

KAREN TRAN





Who is Karen Tran

Karen Tran is an internationally known Floral and Event Designer who was born in Vietnam and at a young age, moved to San Diego, California, which is the current headquarters of her organization. With an exceptional husband, who follows and supports her, and with more than 25 years of experience in the luxury event industry, she is known for designing large scale floral productions, which are appreciated throughout the world. Her creations have been nominated in major Wedding and Event magazines as well as published in her numerous floral books showcasing her designs, themes and luxurious productions.

Karen Tran is the annual speaker at Engage Summit a conference which hosts the most famous event vendors in the Wedding world. Her passion for art and love for teaching her craft have given life to THEFLORALEXPERIENCE, a world tour of Masterclasses in Floral Design. Her Master Floral Class held about four times a year in the most exclusive locations around the world gives professionals from all countries a chance to learn her floral secrets and to network with others in an effort to create collaborations between countries and peoples. The event is a hands-on experience that culminates with a majestic gala enabling its participants to make lasting friendships. THEFLORALEXPERIENCE creates an advertising opportunity for Karen's students, vendors, sponsors, locations, fitters, floral designers, event designers including Andrea Naar Alba, Elisa Mocchi, Costanza Caracciolo, Sandra Santoro from Italy, Italian Wedding Gown Designers like Antonio Riva, Alessandro Angelozzi, also among important catering companies and large hotel chains (listed below) which Karen consistently mentions in her books, interviews, social media posts, internet and through thousands of photographs and articles she publishes about each spectacular Floral Master Class. The locations she chooses for her Master Classes be it in Italy or around the world is the heart of her class. Each venue where the Master Class is held is hand picked to accommodate floral participants for a three day workshop in preparation for their grand gala, where notable world leaders in Jewelry, Luxury Stores, famous Wedding and Fashion Magazines and International figures are invited to join in the festivities. Karen's is welcomed by major locations around the world because she is well-known for her genuine attitude and humbleness.

When viewing her website and social media, one can see the strong presence of millions of fans from all around the world in particular the United Kingdom, Europe, America, Thailand, Bali and beyond. Floral Lovers who follow her masterpieces participate in her masterclasses over and over again. Five years ago, she decided to do her first Masterclass in Italy and hundreds of Floral designers competed for the spot to participate in the event. From London to Phuket, Bali to Santorini, every year the Masterclass takes place in a different country in particular an annual class in Italy. This year, for the first time, Karen chooses Rome as the Italian city, creating a perfect backdrop for this upcoming Masterclass. The news is out and it is already making lots of press. Rome can't wait to welcome Karen and all of her followers.



How the Floral Masterclass is scheduled

5/11

One Day Before: Karen Tran, Partners, Students And Vendors Arrive To Begin Floral Preparations And Event Production.

Daily Day For The Suppliers
(Latin - Tensourtire - Multiple Structures - Gazebo
Cover Covering - Tunnel Flowers)
Karen Arrival
Last Details Of The Masterclass.

6/11

7.00 Light breakfast at membership's hotel
8.00 Italian and american breakfast Room One Lavernale
9.00 Meeting Conference RoomTwo Lavernale
12.00 Light Lunch
14.00 Start Jobs
(Karen Tran will explain his style and field techniques)
18.00 End Jobs and Return to Hotel
20.00 Pick Up from Hotel S.Anselmo for Dinner
21.00 Dinner at MOMÓ REPUBLIC
23.00 Return to Hotel S.Anselmo





How the Floral Masterclass is scheduled

7/11

7.00 Light breakfast at membership's hotel
8.00 Italian and american breakfast Room One Lavernale
9.00 FLORAL MASTERCLASS
12.00 Light Lunch
14.00 FLORAL MASTERCLASS
18.00 End Jobs and Return to Hotel
20.00 Pick Up from Hotel S.Anselmo for Dinner
21.00 Dinner at PINACOTECA DEL TESORIERE
23.00 Return to Hotel S.Anselmo

