



FLORENCE - 18 - 19 - 20 NOVEMBER - 2026

WIM Event 26

Where Ideas Meet - We Inspire Memories



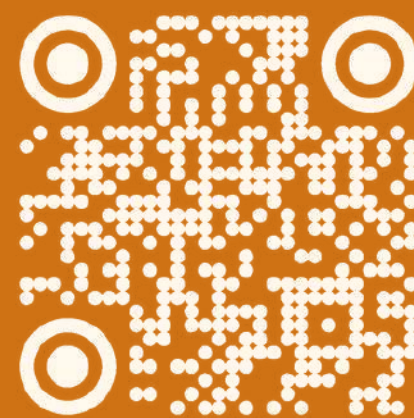
WIM
Event



WHERE
IDEAS MEET

THE NETWORK WHERE
PRIVATE EVENT INDUSTRY

Connects



WIM
Insights

WIM

FOR PRO

WIM
Tour

WIM Event 26

IN THE ITALIAN WEDDING AND PRIVATE EVENT INDUSTRY, THE WIM
EVENT IS MORE THAN JUST AN ANNUAL GATHERING.

THE WIM EVENT IS THE MOMENT WHEN THE COMMUNITY MEETS FACE TO FACE:
AN EXCLUSIVE SPACE FOR MEMBERS OF THE ECOSYSTEM TO: *Connect, Share Ideas and Spark New Opportunities*

Members-Only

The WIM Event is exclusively reserved for members of the WIM community.

Joining the WIM ecosystem means to be part of a curated network of companies and professionals who share a vision and build meaningful relationships within the Wedding & Private Events industry.

A choice driven by:

- Fostering meaningful relationships
- Creating tangible opportunities
- Strengthening brand positioning
- Bringing together those who truly believe in the power of community

MEMBER BENEFITS:

Gold & Silver

WIM membership means access to an ecosystem built to create real value for your business.

Key benefits include:

[MAGGIORI INFORMAZIONI](#)

- Priority access to the WIM Event with Early Bird pricing
- Access to the features of the WIM For Pro platform

FROM MARCH 1st TO JUNE 30th

Participation in the WIM Event will be open exclusively to Wimmers with a Silver or Gold membership.

For those who want to play an active role in shaping and growing the industry.

Where Ideas Meet

18-19-20 november

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EXPERIENCES DESIGNED TO **GROW YOUR BUSINESS**



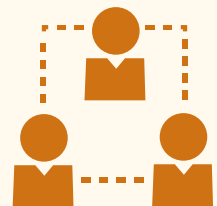
PANELS AND ROUND TABLES

cowith leading experts from the industry



ACCESS TO MARKET RESEARCH AND STUDIES

with exclusive early access to WIM Insights data



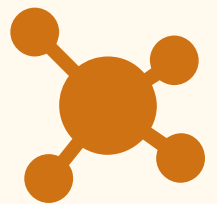
STRATEGIC CONNECTIONS

with a selection of national and international players



FULL ACCESS TO PARTICIPANTS DATABASE

for strategic follow-up activities



OPPORTUNITIES TO EXPAND YOUR NETWORK

with high-profile connections in an exclusive setting



BRAND AUTHORITY

The WIM Event is where those who lead the industry are.

Carpe Diem!

18-19-20 november

FLORENCE

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WIM Event 26

STRATEGIC PANELS

15+ MOMENTS OF PROFESSIONAL INSIGHT LED BY ITALIAN AND
INTERNATIONAL EXPERTS



WE INSPIRE
MEMORIES

Team di professionisti
specializzati in AI, marketing digitale,
branding e comunicazione per risultati a
lungo termine

**Pionieri nell'applicazione
dell'Intelligenza Artificiale**
al settore eventi e turismo, con anni di
anticipo rispetto al mercato

**Partner ufficiale per il
Termometro Digitale 2025**
e marketing WIM (We Inspire Memories)

Progetti di eccellenza nel settore:

- Parco Nazionale Arcipelago della Maddalena
- Perarolo di Cadore
- Tuscany Move

NETWORKING

48+ HOURS DEDICATED TO AUTHENTIC CONNECTIONS BETWEEN
ENTREPRENEURS, PROFESSIONALS AND INDUSTRY LEADERS



TAVOLE ROTONDE

STRATEGIC EXCHANGES BETWEEN EXPERTS AND PROFESSIONALS ON TODAY'S MARKET
CHALLENGES AND OPPORTUNITIES



BUSINESS COCKTAIL

THE PLACE WHERE INFORMAL CONVERSATIONS TURN INTO RELATIONSHIPS AND STRATEGIC OPPORTUNITIES



WIM GALA

THE MOST ICONIC EVENING IN THE INDUSTRY TO CELEBRATE THE END OF THE SEASON
TOGETHER



WIM
Event 26

8° Edition Program

Florence | November 18 - 19 - 20

Three days of standout moments filled with **variety, exclusivity, valuable content, learning, industry insights, discussions and connections.**

DAY 1

AM *Discover Florence*
Dedicated Wimmers activities

14:00 - 18:00 Registration
Opening Ceremony
WIM FOR PRO 2.0
WIM Insights

20:00 - 23:00 Networking Business
Cocktail & Special Show

MERCOLEDÌ

DAY 2

08:30 - 12:30 Round Tables &
WIM Parliament

13:00 - 14:30 Light Lunch

15:00 - 17:00 Panel Conference

18:00 - 00:00 WIM Gala

GIOVEDÌ

DAY 3

09:00 - 12:00 Panel Conference

12:30 - 15:00 Closing Ceremony

PM *Discover Florence*
Dedicated Wimmers activities

VENERDÌ

FLORENCE

MEETINGS WITH THOSE WHO PRESERVE FLORENCE'S HERITAGE AND ITS
EXCELLENCE IN CRAFTSMANSHIP



WIM Event 26

THE PARTICIPATION INCLUDES

Welcome bag and gift · Access to all panels and conferences · Welcome cocktail day 1

Light lunch day 1 · Round tables access · Positioning for your company

Early access to market research · Light lunch day 3 · Transfers to Gala dinner

WIM Gala · Digital presence on WIM channels · Post-event participants list

And so much more ...

