

# PRESS-ing MATTERS



Nirjary Desai  
KIS (cubed) Events  
MODERATOR



Gene Higa  
Mandala Weddings  
US MEDIA/MODERATOR



Rajen Gandhi  
Must Be Kismet  
CANADIAN MEDIA



Eliana Baucicault  
B Collective  
US MEDIA



Meghan Ely  
OFD Consulting  
WEDDING PUBLICISIT



Prajna Gandhi  
Must Be Kismet  
CANADIAN MEDIA



Kirsten Ott Palladino  
EquallyWed  
LGBTQIA MEDIA

IN COLLABORATION



# THINGS TO KNOW

- The webinar duration will be up to 60 minutes
- A recap video will be posted within 24 hours and emailed to all registrants
- All questions must be shared in the Q&A Box below
- These questions will be addressed at the end of the webinar
- Chat box: Use this feature to share your business and Instagram handles or interact with the discussion
- Feedback is encouraged. Please use the form at: <https://mandalaweddings.com/masterclass/>

# NIRJARY DESAI

CO-HOST



KIS (CUBED)<sup>TM</sup>  
EVENTS

SIMPLE • SOPHISTICATED • STYLISH

Chief Experience Officer of KIS (cubed) Events, S3 Catering, & Bridal Elements by ND. An award winning event producer who has been around the globe to orchestrate over the top simple, sophisticated & stylish soirees for her clients whether it's a corporate event or social celebration, she speaks your love language. Born, Raised & Educated internationally, Nirjary has always loved creating celebrations through culture, conversations, cuisines & creative learning approaches.

# KIS(cubed) EVENTS

EVENT PARTNER



[www.kiscubedeevents.com](http://www.kiscubedeevents.com)

# MEGHAN ELY

EVENT PUBLICIST & CO-HOST



OFD Consulting owner, Meghan Ely, combines in-the-trenches event experience with a love of wedding PR to empower her clients to take their businesses to new heights. A long-time industry speaker and writer, she is a WeddingPro educator with The Knot + WeddingWire, as well as a regular contributor to Wedding Planner Magazine, Catersource and SpecialEvents.com. Meghan represents clients globally and has earned them coverage with the New York Times, Martha Stewart Weddings, The Knot, Refinery 29, Domino, Forbes and Real Simple, among other outlets.

OFFD CONSULTING

PUBLICITY PARTNER



Get the business you want,

SO YOU CAN DO WHAT YOU LOVE.

As Seen In

Catering  
magazine

BRIDES

FORTUNE

The New York Times

WEDDINGpro  
The power of the knot + WEDDINGWIRE

catersource®

the knot

VOGUE

MARTHA  
STEWART  
weddings

n p r

SPECIAL  
EVENTS

[www.ofdconsulting.com](http://www.ofdconsulting.com)

# GENE HIGA

EXPERT MEDIA



MANDALA WEDDINGS

Gene Higa is the co-founder of Mandala Weddings and a long time photographer who has traveled the world capturing life's most auspicious moments for their clients. He has also be a trailblazer educator for WPPI & the photography world, by educating new comers into the creative world on how to build a global business & a better business.

# MANDALA WEDDINGS

MEDIA PARTNER



golden Mysore silk saree for her haldi, a pistachio green Sulakshana Monga lehenga for their Hindu ceremony and a dazzling red Anushree Reddy lehenga for their reception. The groom's clothes were all bespoke items crafted in Delhi and New York, but the pièce de résistance was a vintage velvet sherwani (a family heirloom) he donned for the Nikah.

"I truly loved the entire process of planning our wedding—from shopping with my parents in India to the meetings with our amazing planners

s to 2 a.m. seating chart for my (now) husband." Neha Mandala Weddings of the process—because we were doing it for our love. And we had the support of our extraordinary parents."

She continued: "While I paid attention into the details of the event, when the wedding rolled around, the moments were beautiful and special—the ones we will never forget and that we wedding sing—were thank you to our guests: the dance performance

THE  
Event  
Photo  
Music  
Video  
Hair  
Catering  
DJ  
Clothing

[www.mandalaweddings.com](http://www.mandalaweddings.com)



# ELIANA BAUCICAULT

## EXPERT MEDIA



THE **B** COLLECTIVE

&

REAL WEDDINGS, REAL PEOPLE  
**B SPOKE**  
AND REALLY AMAZING ADVICE  
from Elly B

Eliana Baucault is a creative powerhouse. She has vision that spawns more vision and she is in constant pursuit of flawless details, fabulous brands and formidable outcomes.

Eliana is a native New Yorker and her personality is etched in the chase of making dreams come true, but not just her dreams; but also the dreams of those she plans events for and the dreams of those around her.

In 2017, The B Collective Magazine was launched to address the growing need to showcase the work and talent of minorities in the wedding and events industry via the print market. Since that time, four volumes of the print publication have been distributed and the magazine has seen nationwide success. 2020 she launched the B Spoke Podcast.

