

INSTAGRAM CANDY BAR

28 March 2023 – FOR IMMEDIATE RELEASE

Sweet treats and more at European Bridal Week

In a couple of days, northern Europe's biggest and most influential trade event in the bridal industry will be welcoming visitors from around the world – retailers who are looking to discover the names and buy the best for the season ahead.

This important show, 1-3 April in Messe Essen, has so much extra to offer, too. Sweetest of all will be the Instagram Candy Bar, a special feature with tempting treats waiting for those ready to indulge – and at a massive action-packed event, everyone deserves a bit of spoiling!

And show visitors will also be able to indulge in a real business treat and meet skilled industry experts in a number of vibrant Q&A sessions, where they'll learn more about the values of social media and the key Instagram platform and the differences the right knowledge and approach can make to developing awareness within your target audience.

Each day of the three-day show, Maaïke Baelde, key account manager at ThePerfectWedding.nl, and Lea Höller, head of the German Editorial Team of ThePerfectWedding.de, will host sessions in both English and German, sharing the knowledge and experience they have gathered over years working with Instagram.

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Q & A Session | English Language

Saturday 1 April	Sunday 2 April	Monday 3 April
10:00	10:00	10:00
Q & A Session ENGLISH Maaïke Baelde	Q & A Session ENGLISH Maaïke Baelde	Q & A Session ENGLISH Maaïke Baelde

Q & A Session | German Language

Saturday 1 April	Sunday 2 April	Monday 3 April
13:00	13:00	13:00
Q & A Session GERMAN Lea Höller	Q & A Session GERMAN Lea Höller	Q & A Session GERMAN Lea Höller

Editor's note:

There is no imagery associated with this press release. Imagery is available on request.

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