



wedtech maui

WEDTECH SUMMIT MAUI 2016

WedTech Summit conferences + community creates the future of the wedding industry, uniting the innovative wedding vendors and platforms, brands and influencers, startups and technologies, and key investors who are pivoting the space. www.wedtechsummit.com

Monday & Tuesday, Feb 22 - 23, 2016

The Royal Lahaina Resort

2780 Kekaa Drive, Maui, Hawaii 96761





WEDTECH SUMMIT IS

...The first-to-market wedding conference and community uniting big brands and startups, and the technology that drives this \$300 billion industry.

Takeaways include:

- *Practical lessons for brands, startups and businesses*
- *Growing community through creative, authentic, amplification tactics*
- *Showcasing futurists inventing the technology and trends pivoting the wed-market*



WEDTECH SUMMIT SERVES

WedTech Summit [WTS] conferences + community provides the largest access point to the wedding and wedtech-market by uniting the most influential players in the space. www.wedtechsummit.com

WEDTECH SUMMIT WHO

WTS is led by thought leaders, publishers, developers, rainmakers, startups, and technologists inside and surrounding the 'wedspace.' It is the voice of the most innovative product developers and marketers in the retail wedding and technology space.

WEDTECH SUMMIT HOW

WTS conferences provide the access point to the wedding + tech markets by uniting: wedding vendors, brands, influencers, technologies, and the startups pivoting the industry. WTS provides a deal-making environment and gateway for breaking into the lucrative \$300B global wedding space. WTS has already proven itself in San Francisco, having hosted two industry-shaping events. Maui is the next conference location where we will not only have the conference at the glorious Royal Lahaina, but will plant our flag and incorporate in the state of Hawaii with partners and 20-year local residents.

WEDTECH SUMMIT WHERE

Maui is a naturally ideal host destination for the first and hottest conference in the wedtech space, as Hawaii is a top destination for weddings, honeymoons, and romance travel. Local businesses, venues, transportation and travel providers, apparel and purchased experience vendors, as well as dining and catering providers will be educated and inspired in a deal making environment by the panellists, apps, platforms, personalities and ideas brought forth by WTS.



WTSM Creates Value by Joining Wedding Vendors + Brands Aggregating a Dynamic Community

WTS provides massive value for wedding vendors, by showcasing influential partners for brand expansion in every targeted direction: B2B + B2C.

WTS provide value attractive to industry vendors, offering:

- Expert panels for building their businesses & marketing
- Knowledge about and access to the newest technology solutions + offerings
- Exposure to technologies that create new experiences + efficiencies
- A dynamic, curated and aggregated community for forging valuable partnerships with their fellow vendors, venues, brands, press, and technology startups.
- Ongoing networks and events: MeetUps, Hackathons, Speakers' Series

WTS Introduces Cutting Edge Startups + Pivoting Brands

- Startups innovating how the most successful wedding vendors run their businesses
- Startups that help brides+grooms/brides+brides/grooms+grooms handle every piece of their wedding plans, and find the best technologies, vendors and choices for their weddings
- Startups from complementary verticals that benefit from a greater reach into the wedding market (food, spirits, travel, hospitality)
- Retail, hospitality, spirits, and travel brands who seek to find the fastest, most efficient ways to implement brand amplification and penetrate the wedding market through today's IoT (Internet of Things) — printed brochures and magazines are nice, but online marketing strategies are dominating
- Hospitality brands seeking the latest tools and technologies for managing room inventory, filling seats in restaurants, and managing 'Destination Weddings' — making purchased experiences over gifts critical.
- Payment and finance brands seeking to innovate 'just in time' payment solutions (Square, Bitcoin, etc...).
- Transportation brands who want to fill seats and look for innovative ways to cross-market (airlines, Uber, Lyft, Sidecar)
- Organizations seeking to update and optimize back office processes with tools such as Freshbooks, Zenpayroll and others

Our next conference **WedTech Summit Maui 2016** will be on **Feb. 22-23 2016** at the **Royal Lahaina, Maui, Hawaii**. We're setting the stage for a dynamic, high-level business event with a focus on networking and content. Deals will be made, startups will get their wings, and the wed-space will pivot.

- See more at: wedtechsummit.com



Platter 1

WEDTECH SUMMIT MAUI

WedTech Summit conferences + community creates the future of the wedding industry by uniting innovative wedding vendors, brands, influencers, platforms, investors, technologies and startups pivoting the space.

