

engage!'s  
Rebecca Grinnals  
shares the  
secrets of this  
conference's  
skyrocketing  
SUCCESS



What inspired  
over 2800  
tweets to  
300,000 plus  
viewers with  
2.5 million  
impressions?

**engage10! At the Breakers in Palm Beach**— the industry's premier conference for the luxury end of our business. This edition of the conference also led to over 70 blog posts from the likes of Martha Stewart Weddings' Darcy Miller, Abby Larson of Style Me Pretty, Amy Atlas and Harmony Watson of BridalBar. Plus 2 video recaps with over 6,000 views. It's a viral reaction every conference planner dreams of.

Launched in 2008, engage! has become a meeting of the who's who in the wedding industry, with the top influencers seeking education and inspiration. WedBiz Journal's Kelly Werder spoke with Rebecca Grinnals of Engaging Concepts, who, along with her business partner Katheryn Arce, organizes this bi-annual gathering of wedding trendsetters, and asked what inspired this creation.

*"I wanted to create something that would be an event I would want to attend. I wondered, 'why isn't there a think tank – not a trade show, no pipe and drape, not sponsored by the magazines,'" said Rebecca.*

*Rebecca and Katheryn opened Disney Weddings in 1992 and through that experience, gained incredible contacts within the industry. In 2001, they left to open Engaging*



Katheryn Arce and Rebecca Grinnals open engage!10.

Concepts, offering consulting to some of the biggest brands in the industry including Sandals and Cayman Islands Tourism.

"I had amazing conversations with these contacts in the industry – Sylvia Weinstock, Marcy Blum, Darcy Miller, Preston Bailey – and I wanted to re-create these conversations for others to hear."

One of the incredible outcomes of the most recent engage! conferences has been the sharing via social media. "June 2008 was the first one and Twitter had just started taking hold in the wedding industry," said Rebecca. "I enjoy how it's virally spread via Twitter and Facebook."

What is sometimes surprising is the focus of the tweets and shares. Some of the most

viral pictures have been of the décor and the food. At the Breakers, the elegant style of the boxed lunch was a particular twitpic favorite. ➡

"[We are] looking to be thought-leaders, trend-leaders for the business side of weddings — Not looking to set style trends," said Rebecca. But the incredible designers and vendors that they have partnered with have led to inspiring style. "We trust the partners to take care of the style."

What's amazing is that the conferences sell-out every time, with engage!11, May 30 to June 2 at The Grand Del Mar, already sold out in record time, truly showing the power of raving fans. Be sure to follow it all on twitter - #engage11.



Above: Carley Roney, CEO of The Knot, on an engage!10 power panel with Kleinfeld's Randy Fenoli and Lisa "Ceci" Johnson.

Right: "Bride and Groom" servers on stilts cut the chandelier champagne glasses down for the guests.

