



WIPA™

Wedding International Professionals Association

IRELAND

WIPA NEWSLETTER - ISSUE **01**

IRELAND

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for updates!*

www.wipa.org/ireland

For additional
information on your
local chapter, please
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Click on the profiles above to see
more work from our board members.



WELCOME

Dear WIPA member,
Welcome to our first WIPA Ireland newsletter, and the first of what will become quarterly updates from us.

WIPA is *your* association and as a board we are here to support your needs in the industry.

What a time we have all just come through. Let's take this as an opportunity to look back at some achievements by the WIPA Ireland board.

In February 2021 we surveyed 500 members of the Irish Wedding Community to gain an understanding of the value of our market and how supported or not that you felt. The results were astounding and helped us ascertain the value of the Irish wedding industry was in excess of €2.3 billion.

We also made the startling discovery that as an industry we did not fall within any government department and are not recognised as being part of tourism. This led us as a group to apply to WIPA International for permission to set up a new chapter in Ireland. We achieved full chapter status on St Patricks day this year, which was 17 days from start to finish and a record in WIPA history. We now have 65 members and are still growing.

As a board we want to ensure that WIPA Ireland is the voice for all the wedding industry. Since set up we have started to achieve recognition for weddings and ensure that wedding businesses were listed as part of the government supports programme, we also ensured that weddings were noted within each announcement of the easing of restrictions. We still have a long way to go as we want to ensure that the wedding industry is recognised as a viable industry within this country.

The current board of WIPA Ireland will stay in place until December 2022, nominations for board positions for 2023 will open in October 2022 and we do encourage all members to take part as much as possible. Please remember that as a board we are here for our members and are happy to listen to any recommendations or suggestions you may have.

Our education events for 2021 were all free to members and they are accessible within the recordings section of the WIPA website. Our next educational event will take place on the 2nd of November and we do encourage as many as possible to attend this as not only is Christina Matteucci a powerful in demand TED speaker she also works within our industry, and we hope you will all feel energised having listened to her speak.

[[Click here to signup](#)]

We are very excited that we are now in a position to host an in person event and are very grateful to the Merrion Hotel for agreeing to host our first event on the 16th of November. There will be a small administration charge for this event for all members (non members will pay a higher fee) and please feel free to bring non members to this as well. This is the first of a series of in person events we hope to hold all over the country over the next 12 months.

Let's not forget our members based in the UK, you are as much part of our association and we hope to increase our membership numbers across the UK over the next year.

I personally cannot wait to catch up with all on the 16th November in the Merrion Hotel!

Tara Fay
WIPA Ireland President



ISSUE 01 COVER PHOTO + INSET: WIPA MEMBER JOHN GILLOOLEY

WIPA

The Mission

Our mission is to provide industry leading education for our members, produce inspirational networking events and advance the ethical standards of the wedding industry. Our founding board worked with a diverse group of WIPA members to develop the professional conduct and code of ethics to achieve the highest standards of excellence.



THIS IS AN INTERACTIVE PDF
Click on the links throughout for more content.

WIPA IRELAND MAKES THE NEWS



We are delighted that the WIPA Ireland Chapter was mentioned as part of the order of business in Seanad Éireann by Senator Emer Currie, who used her speaking time to ask for clarity for the Irish wedding industry and our couples.

A small but important step to get wedding businesses back to work and the fruits of hard work by the President of WIPA Ireland, Tara Fay, and everyone who has supported getting weddings back on the agenda again.

Video shared from Video Parliament Ireland

THE WIPA BRIDAL PROCESSION!

Irish Government makes wedding U-turn after bridal backlash!

Following rumblings and mixed messages from an Tánaiste & other members of Government, WIPA Ireland steered by our President Tara Fay, felt it was necessary to demand clarity and force positive changes.

Delivering guidelines to the both The Department of Health, the office of Minister Stephen Donnelly and An Taoiseach at Dail Éireann demonstrating how larger weddings with over 50 guests could be carried out safely, WIPA sought guidance and security of purpose for the wedding industry in Ireland.

The guidelines drafted in conjunction with your WIPA Board, health and wedding experts included recommendations for all wedding components, including event venues, and on the day vendors such as photographers and florists. They clearly illustrated how weddings with over 50 guests could be done in a safe and sustainable manner!

Tuesday 27th July 2021 saw President Tara Fay & Vice President Michelle Mc Dermott adorned in their white attire leading a bridal procession from the Department of Health to the Department of the Taoiseach at Dail Éireann



presenting the guidelines at both locations.

While on a numbers front we achieved what we set out to for all the couples getting married in August we did also achieve great exposure for WIPA Ireland making headlines on media channels the length & breath of Ireland including Virgin Media, RTE, the national press and almost every local radio!

At the time we were not just looking for clarity and assurance for couples getting married in August but for the entire Irish Wedding Industry into 2022. It was feared if the government rowed back on numbers of 100 in August we could have been still waiting for them in December 2021!

