

# Stationery

FALL 2015

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# The Ultimate Party for the Party Industry

*The luxe, lavish Engage!15 NIZUC invited growth, both personal and professional*

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EDITOR-IN-CHIEF

On opening night, attendees were formally welcomed to Mexico with an elegant beachside fête that kicked off with a mariachi band and culminated with fireworks.

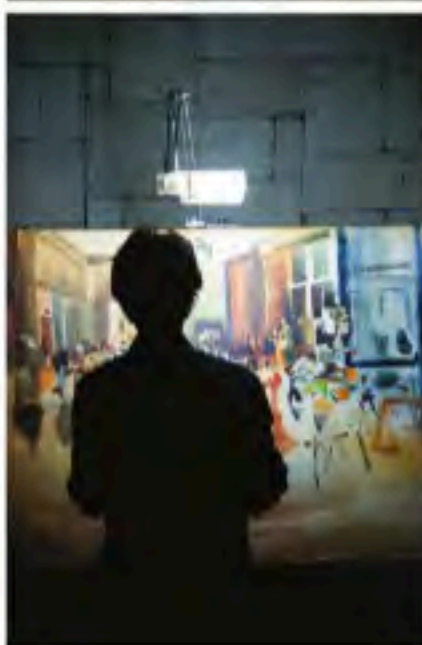
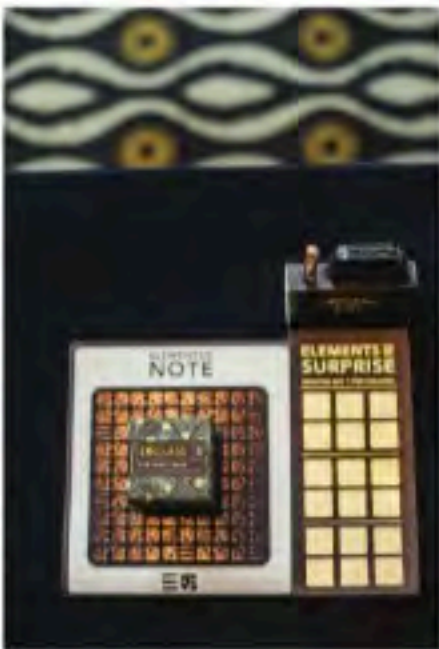
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**W**hat has the camaraderie of the National Stationery Show, the brilliance of a TED Talk and the posh relaxation of a spa getaway — all with multiple wow factors thrown in? Why, that would be the Engage Luxury Wedding Business Summit, the most recent of which occurred last June at Cancun's ultra-luxe NIZUC Resort & Spa.



Speakers included a cavalcade of key influencers and trend-setters. Top row: Engage Founders Kathryn Arce, left, and Rebecca Grinnals, Anne Chertoff, Mindy Weiss, Rebekah Gregory. Next row: Ceci Johnson, "Rock 'n roll" florist extraordinaire Jeff Leatham, Nightline co-anchor Dan Harris, Rachel Hofstetter, Colin Cowie. Next row: BizBash's David Adler, The Knot's Rebecca Dolgin, Style Me Pretty's Tait and Abby Larson. Bottom row: The print media panel featuring, from left, moderator Harmony Walton of the Bridal Bar, Angela Desveaux of WedLux Magazine, Susan Moynihan of the Honeymoonist, Martha Stewart Weddings' Shira Savada, Destination Wedding & Honeymoon's Kim Kuhn, ST's Sarah Schwartz and Destination I Do's Jennifer Stein, and Marcy Blum.





Top row: Attendees were greeted with this picturesque view of NIZUC Resort & Spa. Some of the first swag received was everyone's choice of hat. Each seat at the seminars had this special paper receptacle, designed by Checkerboard, consisting of a gold-foiled area for notes, a scratch-off card, and receptacles for mints and a pen, as well as box of Compedium's Dream Thoughtfuls. Below top left: A lavish pool, complete with bar and ocean views, was ideal for downtime. Middle row: A bedtime vignette full of sun-kissed goodies curated by Gifts for the Good Life waited for guests in their rooms. Wooden place settings at the last evening's gala were laser-cut with the evening's menu by Two Paperdolls and accented with floral centerpieces by Elena Dany Floral & Event Design. At left: Luis de Potesdad of Antologia painted the gala as it unfolded; the work was then donated to the resort. At right: Salt-N-Pepa ascend to the stage before the star struck crowd.



Since top-notch event planners, florists, stationers, photographers and pastry chefs from around the world attend, every extraordinary detail was as carefully considered and assembled as the gatherings these professionals create. Inspiration abounds, and it is difficult for this first-time attendee to pick a favorite moment when there were so many.

While speakers included industry celebrities like Colin Hanks, Marcy Blum and Mindy Weiss, powerhouses from other realms of American culture offered life-changing insights. Rebekah Gregory described herself as not a Boston Marathon Bombing "survivor" or "victim," but rather a "rock star."

"I decided I would be stronger than what tried to kill me," she noted to the standing-room only crowd. "We don't always know when something big is going to happen. When you realize how short your life truly is, you take advantage of it. Instead of being sad I have a prosthetic leg I am grateful it gets me around. I was on the sidelines that day, but am no more."

ABC News' Dan Harris, author of "10% Happier," also spoke about his own depression as well as his solution to it, meditation. Despite his initial misgivings, he's convinced it will be the next "public health revolution."

"It will join the pantheon of no-brainers like exercise and vitamins," he predicted. "When you let go of worrying, there is room to access more of the brain and its creative sources, for other thoughts, to listen and be in the moment."

This life-changing motivation was but a small piece of the Engage puzzle. From the moment attendees arrived and were greeted with a canvas bag full of swag, to the last evening's gala, graced with a surprise appearance from Salt & Pepa, to plenty of quality beach time at the award-winning resort, it wasn't hard to see why this is a can't-miss conference for so many.

And like most great events, it wouldn't have been possible without collaboration. Creative partners included (but were in no way limited to) Trisha Hay Design, Elan Artists, Nüage Designs, Honeyhook, Canteiro Weddings, Plum Pretty Sugar, Momental Designs, **S**

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