

## TOTAL SUCCESS AT THEWEDDING FORUM + CARTAGENA WEDDING DREAMS: THE EVENT THAT TOOK OVER CARTAGENA

*As never before, the national and international wedding industry gathered in the City La Heroica, offering demonstrations of the latest trends, networking, fashion and a complete trade show for wedding planning.*



**Cartagena, Colombia.** One of the largest wedding industry events in the country closed with great success, bringing together national and international guests in a week where they gathered around the first **WEDDING FORUM + CARTAGENA WEDDING DREAMS 2023**; we were joined by participants from different countries such as: Spain, Dominican Republic, Puerto Rico, Panama, Brazil, Australia, United States, Mexico, Ecuador, Venezuela and Colombia.

According to Carmen Otero, marketing and sales director of the Sofitel Legend Santa Clara hotel, "we managed to make the wedding industry transcend in the city and it was evident the transformation we achieved as a guild showing what Cartagena can do. This event had a national and international scope and we believe it will be an annual summit that will make a difference in the industry, consolidating us as a wedding destination of international standard."

Meanwhile, Mary Cueter, wedding industry entrepreneur and strategic ally of this event said "it was wonderful to see the entire industry supporting each other as a city. We set out to create beautiful settings and spectacular events that showcased the creativity and innovation that we all have in Cartagena and the results couldn't have been better."

**WEDDING FORUM + CARTAGENA WEDDING DREAMS: CITY EVENT**





The event, which began at the bastion of San Francisco Javier, welcomed participants with a gastronomic proposal from the Casa San Agustín hotel and its restaurant Alma, impeccably decorated by Tatiana Taron and Eddy Martínez. Live music and a fireworks display were enjoyed.

On Tuesday, the traditional wedding forum was held in the Santa Clara Room of the Sofitel Legend Santa Clara, which was founded by the Santa Clara more than 10 years ago and this time marks a new stage, transcending to a city event. An event with internationally renowned speakers. The official installation was carried out by Carmen Otero, Marketing and Sales Director of the Sofitel Legend Santa Clara Hotel and wedding planner Mary Cueter, organizers of the event, who welcomed sponsors, partners and speakers, press and wedding planners who attended the event.

Among the speakers in charge of the lectures were the Brazilian Daniel Cruz Machado, who told us about the transformation of spaces; the Panamanian Alex Gaudiano, who encouraged the audience in his talk on emotional intelligence; the Puerto Rican Ana Agosto, who spoke about the quality of events; meanwhile, the Mexican Grisell Neumann gave a talk on the whole context of the Hebrew weddings.

The forum closed with a talk by Ms. Lucía Francesca Huidobro, deputy director of the renowned Spanish magazine TELVA, together with Carmen Otero, who spoke about the evolution of brides in Spain. Both the Santa Clara Hall and the colonial corridors were artfully decorated by Mary Cueter Bodas y Eventos and Andrés Barrientos. The event closed with a lunch menu designed by Sofitel Legend Santa Clara chef Dominique Oudin and his team.

The event continued with the ribbon cutting at the Proclamation Palace with organizers Carmen Otero, Juan Pablo Estrada and Mary Cueter, who cut the ribbon together with the governor of Bolívar, Vicente Blel. In the evening with the bridal catwalk of the designer Francesca Miranda, who showed her proposal in bridal trends in her Autumn Winter 2023 collection; meanwhile, Alejandro de la Rosa exhibited his proposal for the bride and groom. The production was in charge of Franklin Ramos, with the presentation of Pilar Castaño, and an a cappella choir of Caribbean music.

The catwalk was decorated and produced with illustrious Colombian material, proposed by Mary Cueter Bodas y Eventos, who also put her ingenuity and creativity in the Casa 1537, where the closing of the day was made with a theme of the Cartagena of the 50's called "*Night of Remembrances*" where all those pillars and scenarios that magnified the Cartagena of those times could be appreciated as the wheelbarrows, coconut stands, flower and fruit stands, ceviche stands, canteens and scenes of the balconies that have adorned our city since colonial times, all this together with the impeccable gastronomy of the Intercontinental Hotel of Cartagena which surprised all the attendees with its different thematic stations.

On Wednesday, September 13, the trade show opened with great success, with the participation of suppliers and companies specialized in weddings, which showed their proposals, products and services to the different attendees. Lunch was offered by the Charleston Santa Teresa hotel in its Harry's Cartagena restaurant, followed by the Business Roundtable with industry entrepreneurs; in the evening a special event was held on the square of the Cartagena de Indias Convention Center, a stage that was decorated by Cartagena Mágica and Due Eventos.

On the last day of the meeting, a breakfast for speakers and special guests was held at Casa Santos de Piedra, Glenda Soto wedding & event planner and the Capellán de Getsemaní hotel were in charge of the set up and decoration; the beaches of Cartagena and Baru received the guests at the Sofitel Barú Calablanca Beach Resort and Las Américas hotel.

The closing of the event took place at the Dreams Karibana Cartagena hotel, where Laura García and Hernán Betancourt amazed the attendees with the production and a drone show, offering a masterful closing to the week.

The Sofitel Legend Santa Clara Hotel and Mary Cueter Weddings and Events have joined forces to enhance this event and turn it into **WEDDING FORUM + CARTAGENA WEDDING DREAMS**, with the support of institutional allies such as Procolombia, the Chamber of Commerce of Cartagena, Cotelco Cartagena and Bolívar Chapter, Anato, Cartagena de Indias Convention Bureau, Fenalco Bolívar, the Bolívar Government, SACSAs and the Proclamation Palace.





In addition, experiences were designed in other venues in the city, thanks to the support of strategic allies such as the Hotel Sofitel Barú Calablanca Beach Resort, the Intercontinental Hotel, Casa San Agustín Hotel, Charleston Santa Teresa Hotel and Harry's Cartagena, the Cartagena de Indias Convention Center, La Casa Santos de Piedra, Casa 1537, Las Américas Hotel, Dreams Karibana Cartagena Hotel, Gematours, as well as Wedding & Event Planners in the city.

In this way, the **WEDDING FORUM 2023 + CARTAGENA WEDDING DREAMS** ended its first version with the expectation of a very successful next year for the wedding industry in the city.

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@Cartagenaweddingdreams – Instagram

Sofitel Legend Santa Clara Cartagena - Facebook

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### **Página web**

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Sofitel Legend hotels appeal to global travelers who are drawn to these beloved locations, grand in their architectural beauty, panoramic views and captivating ambiance. Sofitel Legend is part of Accor, a leading global hospitality group consisting of more than 5,200 properties and 10,000 food and beverage venues in 110 countries.

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