



Sheraton Atlanta Hotel **ALAFAVE - XVIII CONGRESS - ATLANTA 2015** July 12 - 16

**Sunday, July 12**

15:00 – 19:00 **Registration for all Congress Participants** – (pick up your registration package, confirm your consulting appointment, meet with other members while having a welcoming refreshment)

**Monday, July 13**

08:30 – 16:30 **Registration for all Congress Participants** – (pick up your registration package, confirm your consulting appointment)

09:00 – 18:00 **AmericasMart®**–Explore the gift show at your own pace and time. Temporary booths are only open until 1:00 pm

**Tuesday, July 14**

08:30 – 16:30 **Registration for all Congress Participants**

09:00 – 13:00 **ALAFAVE Board of Directors Meeting** – (directors only)

09:00 – 18:00 **AmericasMart®** – Explore the gift show at your own pace and time. Only permanent Showrooms.

17:30 – 19:00 **Welcome Cocktail** – Meet & Greet, Networking Opportunity (open to all participants & spouses)

**Wednesday, July 15**

07:00 – 09:00 **Suppliers Consulting Material/Space Set-up** – (Hall open exclusively to Supplier Members, no visitors)

07:30 – 08:30 **Group Breakfast** – Networking Opportunity (registered congress participants only)

09:00 – 10:00 **ALAFAVE General Assembly** – President’s welcome, Treasurer & committee reports – V World Candle Congress update – approval of 2016 officers slate – (ALAFAVE members only)

10:00 – 11:00 **Technical Presentation** – “Paraffin – Palm Wax Blends; A Practical Approach” – Enrique Zavala – AM WAX (registered congress participants only)

11:15 – 12:15 **Technical Presentation** – “Cost Benefit Analysis, Advantages & Disadvantages of Ready Made Blends vs In-house Blending of Waxes” – Jesus Collantes – IGI (registered congress participants only)

12:30 – 14:00 **Group Lunch** – Networking Opportunity (registered congress participants only)

14:00 – Evening **Q&A Consulting Session**- Unique opportunity to meet with all your suppliers at one stop. Schedule a meeting with our supplier members to unveil the latest trends or issues related to the production of candles.

*You will find answers related to additives, containers, fragrances, machinery, waxes, petroleum, pigments/dyes, vegetable waxes, wicks and more.*

**Thursday, July 16**

07:30 – 08:30 **Group Breakfast** – Networking Opportunity (registered congress participants only)

08:30 – 13:00 **Confershop** – “Your Brand in Action” – Rodolfo Rubio – Lime Consulting (registered congress participants only)

08:30 – 09:30 I.- The Value of the Brand and its Market Positioning

09:45 – 10:45 II.- Eight Paths to Brand Differentiation

11:00 – 13:00 III.- Interactive Workshop on Brand Market Positioning (1st part)

13:00 – 15:00 **Group Lunch** – Networking Opportunity (registered congress participants only)

15:00 – 17:00 **Confershop** – “Your Brand in Action” – Rodolfo Rubio – Lime Consulting (registered congress participants only)

15:00 – 16:00 III.- Interactive Workshop on Brand Market Positioning (2nd part)

16:00 – 17:00 IV.- Your Brand in Action

19:00 **Closing Event – Dinner & Dance** – Networking Opportunity – Hosted at the Hard Rock Café® Atlanta