As you can see, The Board of WIPA Ireland is working hard on your behalf and the entire wedding industry to continue to get clarity on how we can operate going forward during the pandemic but more importantly gaining the recognition that the wedding industry in Ireland is an important part of the economy that supports many independent vendors and often smaller destination communities around the country.

MEMBER SPOTLIGHT

WIPA Talks to Wedding Planner Bruce Russell

Bruce Russell is a Canadian-born Londoner, fluent in French! Quite a combination, wouldn't you agree? He honed his keen eye for detail and passion for perfection whilst working within sales, marketing, PR, and events for various luxury hotels at locations around the world including New York's The Plaza, and London's iconic Savoy Hotel.

His 'little black book', which is not so little, spans the globe, and includes the crème-de-la-crème from the worlds of gastronomy, entertainment, design, fashion, photography and more. He leads a team of specialists who bring their collective experience to bear in delivering outstanding occasions. To him, utmost professionalism, strategic counsel and unparalleled access ensures that Bruce and his team deliver six-star, unique experiences for every occasion.

>>> *continued* >>>



WHAT INSPIRES YOU?

People, nature, architecture - everything really, but interior design inspires me the most. I love colours, textures, and bringing all the pieces together.

WHEN YOU ENVISION A SUCCESSFUL PERSON, WHO DO YOU PICTURE AND WHY?

There are so many, but recently I'd have to say Adele (the singer) - not because of her fame, but because of the obstacles she has been able to overcome in her life, and how she is unapologetically herself.

YOUR FAVOURITE BOOK?

I could never pick just one. Crime dramas are my guilty pleasure and the perfect escapism..

YOUR FAVOURITE PODCAST?

I'm not a regular podcast listener, but I'm currently obsessed with two - *THE GOOP FELLAS*, which touches on all levels of wellbeing and life's perspective, and *THE DROP OUT*, which is a story of Elizabeth Holmes who is currently on trial for massive fraud.

“RUSSELL IS ACTUALLY MY MIDDLE NAME. I NEVER USED IT GROWING UP, BUT WHEN I STARTED MY BUSINESS I THOUGHT IT WOULD BE EASIER FOR PEOPLE TO REMEMBER AND SPELL THAN MY FRENCH SURNAME, CHIASSON.”

Photo: Sunshine Photography



Photo: Catherine Mead

WHAT ARE YOU BINGE WATCHING RIGHT NOW?

I've just started season 2 of *THE MORNING SHOW* on Apple TV with Reece Witherspoon and Jennifer Aniston - I can't get enough!

WHAT WOULD YOU BE DOING IF YOU WEREN'T IN YOUR CURRENT PROFESSION?

I'd have a small Inn located in a remote coastal town somewhere in the world. I love the ocean.

WHAT ADVICE WOULD YOU GIVE TO YOUR YOUNGER SELF THAT YOU THINK WOULD TAKE YOU TO WHERE YOU ARE RIGHT NOW MORE QUICKLY?

Stay on course and don't dwell on the past.

TEA OR COFFEE?

Jasmine tea

FAVOURITE PLACE/TRAVEL DESTINATION?

There are too many to choose just one, but I feel most relaxed in my hometown of Cheticamp, Nova Scotia, Canada overlooking the ocean. It's always humbling to go back to your roots.

IF YOU COULD ONLY FOLLOW FIVE PEOPLE ON SOCIAL MEDIA, WHO WOULD THEY BE?

@jonathanadler for design inspiration,
@inagarten for great recipes (I love to cook and entertain),
@stonewalluk for the hard work they do to fight for the rights of the LBGTQ+ community,
@garyjanetti for a quick 'laugh out loud' moment, and of course
@wipaireland for all the industry support

FAVOURITE QUOTE, RULES YOU LIVE BY OR SOMETHING FUNNY OR WEIRD PEOPLE DON'T KNOW ABOUT YOU.

Russell is actually my middle name. I never used it growing up, but when I started my business I thought it would be easier for people to remember and spell than my french surname, Chiasson. ■



*REGISTER TODAY
FOR OUR NEXT
ONLINE EVENT*

“THE AUDACIOUS TRANSPARENCY OF YOUR PERSONAL BRAND”



Photos by Broll Studio & Dani Fine Photography

For 18 years, she has been the right-hand woman to famed, international event designer David Beahm. Christina collaborated with hundreds of companies in the hospitality industry, worked with thousands of CEOs, Owners, and their creative teams. She has shared in the victories; felt the pain points; and has become the unicorn of the business world: a thriving, flourishing, and happy Number Two.

WHEN: TUESDAY 2ND NOVEMBER AT 6PM

WHERE: WIPA ONLINE EVENT

**ENTERTAINMENT,
DRINKS AND
CHATS...IN-PERSON
EVENTS ARE BACK!**



A DATE FOR YOUR DIARY!

WIPA Ireland are excited to host our first in-person event and it's going to be a great one!

The Merrion Hotel in Dublin will be the backdrop for our first event and we couldn't be more excited to finally meet with our industry friends and to make lots of new ones.

