



Press Release: February 2019

GLOBAL NETWORKING AND EVENT ORGANISER; CONNECTIONS LAUNCHES INTO WEDDING SECTOR

New portfolio event will introduce the 'Connections' way of business to the global wedding market

[Connections](#), the global networking and event organiser for senior decision makers has today announced the launch of 'Connections Weddings' - a new addition to their growing portfolio - that will take place in Puglia, Southern Italy from 15 – 18 September 2019.

Micaela Giacobbe, Founder of Connections comments: "Puglia is undoubtedly one of the most romantic sites in the world as well as one of the most famed areas in Italy for tailor-made bridal gowns, breath-taking floral design suppliers and renowned gourmet experiences. It made perfect sense for us to launch our Weddings series here."

The new event, which will focus on the full wedding experience, will run in partnership with Pugliapromozione and Joan Estrada Special Weddings; the specialist division of Joan Estrada Special Events & Communication.

Alfredo de Liguori, Marketing Manager Pugliapromozione said: "We are delighted to be partnering once again with the Connections team to launch their Weddings series in Puglia later this year. This event will open up a wealth of opportunities for the wedding industry and this is something that we are very excited to be part of."

Patrizia Ermetici, Joan Estrada Special Events & Communication adds: "Connections Weddings is set to be the ultimate event for the wedding industry. Their business model lends itself perfectly to the personal nature of weddings and the experience led format will nurture the personal one-to-one business relationships that make weddings so special."

Connections Weddings will showcase a range of unique moments including mixology workshops, flower arranging sessions, guides to driving classic wedding cars and local wine tours. Event planners will also be able to attend inspirational talks from industry leaders and listen to rare knowledge from tailors, caterers and interior designers.

Inventure Life has been appointed as the official destination management company for Connections Weddings and their local knowledge and expertise will enhance the programme with authentic experiences showcasing the best of the region. Luigi de Santis,

Founder and CEO of Inventure Life and owner of Furnirussi Tenuta has been instrumental in bringing this event to Puglia.

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

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About Connections:

Connections is the global networking and event organiser exclusively for senior executives and experts in specific sectors such as Luxury, Wellness, Adventure and Meetings. It also organises destination-led events, bespoke to specific countries.

The events bring a selected number of handpicked leaders from the industry together to do business and to discuss the trends and challenges facing the marketplace. Decision makers meet through memorable experiences that lead to meaningful and long-lasting business relationships.

The buyers attending are senior decision makers representing the finest global agencies and operators in their field. The Connections programme inspires and educates buyers, equipping them with the knowledge to enhance their clients' experiences and build on their bottom line.

The suppliers are selected from only the best companies around the globe; these include hotels, DMCs and destinations.

Connections is part of Europe's leading travel trade media company, Jacobs Media Group, which also publishes Travel Weekly and Aspire.