

# Wedding Planner

## MAGAZINE

SUMMER 2021

Inspired by the Association of Bridal Consultants (ABC)

**BRUNCH WEDDINGS**

**BUSINESS DURING A PANDEMIC**

**ESSAYS FROM STUDENTS**



# MASTER PROFILE



MASTER WEDDING PLANNER™ Marcela Villaseñor, **MWP™**, Bodas Huatulco

Photo credit: Francisco Peral

**FAMILY:** I am married to Amaury Johannes López Ayuso, who is my partner in the company, he is in operations. We have 3 kids: Damyan, 10 years, Mya Xunashi, 8 years, and Aymar, 1 Year.

**LOCATION:** Bahías de Huatulco Oaxaca

**EDUCATIONAL BACKGROUND:** Degree in Tourist Business Administration and Master in Commercial Management and Marketing in Alicante, Spain.

**OTHER ASSOCIATIONS:** IADWP, DWSA, BELIEF.

**ON BECOMING A MASTER:** I become a Master in 2021, the process took me 12 years to make the decision.

**MENTORS:** Elizabeth Petersen, she always knows what to say to you. Melanie Ramone, for inspiring me. Lili Anciola, because she always is there when you need help. Alan Berg, I love all the marketing advice he gives us.

**MARKETING:** Promote my destination Huatulco in the Wedding Industry.

**FREE TIME:** Be with my family, go to the beach, swim at the pool.

**ADVICE:** Never stop learning, there is always something new. Work as a team, because together we go further.

**HOW DID YOU START:** After planning my own wedding, we both already had great experience in the hotel industry, tourism, and customer services and realized the importance

for someone reliable to plan an event, in order to make their wedding an unforgettable moment, with no worries, so decided to found Bodas Huatulco.

**BIGGEST MISTAKE:** Throughout the years I have had several learnings, they are not mistakes, but the one you should always keep in mind is to know who is your client in the wedding. The customer is the one who pays, don't forget it.

**BIGGEST INFLUENCE IN THE INDUSTRY:** Trends, fashion and colors.

**FAVORITE (NON BUSINESS) BOOK OR MOVIE:** The Notebook

**FAVORITE BUSINESS BOOK OR SHOW:** If Your Website Was An Employee, Would You Fire It? and Shut Up and Sell More, both from Alan Berg. T.V Shows: Say Yes To The Dress and Wedding or Home on Netflix.

**HOW DO YOU RECHARGE:** Attending conferences and courses and networking with colleagues.

**IDEAL CLIENT:** A couple who do not live in Huatulco, want a beach wedding, want to celebrate with family and friends, and the couple works, so they pay for their wedding and decide what every penny will be invested in.

**HOW HAVE YOUR PACKAGES CHANGED IN THE LAST 5 YEARS:** Previously we offered services in the form of a package because the client needed to know the budget of the wedding, now we customize each quote adapting it to the client's needs and budgets.

information

**ABC MEMBER SINCE:** 2009. **REVENUE:** 70% wedding planning, 30% furniture rentals. **EMPLOYEES:** 7 total. **TIME IN INDUSTRY:** 12 years. **CONTACT:** marce@bodashuatulco.com, www.bodashuatulco.com