WHEN: TUESDAY 16TH NOVEMBER AT 7PM

WHERE: THE MERRION HOTEL

MEMBER SPOTLIGHT

Suzanne Brady of Cove Cake Design

Suzanne Brady is the Owner and Creative Director of **Cove Cake Design**, a bespoke wedding cake design studio based in the seaside Dublin suburb of Sandycove, from which the business gets its name.

At Cove Cake Design Suzanne works with a limited number of style-conscious clients to create refined wedding cakes that are inspired by the seasons, florals, venue architecture and wedding fashion. Suzanne's passion for flavours and ingredients is central to the ethos of Cove Cake Design, where unique flavour combinations transcend the traditional, and contribute to wedding cakes that are not just a visual, but also a taste experience.

This balance of taste and style has led to Cove Cake Design and their cakes being featured in food articles in The Taste.ie and Irish Country Magazine, as well as in prestigious international wedding magazines and blogs, such as US Brides, Vogue Weddings, and Martha Stewart Weddings.



>>> continued >>>

Photos: Darius Jakubauskas | Claire Brown Photography





“REGULARLY DO THINGS THAT SCARE YOU. I AM A FIRM BELIEVER IN THE STRENGTHENING POWER OF DOING SOMETHING OUTSIDE OF YOUR COMFORT ZONE.”

WHAT INSPIRES YOU?

The botanical world, seasons, travel, architecture, and interiors.

WHEN YOU ENVISION A SUCCESSFUL PERSON, WHO DO YOU PICTURE AND WHY?

Someone who is confident in their chosen path, has a strong belief in the value of what they do, and is humble enough to recognise the knowledge and success of others.

YOUR FAVOURITE BOOK?

Too many to choose! I have however just finished *Where the Crawdads Sing* and loved it.

YOUR FAVOURITE PODCAST?

Books and music are more my thing.

WHAT ARE YOU BINGE WATCHING RIGHT NOW?

Dare I say that I have joined my older children in binge watching *The Office*. I had forgotten the laughs.

WHAT WOULD YOU BE DOING IF YOU WEREN'T IN YOUR CURRENT PROFESSION?

I have a PhD in Biochemistry and previously worked in cancer research. Had family life not inadvertently altered my career path, you hence might still find me in a lab coat somewhere.

WHAT ADVICE WOULD YOU GIVE TO YOUR YOUNGER SELF THAT YOU THINK WOULD TAKE YOU TO WHERE YOU ARE RIGHT NOW MORE QUICKLY?

I would probably advise that there is actually no rush. My younger self thought that career should be a straight to the top trajectory, whereas life has taught me that a more meandering path to somewhere you didn't envisage can be equally satisfying and indeed enlightening.

TEA OR COFFEE?

Coffee.

FAVOURITE PLACE/TRAVEL DESTINATION?

Japan. A family trip there a few years ago left an impression on all of us that will last forever.

IF YOU COULD ONLY FOLLOW FIVE PEOPLE ON SOCIAL MEDIA, WHO WOULD THEY BE?

My teenage daughter, for obvious reasons!
Amy Huberman, for the best Instagram captions.
Chupi Sweetman, an inspiring creative female entrepreneur
Natasja Sadi, for uplifting floral arrangements amidst life in Amsterdam
Bea Lubas, for delicious food photography

FAVOURITE QUOTE, RULES YOU LIVE BY OR SOMETHING FUNNY OR WEIRD PEOPLE DON'T KNOW ABOUT YOU.

Regularly do things that scare you. I am a firm believer in the strengthening power of doing something outside of your comfort zone. With self-diagnosed arachnophobia however I don't stretch that mantra to catching spiders! ■



2ND-4TH NOVEMBER 2021

BRIDELUX

SYMPOSIUM

ARE YOU BUSY, TOO BUSY, OR NOT BUSY ENOUGH?

If you answered YES to any of the above, then you're in the right place!

From the 2nd - 4th of November you can attend the London Bridelux Symposium 2021 'Building On The Boom'!

Over 30 incredible industry professionals including Sarah Haywood, Touker Suleyman from Dragons' Den, Julian Posner, Rosie Nixon and many more will come together to share their knowledge and expertise on how to cope with our industry boom. Alongside the speaker sessions, will be three amazing themed networking events, including Alpine Chalet Chic Party, a Soaring 2020's party, and their annual Bridelux Gala Awards.

This is an event you don't want to miss and there are only a few spots left! For more information and to register click below:

WIPA Ireland members receive a special 10% discount on the full price of the ticket. Once you have registered with the requested deposit, please email maya@bridelux.co.uk and james@bridelux.co.uk to avail of this pricing benefit.

Photo: Sunshine Photography



WIPATM
Wedding International Professionals Association
IRELAND
WIPA NEWSLETTER - ISSUE 02

**SUBMIT
YOUR
PHOTOS**
FOR ISSUE TWO

*Catch all of
our updates!*

Keep sending your beautiful images to be featured in upcoming issues.

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