Villas	Kessler Collection Hotels	Stacey Kane Photography	Weddings Unique
CVP Experience	Kleinfeld	Starlight Orchestras	Weddings Unveiled Magazine
Cynthia Martyn Events Inc	Lacy Branch Events	State of the Art Enterprises	WeddingWire.com
Cypress Albums	Las Vegas Convention & Visitors Authority	Sterling Engagements	WedLuxe Magazine
Daughter of Design	LaTavola Linen	Style Me Pretty	WIPA
David Beahm Designs	Laura Hooper Calligraphy	Style Unveiled	Wynn & Encore Las Vegas
David Murray Weddings	Laura Novak Photography	Styled Creative	
Destination Bride	Laurie Arons Special Events	Sylvia Weinstock Cakes	
Destination I Do Magazine		Table 6 Productions	

The investment to attend **engage!11 :: the grand del mar** is \$2,200 per person*. Aside from the unprecedented opportunity to connect with the “best of the best” in the luxury wedding industry in an intimate setting at The Grand Del Mar resort in San Diego, this summit will include ::

- Opening Sessions
- Welcome Party
- Two Breakfasts
- Tuesday’s educational and inspirational symposium
- Networking Luncheon
- Unique small group “Dine-Arounds” hosted by our VIP speakers
- “Dessert After Party” following Dine-Around
- Four small group targeted 60-minute business breakout sessions {from a choice of 6 sessions}
- Optional 50-minute “Lunch + Learn” sessions
- The engage!11 :: the grand del mar Gala Reception + Dinner designed by some of Southern California’s top event producers
- And of course you’ll have time to explore and experience gorgeous San Diego with some special excursion offers during the afternoon before the gala dinner Wednesday evening.

Registration is now open and will be limited in the number of total attendees in order to keep the event intimate and impactful.

Fully paid registration confirms your spot. Payment may be made via Visa, Mastercard, American Express, Check and PayPal.

Registration is non-refundable but is transferrable.

**Fee does not include travel, resort accommodations or airport transfers.*

Visit www.engage11.com for the REGISTRATION form or more information or feel free to contact us at engage@engagingconcepts.com or via phone at 407.566.2298.



The host resort for **engage!11** is the luxury retreat, The Grand Del Mar.

Serenely nestled amidst Los Peñasquitos Canyon Preserve, this premier San Diego resort destination seamlessly combines the old-world charm of a Mediterranean estate with the modern luxury of an elegant resort. The result: a destination unparalleled by San Diego hotels and lauded by Condé Nast Traveler as one of the “World’s Best Places To Stay”. Little wonder, given the sun-drenched climate, stunning natural beauty, award-winning spa, championship golf course and irresistible dining – epitomized by Addison, Southern California’s only Five-Star and Five Diamond restaurant. The Grand Del Mar is located near the coast in Northern San Diego surrounded by the pristine coastal communities of La Jolla, Del Mar and Rancho Santa Fe.

Special room rates are being offered for engage!11 at The Grand Del Mar for \$249.00 plus tax beginning Saturday May 28th and extending through Friday June 4th. You will be sent special booking instructions upon receipt of confirmed registration.

We invite you to explore this magnificent resort by visiting the official website at www.thegrandedelmar.com.

Air/Ground Travel

Driving Distances:

- San Diego International Airport – 21 miles/25 minutes (approximately a \$65.00 cab fare)
- Orange County Airport – 71 miles/73 minutes
- Long Beach Airport – 91 miles/100 minutes
- Los Angeles International Airport – 106 miles/109 minutes

Please visit www.thegrandedelmar.com for detailed directions.

Transportation

The Grand Del Mar has suggested the following companies to contact for sedan or shuttle service. The approximate cost for sedan service to the resort from San Diego International Airport is \$130 per person, while shuttles will run approximately \$26 per person.

- Super Shuttle :: 619.564.7900
- La Costa Limousine Transportation :: 760.438.4455

For more information and airport transportation reservations, contact the Concierge at 858.314.1988.

RAVE REVIEWS for engage!10 :: the breakers

"If you ever have an opportunity to attend an engage! event YOU HAVE to be prepared for a life changing experience!"

Mindy Weiss, Celebrity Party Planner

"engage!10 was life changing for me in many, many ways..."

Bryan Rafanelli, Rafanelli Events

"engage! is ... the mecca of wedding conferences."

Abby Larson, Founder, StyleMePretty.com

"I cannot possibly convey how special this conference was. Picture this...getting to learn from and spend quality time with the BEST of the best in the industry all day and all night for four straight days. Egos were left at the door. Everyone was on an even playing field. Newbies in the industry were learning from those who have been in the industry for years, and experts in the industry were learning from those who are just entering with a fresh perspective. There was frank and candid dialogue with peers while eating lunch overlooking the water. We were able to pick each other's brains with not a care in the world on our minds. Now top this all off while being able to experience beautifully designed parties every single day (can you imagine all of us creative people in there and not having to worry about one single creative detail?)"