***The participation fee includes one attendee per company.**
Our team is fully at your disposal — contact us.

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FLORENCE

WIM | FOR PRO

Supports, Connects, Empowers

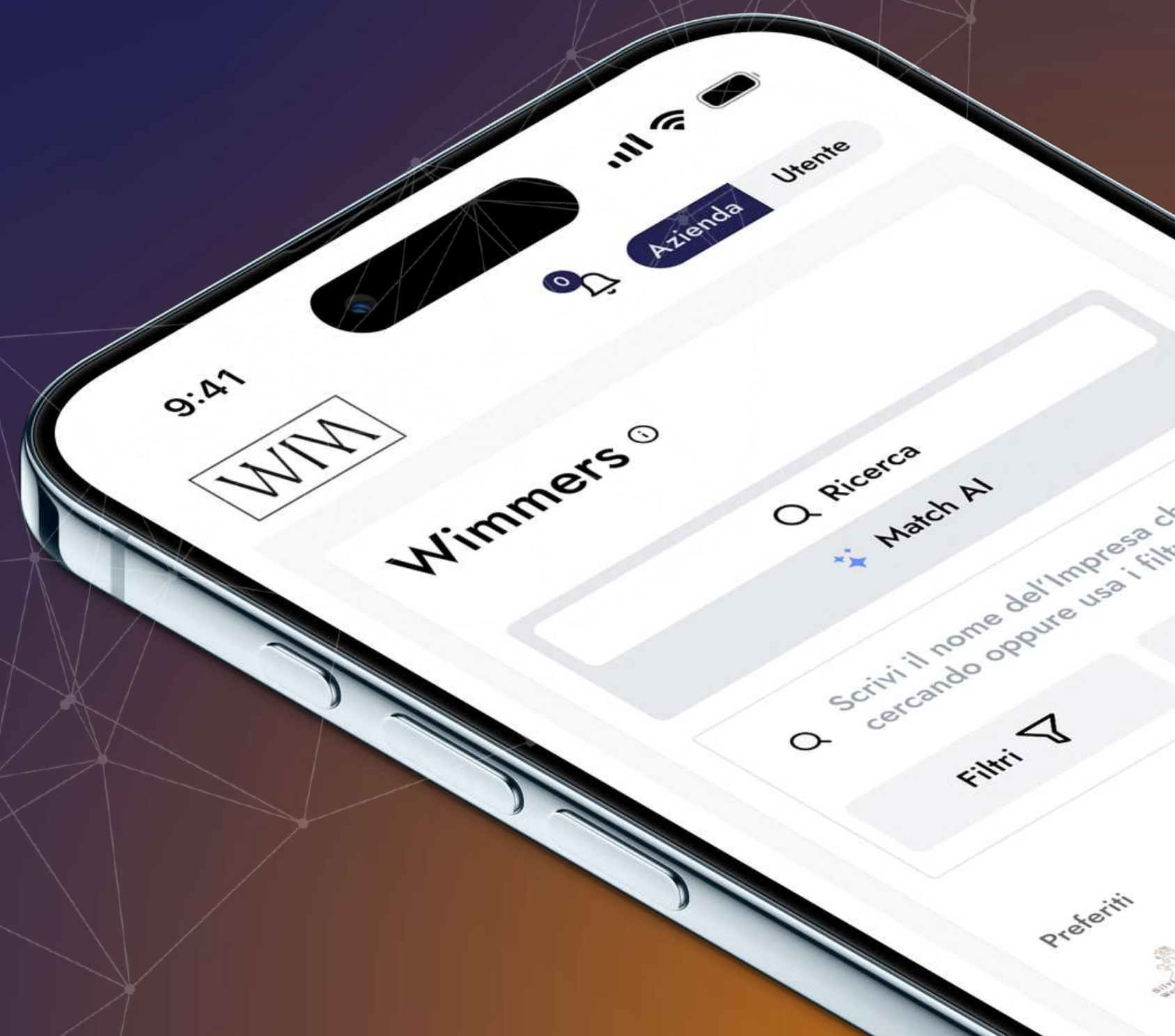
the entire private events supply chain: planners, suppliers, venues, hotels, institutions, and international buyers, creating a reliable and certified digital network.

It is the first digital accelerator entirely dedicated to the events industry, enabling structured interaction across the entire supply chain by integrating data, analytical tools, and collaboration among stakeholders to generate strategic decision support, business development, and growth.

Through FOR PRO, WIM transforms a fragmented market into an ecosystem designed to generate measurable value and strengthen market positioning.

CONFIRM YOUR PARTICIPATION IN THE WIM EVENT 26
THROUGH THE EVENTS SECTION OF

WIM | FOR PRO





Let's WIM
Together

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WIM

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