

# Georgie Stayches

## Long Bio

---

Are you crafting customer experiences that truly resonate? Are you building experiences that influence decisions, shape emotions and create lasting memories? Are you designing an environment for your audiences and customers that generate brand loyalty and sales? If not, it's time to book Georgie Stayches for your next event.

With nearly 30 years of expertise, Georgie is a powerhouse in customer experience (CX) and audience and event engagement. Her career began on the global stage, inspired by the Barcelona Olympic Games and launched at the Australian Open and Sydney Olympic and Paralympic Games. Since then, she's worked across every type of event and retail sector, from major international to local community initiatives, always with one goal: to create meaningful, memorable experiences that connect people with purpose and have tangible benefits for businesses and brands.

Georgie is the founder of Fetching Events & Communications, a boutique agency she's led for over 15 years. Her deep background in media, communications and human behaviour allows her to go far beyond logistics. She helps organisations understand the *why* behind their events, stores, brands and CX strategies, unlocking powerful emotional connections that drive loyalty and impact.

What sets Georgie apart is her human-first approach. Inspired by the stories of polio survivors and their lasting sensory memories, she has spent decades studying how our environment, senses and subconscious interactions shape our perceptions. Her keynotes reveal the overlooked moments that make the biggest difference and how you can use them to elevate your brand, event or business.

Georgie's data and researched packed presentations are engaging, down-to-earth and refreshingly practical. Whether she's speaking to a room of hundreds or leading an intimate workshop, her insights empower attendees to reimagine their roles and responsibilities. She challenges delegates to think beyond touchpoints and timelines and instead focus on experiences that inspire, influence and create legacies.

Expect your audience to leave her session not just informed, but energised, excited and ready to take action.

Georgie doesn't just talk about CX, she transforms the way people think about it. And she'll have your audience seeing the world (and your business) in a whole new way.