Amy Atlas, Amy Atlas Events

"engage! is the only place the best of the best in the wedding business come together to celebrate, share experiences, share best practices, and share support for one another in a truly collaborative form."

Harmony Walton, The Bridal Bar

"It was 4 days of AMAZING!"

Lacy Branch, lacy branch events

"engage! has created a genuine shift in the wedding world ... I have genuinely never been so wowed by an event."

Lara Casey, Editor, Southern Weddings Mag. (5-time attendee)

"What's so great about engage! is how friendly and helpful each person was, they truly wanted to help everyone to succeed with their own tips and advice. Competition was never present, only consideration."

Vanessa van Wieren, Alchemy Events

"I was seriously blown away!"

Julie Hill, Elysium Productions

"An amazing event...!"

Todd Fiscus, Todd. Events

"The most memorable engage! experience I've had (and I've been to five of them!)..."

Amy Rubins Fete Perfection and Weducation Seminars

"The entire conference was just over the top incredible!!"

Siri Eklund, Two Bright Lights

"A flawless and memorable event."

Liz Banfield, Liz Banfield Photography

"I went in a little timid and unsure and came out confident and energized... engage! changed my perspective on life."

Julie Sabatino, The Stylish Bride

"It was brilliant!"

Kate Little, Tara Guerard Soiree

"The connections I have personally and professionally through engage! do not have a price tag on them..."

Stephanie Frasier-Grimm, Couture Parties

"Anyone who is contemplating attending engage! shouldn't think twice. A+ the whole way through!"

Tara Guerard, soiree by Tara Guerard

RAVE REVIEWS for engage!10 :: the breakers

"Fabulous, Fabulous and more Fabulous!!!!!!"

Pauline Parry, Good Gracious! Events + President of WIPA

"It surpassed all my expectations - a slam dunk. Fabulous!"

Maria McBride, BRIDES

"I never understood when people told me 'you just have to go,' until experiencing it for myself-it is truly a priceless experience."

Desiree Patterson, Social Creative

"I can't express how valuable the experience has been for me!"

Marilyn Oliveira, Inside Weddings Magazine (3-time attendee)

"They just keep getting better!"

Carla David, Carla David Designs (4-time attendee)

"It is fun and smart and 'important' and clever and uplifting and renewing and motivating and stimulating and a bit controversial, yet still warm and nurturing...!"

Marcy Blum, Marcy Blum Associates (5-time attendee)

"I loved every minute...!"

Shira Savada, Real Weddings & Editorial Coordinator, Martha Stewart Weddings

"wow woW WOW WOW WOW! WOWIE!!!"

Valerie Romanoff, Starlight Orchestras

"The event was spectacular!"

Brooke Thomas, Creative Director, Weddings Unveiled Magazine

"An an AMAZING few days! I am so elated and on such a huge high!"

Amy Nichols, Amy Nichols Events

"engage! was truly a life changing experience. It was exciting, colorful, helpful, intriguing, and much much more! From listening to insight from some industry greats, to the intimate dinearounds where we had the opportunity to ask them questions one on one - it was all amazing! I learned more, and met more amazing people in the industry in 3 days that it would have taken me 10 years to come in contact with. It is a neutral environment for everyone to learn, refresh and better their business or way of thinking."

Carrie Darling, Carried Away Events, Inc.

"Wow! What a massive success!!!"

Michelle Rago, Michelle Rago, LTD.

"We were so unbelievably inspired!"

Heather Allen & Shannon Wilson, Table 6 Productions

"engage!10 was a wonderful and enlightening experience."

Xoua Vang, CEO, Preston Bailey Designs

"The best experience of my life, both professionally and personally."

Christopher Confero, Christopher Confero Design

"...just simply incredible! engage! was unbelievable and so powerful."

Donna Newman, Celebrity Wedding Photographer

"4 days of the utmost experience. I will definitely make great use all this for a very long time to come."

Susan Murray, Susan Murray International

"I'm thoroughly impressed with the engage! event and so excited that I finally took the plunge and decided to attend. What an experience. I feel like I now have the resources, connections, relationships and most of all the guts to do big things."

Heather Vreeland, Atlanta Occasions Magazine

RAVE REVIEWS for engage!10 :: the breakers

"Amazing times a million. That was a total blast. Worth every penny."

Alison Hotchkiss, alison events

"The real magic of engage! is the people in the room."

Liene Stevens, Splendid Communications (6-time attendee)

"I have never been a part of an occasion where like-minded event professionals are able to gather (outside of the influence of clients) to speak honestly and frankly about working in the business. Yes, engage! is a summit, but it is also a creative think-tank, therapy session and celebration all rolled up into one. You have created a program that is unparalleled."

