

FOR IMMEDIATE RELEASE: London –7 August 2019

Connections Weddings – Event Preview

Connections, the international private community for senior executives in high-end travel, is gearing up to host its first Weddings edition in Puglia, southern Italy, from 15 – 18 September, 2019.

The new event, which focuses on the full wedding experience, will run in partnership with ENIT – the Italian Tourist Board, Pugliapromozione, Inventure Life and Joan Estrada Special Weddings.

Connections Weddings will invite attendees to immerse themselves in a unique sample of experiences, including test drives with Apulia Vintage Cars at Furnirussi Tenuta, a traditional amaro tasting experience courtesy of the Margapoti family factory, Maglio Arte Dolciaria chocolate tasting, a local wine masterclass by Cantine Coppola, tailoring by Leonardo Nuccio Showroom and a professional photography class.

Micaela Giacobbe, founder of Connections, said: “We are very grateful for the incredible collaboration with our partners in Puglia who have gone above and beyond, and particularly to Luigi De Santis who has been instrumental in bringing our event to life. We are also immensely lucky to be working with the best Italian artisans and experience providers to create an extraordinary, intimate event for senior executives within the wedding industry.”

Participants will also attend inspirational talks from industry leaders, which include a panel discussion led by ELLE reviewing the Italian bridal market and how it has changed in recent years, and António Paraíso, an international luxury consultant who has previously spoken at conferences for Giorgio Armani, Loewe, Porsche, Deloitte, Procter & Gamble and Leica.

Other programme highlights include a visit to Furnirussi Tenuta, which will welcome the delegation with a cocktail reception and host all one-to-one meetings and experiences on the first day. Tenuta Centoportore will host an exclusive dinner and half-day programme and the final Gala night will take place at Tenuta Luca Giovanni, sponsored by prestigious Italian event planners and famed chocolate artisans, Maglio Eventi.

Luigi De Santis, founder and CEO of Inventure Life and owner of Furnirussi Tenuta, said:

“Connections Weddings is happening in the Salento area of Puglia – the most southern region – and I believe this event will improve the visibility of this part of Puglia, which deserves international attention due to its hidden beauty. I have seen new business generated in Puglia since attending Connections all over Europe and I’m sure that these suppliers will experience the same positive outcome, as well as the wedding buyers, who will be impressed with what we can offer.”

Since its launch in 2014, Connections has developed an approach called *The Connections Way* with the support of leading travel associations and brands. The approach facilitates long-lasting business relationships through memorable shared experiences at signature events around the world.

For more information about Connections, visit www.weareconnections.com

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Issued by:
Cristina Artico
FOUR PR & Marketing
T: 07900 648019
E: cristina@four-pr.com

Note to editors:

About Connections:

Connections is the international private community for senior executives in high-end travel with a focus on luxury, meetings & incentives, wellbeing, adventure and weddings. The brand brings together the industry’s most respected travel agents and suppliers throughout the year, in destinations across the world.

Over the past five years, Connections has pioneered *The Connections Way* - a proven series of proprietary methodologies and approaches designed to create long-lasting business relationships between its members. Since its inception in 2014, Connections has hosted 30 global events, giving decision makers the opportunity to meet through memorable experiences and educational debates.

Connections is based in London and forms part of Jacobs Media Group, Europe’s largest travel and hospitality B2B media company. Other brands within the group’s market-leading portfolio of print, digital and event products include Travel Weekly, Aspire, The Caterer and Travolution.