8/11

7.00 Light breakfast at membership's hotel
8.00 Italian and american breakfast Room One Lavernale
9.00 FLORAL MASTERCLASS
12.00 Light Lunch
14.00 FLORAL MASTERCLASS
18.00 End Work and Return to Hotel with the Possibility of
Hair & Make Up by the Xenia Wilson team (contact Sonia
or Veronica organizers to book).20.00 Pick Up from Hotel
S.Anselmo for Dinner
21.00 GALA Dinner "Heavenly Rome" at Lavernale Residence
23.00 Return to Hotel S.Anselmo





How the Floral Masterclass is scheduled

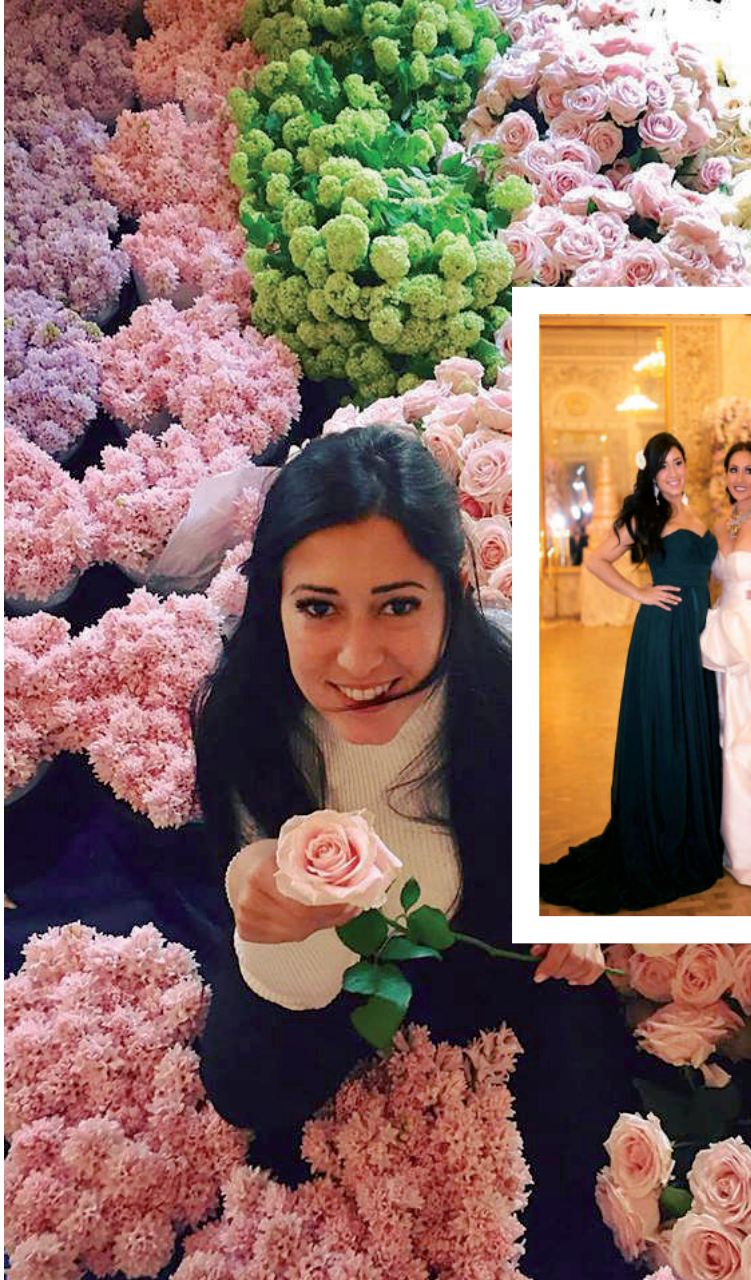
9/11

12.00 - 18.00

OPEN DAY PRESSO LAVERNALE



Who is Sonia Luongo



After studying at the Liceo Classico and earning a Degree as a Dietician, I obtained a Masters in Management Development and from the age of 23 I started working for my family business as Client Manager and Organizational Manager of the company. After a year, I discovered my knack for organizing events especially corporate events and created my own business Sonia Luongo Events & Flower Design, a company specialized in Events and Floral Designs.