Christina Matteucci, David Beahm Design

"The best creative process comes from learning and being inspired by others, and who better to that with than those at the top of the industry?"

Daniela Ferdico-Faget, Bella Signature Design (3-time attendee)

"What I consider one of the most inspirational, creative and motivational events of my professional career and life. I cannot wait to give back, I cannot wait to attend again. I cannot wait to grow, expand and be infused with positive vibes from the most successful people in the industry."

Brian Callaway, Callaway Gable Photography

"The most incredible experience I have had the opportunity to attend. This was so much more than a luxury wedding summit. From the moment we arrived to the sad goodbyes, we were wowed at every corner and made to truly feel as a guest at the most incredible event ever."

Amy Zaroff, Amy Zaroff Events

"engage!10 was career changing and I'd like to go as far as saying life changing, as my career is my life and it's been rocked!" As a photographer there's been many networking events I've attended that have been

inspirational and provided a few great connections. Your event was not only inspirational but every single one of the 200 people I met were friendly, left their ego's at the door and were interested in creating lasting relationships. Within a week of the event, I've already been contacted from multiple people to photograph events, making the investment of Engage10 priceless."

Sara Kauss, Sara Kauss Photography

"I do NOT consider myself a natural networker, but I had no problem meeting and mingling throughout the three days."

Emily Ayer, Creative Director, Southern Weddings Magazine

"Truly an amazingly orchestrated conference - I've never been to anything quite like it. I walked away with some very rich information - which I promise to put to good use!"

Amanda Allen, Newly Wish

"If you want to elevate your business and possibly the industry around you, it has to start with elevating YOURSELF!"

Binita Patel, Benita Patel Photography

"Style Me Pretty is definitely better because of engage! and we're walking away so excited, motivated and inspired to take this little business of ours to an entirely new level. Love that!"

Abby Larson, Founder, StyleMePretty.com

"We were inspired, challenged, rejuvenated and just down right jaw dropping amazed at this event and The Breakers property."

Ali Phillips, Engaging Events by Ali (5-time attendee)

"It truly was the best event I have ever been to from every angle!"

Joann Delgin, Director of Romance Strategy, Sandals Resorts (6-time attendee)

RAVE REVIEWS for engage!10 :: the breakers

"All in all, a TEN!"

Sylvia Weinstock

"Simply stated Engage!10 will change my business and has already changed my outlook on many aspects of my life. I have attended many industry seminars, workshops, trade shows and conferences but this will be the one where I go home and apply everything that I learned and for that I am eternally GRATEFUL."

Monica Horsley, By Invitation Only

"While the events were over-the-top amazing, it was the connecting and education that still leaves me with goose bumps. Two hundred of the country's most creative and innovative business owners, in one place, anxious and eager to connect, teach and learn. Every single attendee checked their ego at the door and were just as excited and energized to be there as the next person. To have the opportunity to chat it up with Mindy Weiss, shake it on the dance floor with Randy Fenoli, and have an intimate dinner with David Beahm are experiences I never fathomed could ever take place, let alone collectively."

Lindsay Pitt, TOAST Signature Events

"Engage!10 was fantastic! "

Micah Chase, President, Checkerboard

"It was four days of pure perfection!!!"

Sharon Anderson, Sweet Sensations (3-time attendee)

"Thank you for an amazing first trip to engage! It was such an inspirational and thought provoking conference that was invaluable to my business."

Gayle Brooker, Gayle Brooker Photography

"Amazing!! We were all inspired by the information and ideas shared by all of the professionals who attended, and I know that each participant's performance will be better for having been there."

Cheryl Breitler, The Zanadu Group

"engage!10 was a moving and energy-filled experience. There are so many adjectives to describe the experience; just one word could not convey my overall expressions. I've gained so much from increasing my business, to building cross-country relationships to knowing when to breathe as David Beahm taught us. Now that I've moved from being a freshman student of Engage 10, I will now consider myself a life-long member!"

Olivia Burse Ward, Delectables Catering & Company

"Truly one of the most inspiring few days of my life....I have never gone to a conference and left so motivated."

Heather Lowenthal, Posh Parties & Paper

"It was magical!"

Julie Diaz, Director of Catering, Austin Country Club

"I just wanted to thank you again for the fabulous job you guys did at Engage. Shocker! It was so beautiful, so well run and so much fun to be included. Thank you for putting so much time and energy into it - your passion is contagious. I heard NOTHING but amazing comments from EVERYONE (even the most high maintenance.)!"

Marley Majcher, The Party Goddess (3-time attendee)

"The perfect balance of smart and sincere networking along with detail that inspires endlessly..."

Kristy Rice, Momental Designs (5-time attendee)

"It was an amazing event as always, you continue you blow me away, each one gets better and better!"

Vanessa Kreckel, Two Paper Dolls (3-time attendee)



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