

TRAVEL AND HOSPITALITY

## LLG Events' Lauren Grech: Luxury Woman to Watch 2020

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Lauren Grech

By STAFF REPORTS

*Luxury Daily* annually honors 25 smart women executives who show the potential to make a difference next year in the luxury business. This year's list features honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Lauren Grech, CEO, **LLG Events**

*"Having patience is the biggest challenge in my work"*

What do you most like about your job?

I love how dynamic my job is. I am constantly learning and developing myself both professionally and personally.

I love having the ability to travel, explore new destinations, immerse myself into a new culture, experience the best of luxury hospitality, and be at the forefront of innovation.

I love being able to infuse culture, hospitality, weddings and travel into one career. It's amazing.

I recognize what a privilege it is to do something you love, with the one you love, so the best part of my job is building LLG Agency with my husband and sharing these experiences together.

What is the biggest challenge in your work?

Having patience is the biggest challenge in my work.

When you are developing an entirely new service or product for luxury events and hospitality, there are a lot of questions to be answered, a lot of work to be done, and the workload can easily feel overwhelming.

In order to overcome this, I create mini milestones for myself, allowing myself the ability to have normal-size task work that can be achieved within a certain period of time. This allows me to set realistic objectives, achieve my

goals, and celebrate both minor and major accomplishments.

What is your work priority for 2020?

My work priority for 2020 is to continue working with tourism boards, hotels and vendors across the globe to share my holistic and comprehensive approach to attracting and retaining luxury destination weddings.

I'm determined on defining best practices and industry-wide standards for event management professionals and for event venues.

My adjunct professor position at New York University is just the beginning of teaching. It's time to share the knowledge I've acquired globally and apply it to the rest of the industry.

My priority is to continue being at the forefront of this change and being an advocate for both the industry and my students.

What is your proudest achievement in luxury?

My proudest achievement in the luxury sector is setting the tone for event management standards and being at the forefront of change within luxury hospitality and experiential events industries.

This year, I realized the results of having put these industries above my career objectives, which led me to become a curriculum builder and adjunct professor for the first-ever Masters of Science in Event Management program in the United States.

I developed global, accredited, industry-wide event standards and created an alternative to commission-based models between planners and vendors, showcasing how we can all work together, promote best event practices for our clients and create a system of accountability amongst one another.

How do you see luxury evolving in 2020?

We've adapted our business and marketing models to captivate the millennial consumer very well, but for 2020 I think we're going to experience a shift in luxury marketing tactics as we begin to experience the rise of the Gen Z consumer, who prioritizes luxury experiences and travel rather than luxury goods.

I'm interested to see how companies will use events to create those experiences so they can market their product to this audience.

With the creation of LLG Agency, I believe you will see a rise in luxury experiential events, with hotels and restaurants infusing event spaces and experiences into their overall operational design, and event interiors will be built by event professionals.

You will see a rise in event marketing and companies allocating portions of their budget to market their events to the right audiences to attract new clientele.

[Please click here to see the entire Luxury Women to Watch 2020 list](#)