Three years ago, I met Karen Tran on one of her gorgeous floral Masterclasses and I was literally in love with her technique, her creations and I wanted to follow her everywhere. After several courses from the greatest planners and designers throughout Italy and many internships with some of the leading musicians in Lazio, I became an Event Designer, specializing in Flower Design. Thanks to the support of my team (graphic designer, destination wedding planner, logistics, image consultant, makeup artist, cake designer, interpreters and translators of English, French, Spanish, German, Dutch and Russian) and our suppliers capable of being able to guarantee a complete and professional service from event coordination to design execution.

During the floral experience in Tuscany, Karen asked me to organize her first floral Masterclass in Rome, and of course I accepted with great Joy!

#Flowerpower

Website: <http://www.sonialuongo.it/>
Facebook Profile: Sonia Luongo
Facebook Page: Sonia Luongo Events & Floral Designer
Instagram: @Sonia Luongo

Sonia Luongo
— EVENTS & FLORAL DESIGNER —



Who is Veronica Amati

A wedding planner and organizer of birthdays and parties with a degree in Oriental Languages and Civilizations, specialized in commercial negotiation and years of experience in managing corporate events. Why? Simple. First of all because I love this field (and whoever is close to me knows that it is hard to stop me when I put something in my head). Then, because I have the opportunity to vent my creativity while using my organizational skills. But above all because the joy in the eyes of the bride and groom is the engine that runs my days. Everything started when I decided to get married.

We had a very close date but did not want to give up on an unforgettable party. I put all my experience in the field and used all my contacts from work to make it happen. I enjoyed lots of coloring and designing every single detail. The wedding was a success (if the bride says so it must be true...) but the comments and requests from my guests were what made me realize that there could be something more! From that moment on, my company, EC Target, specialized in organizing corporate events and relationships with China, began to organize weddings and private parties (birthdays, baptisms, communions ...). A division of the company that has grown so much that I had to separate the two activities, in order to give my customers the best atmosphere and services. In 2016 the Veronica Amati brand was born.

And so here I am, to share my time between serious conferences and baptism with the Aristocrats cherishing between cupcakes and popcorn or marriages of fabulous Chinese couples on the Amalfi Coast!

We have a goal: to design and make parties and events never the same or similar, because every person is different and there is only one way to make them happy.

Website: <https://www.veronicaamati.com/it/>

Facebook Profile: Veronica Tasciotti Amati

Facebook page: Veronica Amati wedding planner, party designer and more

VERONICA AMATI®



Who is Nadia Duran

Nadia Duran began her career in the Weddings & Events Industry in Sydney from a small workspace in her home in 2006. It began with a vision to create beautiful memories for her clients wanting a stress free planning process. She built her career on the rentals of event décor including furniture, floral design and luxury linens, which remain an essential element of the now business Events by Nadia. Nadia has traveled extensively around the world over the last decade which inspires her and significantly influences her decorating style. Her team now consists of 30 employees and is built with great people who simply love what they do and deliver beyond expectations. Her company, Events by Nadia, has become synonymous with extraordinary events around Australia. From styling beautiful weddings, corporate affairs, charity galas to intimate dinners. Nadia's mission is to constantly evolve and add innovative new pieces to the range and never limit herself to a particular theme or style. The company has been the premier source for designing special events and her experience has been recognised by multiple industry awards year after year. We hope you enjoy browsing the website and look forward to answering any questions you may have or assisting you with creative ideas.

Website: <http://eventsbynadia.com.au/>
Facebook Profile: Nadia Duran





The floral experience in Rome...

Thanks to

Sonia Luongo
— EVENTS & FLORAL DESIGNER —

VERONICA AMATI®