# B COLLECTIVE

## MEDIA & PODCAST PARTNER



[www.thebcollective.co](http://www.thebcollective.co)

# RAJEN & PRAJNA GANDHI

## EXPERT MEDIA



## MUST BE KISMET

Rajen & Prajna Gandhi husband wife duo are the co-creators of Must be Kismet magazine & wedding show based out of Toronto, Canada. Together they have over 15 years of experience in the creative marketing & wedding space. They have created one of the most Luxurious South Asian Bridal Shows with over 2,000 attendees and 100 inspirational vendors per show. Their goal is to not only be a media platform for brides to gain inspiration but vendors to elevate their passion & business. Both continue to pursue their passion in this space and are ready to serve you as you expand your business across borders.

# MUST BE KISMET

MEDIA PARTNER



[www.blog.mustbekismet.com](http://www.blog.mustbekismet.com)

KIRSTEN OTT PALLADINO

EXPERT MEDIA



equally  
wed 

Kirsten Ott Palladino is a multi-award-winning seasoned writer and editor with 20 years in the Atlanta media. Ott Palladino has served as editor at several newspapers and magazines, both regional and national. She's been a guest speaker on air on CNN, NPR and several iHeartRadio shows and podcasts, as well as has spoken at multiple wedding conferences around the globe, including Engage Summits and WIPA. In 2010, along with her wife, Maria, the Athens, Ga., native launched Equally Wed, the digital leader for gay, lesbian, transgender, queer and bisexual weddings after realizing that nothing similar existed on the market when the couple was planning their own nuptials. She is the author of the book "Equally Wed: The Ultimate Guide to Planning Your LGBTQ+ Wedding" (2017). In 2019, she and her wife launched Equally Wed Pro, an LGBTQ+ inclusive educational platform to teach wedding and hospitality pros how to be authentically LGBTQ+ inclusive.

SUBMIT A WEDDING, ENGAGEMENT, ESSAY OR ADVICE | LOGIN/LOGOUT/PROFILE | JUN 16 2020

equallywed  
MODERN LGBTQ+ WEDDINGS | LGBTQ+ INCLUSIVE WEDDING PROS

Say "I Do" with a View at Hunt Valley Country Club  
Contact Cayli Schumann, Private Event Sales Director at 410-527-3313 or cschumann@huntvalleygc.com

VENDORS REAL LGBTQ+ WEDDINGS ENGAGEMENTS PLANNING TOOLS MARRIAGE/FAMILY NEWS PRO BOOK

HOME

**FASHION, PLANNING, TUXES + SUITS**  
**WEDDING SUIT INSPIRATION FROM 6 TOP QUEER INFLUENCERS FOR YOUR BIG DAY**  
Meagan Williams, 4 days ago | 0 | 4 min read  
We've rounded up the top queer fashion influencers who will guide you through the process of finding your perfect wedding suit.

**INSPIRATION**

**REAL LGBTQ+ WEDDINGS**  
**NICOLE + ANDREA: NEW YORK MULTICULTURAL WEDDING WITH CARIBBEAN ROOTS (THEIR FIRST LOOK PHOTOS ARE THE SWEETEST!)**  
Kirsten Ott Palladino, 2 weeks ago | 0 | 1 min read  
Nicole and Andrea's New Jersey multicultural wedding featured their sweet pup, Gucci

CELEBRATING EXCELLENCE IN LGBTQ+ INCLUSIVITY  
**EQUALLY WED Awards 2020 WINNER**  
Our 2020 winners have been announced!  
equallywed.com/awards

**FIND LGBTQ+ INCLUSIVE WEDDING VENDORS**  
VIEW VENDORS

Hilton  
All-inclusive packages  
**OCEANFRONT WEDDINGS**

equallywed pro  
LGBTQ+ INCLUSIVE EDUCATION | WEDDING EQUALITY INSPIRATION

store library about us blog certification affiliate program CIP credential Log in

**Welcome!**  
At Equally Wed Pro, we teach wedding and event professionals the steps for building an LGBTQ+ client base, creating community with LGBTQ+ friendly creatives, and easily updating your marketing and business communication and training to be more inclusive of the LGBTQ+ community.  
I'm ready!

**Speak the language of love**  
You're in the business of love, and it's time everyone knows that you authentically celebrate all couples. Let Equally Wed Pro teach you how.

**Get certified in inclusivity**  
Graduates of our program receive Equally Wed's seal of recognition as a certified Equally Wed Pro ready to serve the LGBTQ+ community.

**Grow your business**  
LGBTQ+ couples prefer to hire professionals who've taken the time to understand how to serve them. Once you learn the nuances of the LGBTQ+ community, you'll be able to take your business to new heights.

**ELEVATE THE INDUSTRY**

**Elevating the Industry**  
There are no real barriers to enter our industry. While this allows people from all different walks of life to become a wedding and event professional, it opens our industry up to potential misunderstandings, accusations of discrimination and even lawsuits. LGBTQ+ Inclusive Certification by Equally Wed Pro is the differentiating component for our industry. EWP LGBTQ+ Inclusive Certification demonstrates to your clients that you have made a lifetime commitment to understand and celebrate the LGBTQ+ community as well as demonstrate your commitment to equality and inclusivity.