WEDTECH SUMMIT MAUI HIGHLIGHTS:

- **Educational panels** for wedding professionals and startups: technologies and practices to grow your business, discover opportunities for outside industries to partner with wedding industry leaders, vendors and trend-setters.
- **A deal-making environment** that builds partnerships for new opportunities, new business alliances, and revenue opportunities.
- **Networking** with the architects of change: the tech founders behind the headlines, the investors that fund them, and the ideas that change everything.
- **Highlighting Maui** and the fun, culture, and beauty of magical Maui as a backdrop while connecting with influencers, peers and industry experts who open up new opportunities and ideas.
- **Building a powerful community** where vendors and brands are no longer stuck in industry silos: communication frees up, and ideas are exchanged, partnerships are forged, startups get their wings and jobs are created on island.
- **Raise the boats:** bring on the tech, find the developers on island, and create an incubator environment where apps + platforms can happen. Everyone's got an idea to build and launch.





Platter 2



WEDTECH UNIVERSITY

WedTech University will innovate the future of the wedding industry in Maui, Hawaii, and beyond by educating local 'wedpros' and brands about amplifying exposure in the wedspace. Trends, best practices, social media, sales, measurement, back office efficiencies and the technologies that make it all happen (with the least amount of brutality) will be the main focus.

WEDTECH UNIVERSITY HIGHLIGHTS:

- Educational panels for wedding professionals and startups: technologies and apps to grow your business.
- Four Semesters per year, WTU will host intensive 2-3 day immersion courses to bring businesses to the level they need to compete, become more efficient and grow. Potential certificate program, certified by the mayor's office (MOED) can be implemented.
- Live streaming and video on demand for outer islands and beyond.
- Trends/innovations changing the future of the space.
- Lead generation, new business alliances, and new revenue partnerships through online community building.
- SEO, measurement and handling all that data, plus how to use it.
- Tie all of it in with Hawaiian and Maui culture, and make sure it's achievable, affordable and appropriate.
- Rockstars you read about in Huffpo, Fast Company, Wedding Wire, Destination I Do, Technorati, Pinterest, She Knows Media, BlogHer and Social Media Today will be creating the curriculum and raising the boats for local business. Local social media pros will also be a part of the team.
- Social Media 101, Intermediate and Master Class: what works, what doesn't, and what can you really do in a week.
- How to measure all the social media you are doing, know if it's working, know how to track and trim, and make necessary changes.
- Pitch U: How to pitch to win, raise capital and scale.





Platter 3



WEDTECH HACKATHONS

WedTech Hackathons will innovate the future of the wedding industry in Maui and Hawaii by presenting WedTech developers, hosting hackathons, finding the tech pros in Maui/Hawaii. The idea? Unearthing and putting the best minds to work to identify problems and create solutions in the hospitality, travel, dining, spirits, wedding, transportation space through the use of technology. To shed sunlight on what's not working in the industry silos and local businesses and use the hackathon/contest format to solve them. Ultimately, this will bring forward top developers, and aggregate a powerful tech force for doing good and doing well in Maui/Hawaii.

WEDTECH HACKATHON HIGHLIGHTS:

- Bring top technology brands, as well as local brands, to sponsor, mentor, and host hackathons
- Involve local universities, high schools, government agencies and computer science and related business students to participate.
- Offer APIs and other tech toolkits for standardized application development.
- Introducing entrepreneurs and developers to investors such as the Honolulu Angels for potential funding of apps and platforms that solve problems and create solutions and jobs.
- Tie our efforts to the Hawaiian and Maui cultures, to ensure it's appropriate, achievable and affordable. Above all, it needs to be solving problems: efficiency, economic, cultural, or infrastructural.
- Do this as many times a year as the budget allows.
- Build out the team with Silicon Valley and Silicon Maui tech stars to forge a strong partnership.
- Continue to mentor and guide the most successful hackathon projects.



To learn more about how you can be involved with WedTech Summit Maui, contact us at:

Carolyn Gerin - 415.570.3879 - carolyn@wedtechsummit.com

Scott Johnson - 808.874.0009 - scott@wedtechsummit.com

Past WedTech Summit Sponsors from WTS San Francisco 2015:

