



*...celebrate differently*

*...simply natural*

Hosting Karen Tran in Cape Town, South Africa –  
2 days floral master class and 1 day conference

Between 23. -25.11.15

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## 1. Dates and facts

1.1. Karen Tran Florals and Events and  
*Inspire!CapeTown* luxury business conference

1.2. "The Floral Experience " - Event

1.3. Dates

23. -25.11.15,

1.4. Venue contact

- Taj Hotel Cape Town  
<http://tajcapetown.co.za/>

## 2. 2 days Master Class topics

The topics that we find that will be of interest for the market are:

- What makes the Karen Tran signature style special/How to create your own signature style
- table scape design including high centre pieces
- creation of bridal bouquets
- depending on the location the design of a floral wedding ceremony canopy or another 'master piece'

- Schedule

### Day 1

8am	Breakfast
9am	Introduction - Meet Karen Tran
9:30 am	Workshop (Table design and bouquets)
12:30 pm	Lunch
13:45 pm	Workshop continues
4:00 pm	Coffee Break
4:30 pm	Workshop continues
6:30 pm	End of Workshop
07:30 pm	Dinner (light, informal dinner, or Braai)

### Day 2

8am	Breakfast
9am	Reception – Workshop (Floral out-/or indoor masterpiece e.g. floral canopy)
12:30 pm	Lunch
13:45 pm	Workshop continues
4:30 pm	Break
5pm	<i>Professional photographer</i> *takes photos of tables and bouquets/master piece), <i>Professional videographer*</i> will be on site during the 2 days for taking pictures for a promotion video
6:00 pm	End of Workshop
07:30 pm	Glamorous Dinner with closing ceremony by Karen Tran

## 3. Gala dinner

- Dinner – 3 course menu

For the gala dinner:

- Master class attendees from the 2 days event and
- Guests from the upmarket wedding industry join the event.

## 4. Conference

- Inaugural African luxury wedding vendor conference with Karen Tran in Cape Town, as well as guest speaker e.g. Entrepreneurs from the Wedding as well as Digital Marketing Industry

### 4.1. Topics

Personal career  
Trends  
Inspiration  
Finding your own style

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## What it takes to stay at the top

### 4.2. Target group

Meet premium wedding industry businesses from across Africa from the following areas:

- Wedding planners
- Florists
- Owners of Venues
- Caterer (Cake, Chocolatier, Dessert, Dining)
- Lighting & Décor
- Stationary designer
- Photographer/videographer
- Furniture rental companies
- Make up artists
- Wedding dress vendors
- Wedding ring & jewellers

### 4.3. Schedule

#### Day 3

10am	Conference start with opening presenter from the luxury wedding industry – see more details on our website
11am	Coffee break, option to look at master class results
11:45am	Celebrity speaker Karan Tran
12:30pm	Short Break
2pm	Q&A – Media and attendees, Networking opportunities
3pm	End of conference
3:30pm	Press conference with African media representatives