**ENROLL NOW**

# TODAY'S MANTRA

Think like a Journalist/ the Media! Stop trying to get journalists to write the stories you want them to, instead frame yours with the narratives they are already using.

# QUESTION 1

What is the Role of the Media in the  
Wedding & Event Industry?



## QUESTION 2

Each one of you is a niche publication, and many folks have asked us if they are a niche vendor such as South Asian can they and should they advertise in your publications?

## QUESTION 3

Many times media outlets want exclusive rights to vendors work, and by the time they feature it in print, the shelf life of the event is related to the shelf life of the issue, how do you think publications can help vendors & their events see more light if exclusive rights are agreed upon?

## QUESTION 4

What are the differences between an editor and a publicist. And if you can submit directly to the editor, why would someone need a publicist?

## QUESTION 5

How can vendors appear to be more inclusive in their brand if they have pigeonholed themselves into only one type of event or one time of niche market?

## QUESTION 6

There has been a buzz about being on Lists makes you qualified as a vendor, and we all know that those placements can be bought, instead of vendors focusing on getting on lists what is your suggestion to them to elevate their game from a media perspective?

## QUESTION 7

Globally Same sex marriage events have become a huge sought after media crave, what should a vendor do to cater to this market, and what should they not do?

## QUESTION 8

If a vendor wants to work internationally what would you suggest they do to build their awareness before they just sign on events and make a mess of them because they lack the knowledge and expertise in how to work in other parts of the world. We all know bad news travels faster than the good.

## QUESTION 9

What is your goal for your publication in this moment and the world we live in?



## QUESTION 10

Many vendors are apprehensive to invest in media or have previously invested and those outlets didn't work for them, or the platforms only cared about the end user "couple/client", but don't look at it as the vendor is feeding their pocket and to listen to their needs, how is this something that will change or you will commit to helping change in the industry?

# REMINDER TODAY'S MANTRA

Think like a Journalist/the Media! Stop trying to get journalists to write the stories you want them to, instead frame yours with the narratives they are already using.

# MEGGHAN'S TIPS

5 THINGS

YOU CAN DO  
IN THE NEXT HOUR  
TO GET PRESS

[WWW.OFDCOLLECTIVE.COM](http://WWW.OFDCOLLECTIVE.COM)



NOTES



# PRESS-ing

# MAITERS

# q & a

Mistrz i wicemistrz Śląska



**WYK**

Przygot  
cych się  
i rad naro  
poczęły. Pr  
Gliwicach  
Wyborczy, k  
wie zgrupow  
cjach – organ  
wej, lokalowej i komunika-  
cyjnej – prowadzi prace przy  
podstawowe do kompanii wy  
burznej.

Dokładnie już podziela  
miany do której i chwycił  
własnym. W Gliwicach się  
nie 25 sierpnia i 26 sierp  
sów. Na terenie zostały i  
konieczne były, natomiast

## 23 sesja PRN

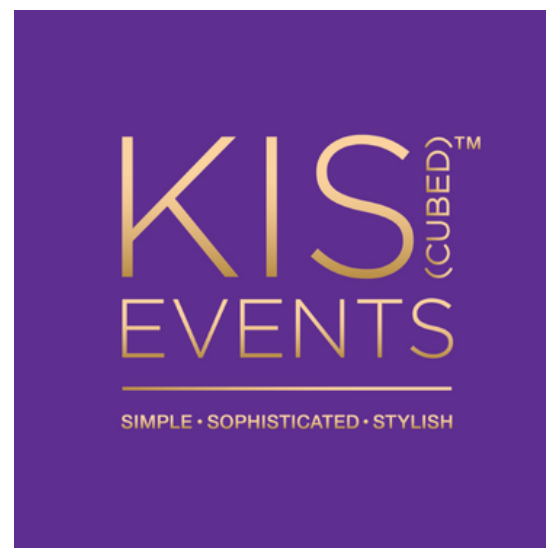
23 stycznia br. o godz. 10.00.  
Sędzią są sędzi Powiatowej Ra-  
dy Wojewódzkiej. Przewodniczącym  
był Pan Stanisław Głuchowski, a  
wiceprzewodniczącym Pan  
Paweł Krawiec.

## Semafory wędrują

22 stycznia br. zarysowano pro-  
jektory do opóźnienia i zmiany  
na celu. W tym celu...

dyżurni i...  
jednolite...  
wycięskiej...  
pokój i lepsze...  
warunków bytu...  
zachwieje. Na...  
wysiłki zachodni...  
kicz pogrobowców...  
mu – społeczeństwo  
jest zwarte i jednolite  
nasią rocznice wyzwo  
chodzi jako rocznicę  
tua nad krwiożero-  
jaszynomu.  
Ta jedność i z...  
chyba najświetl...  
sukces naszych  
trudnych ale p...  
13) (M)

ELEVATE THE INDUSTRY WITH US.



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