

Georgie Stayches

Short Bio

Inspired by the Barcelona Olympic Games and kicking off her life in events at the Australian Open tennis, events and building engagement have always been in Georgie's DNA.

Georgie is a trusted expert in creating meaningful connections between brands and their audiences, leveraging her lifelong passion for delivering impactful engagement through world-class events and moments.

With international, domestic and local as well as major, mass participation, business and community events under her belt, teamed with a long career in media and communications, Georgie brings a human lens to how we design CX and how every little detail impacts how a customer interprets, experiences and recalls a situation or event – from our senses to our built and natural environment. As the founder of **Fetching Events & Communications**, a boutique agency established over 15 years ago, she has helped countless organisations turn their purpose into powerful experiences.

Today, Georgie brings her insights to the stage, inspiring audiences with real-world strategies to elevate CX, understand human behaviour and build lasting audience and customer loyalty. Her keynotes are dynamic, practical and rooted in decades of hands-on leadership, making her an invaluable voice for any organisation ready to transform how they connect and engage.