

SUMMER 2013

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Left: Momental Designs' Kristy Rice created fashion style sketches of speakers during each presentation. Right: Renderings of Keija Minor, editor-in-chief, *Brides* magazine, left, and Sylvia Weinstock of Sylvia Weinstock Cakes.

Photographs courtesy Scott Clarke Photo (<http://scottclarkphoto.com/>) and Chellise Michael Photography (<http://www.chellisemichaelphotography.com/>).

# The Rules of Engagement

Just like marriage, collaboration is key at a can't-miss event for bridal professionals

BY SARAH SCHWARTZ  
EDITOR

Where do wedding industry professionals seeking innovation and growth gather? Why, engage!, of course. Since June 2008, nine sold-out wedding business summits have brought together more than 1,200 luxury wedding professionals from 45 states and 23 countries.

The brainchild of Rebecca Grinnals and Kathryn Arce, of the wedding strategy consulting firm Engaging Concepts, "the goal of each conference is to consistently 'surprise and delight' attendees at every possible touch point," Grinnals explained. "Events are defined by their color story, (and) the carefully branded elements and color story represent the ultimate collaboration between top talents in the wedding/event industry. Each (event) has a different palette and every element follows suit. (For) the engage!12 event at The Breakers, we went with a citrus-inspired theme, which tied in perfectly with Tangerine Tango, the 2012 color of the year."

One of those top talents is Kristy Rice, founder, Momental Designs, who first attended engage!08. "I fell in love with the premise of gathering some of the industry's finest in one place for a creative

meeting of minds," she recalled. "I admired the role visual details played in the brand and aspired to become a part."

As she has for several editions now, Rice collaborated with several other industry talents to help brand the December 2012 event. In collaboration with Trisha Hay Design, Gifts for the Good Life created the signature engage! sunburst logo as well as several coordinating patterns that became the foundation for every visual detail.

"Two Paperdolls and Deborah Nadel Design worked very closely with our team to perfect the letterpress and foil printing along with custom lettering accents seen throughout," she described.

As a result, each element — compelling in and of itself — became a character in a visually mesmerizing story, just like the most polished weddings. "Anything and everything possible was branded and in color story for all three days and nights," Grinnals recalled. "All aspects of the décor, custom linen, laser cut stage trees as background, all gifting and swag, napkins, coffee cups, cocktail stirrers, tray liners, signage, gable lunch boxes and so much more!" **S**



Left: The orange and gray speaker schedule also was letterpressed by Two Paperdolls.

Top Right: Another sketch from Kristy. "I start (it) at the beginning, capturing my interpretation of details like flowers (and) linen patterns," she described. "By the end I have a fun painting inspired by all the décor, detail and spirit the engage! symposiums are made of!"

Middle Right: West Palm Beaches' The Breakers Hotel made a splendid setting for engage!12, where the color palette was inspired by Tangerine Tango, Pantone's color of 2012.

Bottom Right: The colorful theme shone after the event via swag including gable boxes and popcorn.