



# CASSIE LAMERE

Founder & Creative Director *for Cassie LaMere Events*



The New York Times

Better Homes  
& Gardens

Forbes

AUSTIN  
BUSINESS JOURNAL

BRIDES

Whether planning a destination event in Tuscany or surprising guests with an Eras Tour-inspired welcome party, Cassie LaMere's work begins with a simple, powerful question: *What if?*

With nearly 20 years of experience producing high-impact, design-forward events for global luxury brands, Fortune 500 companies, cultural tastemakers, and Grammy Award-winning artists, Cassie is known for transforming big visions into breathtaking realities.

As the founder and creative director of Cassie LaMere Events, Cassie is called upon when the stakes and expectations are sky-high, and flawless delivery is non-negotiable. Her background includes producing large-scale activations and leading ultra-luxury event productions, optimizing every detail from groundbreaking conception to execution.

Cassie's keynotes are built on real-world experience, not theory. Audiences walk away with actionable techniques and mindset shifts that can be applied to everything from client service to internal leadership to personal milestones. Her approach is ideal for creative professionals, hospitality executives, and entrepreneurs looking to level up their impact through intentional, high-caliber experiences.

Cassie is a frequent contributor to media outlets and a sought-after speaker on topics including experiential branding, entrepreneurship in creative industries, and evolving definitions of celebration. Her insights and events have been featured in *The New York Times*, *Forbes*, *Better Homes & Gardens*, *Brides*, *Southern Living*, *Austin Business Journal*, and more, placing Cassie as a respected authority in luxury events and modern celebration.

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## KEYNOTES

### **The “What If?” Approach: From Vision to Reality in High-Profile Event Production**

How do you build a luxury glamping village in a field from scratch, wow high-profile clients, and withstand a literal tornado? You start with “What if?” In this dynamic session, luxury planner Cassie LaMere shares her philosophy of personalized, expansive, and solution-driven event planning that transforms ambitious visions into unforgettable realities. Audience members will gain actionable insights into managing large-scale logistics, building trust with high-end clients, and developing systems that support innovation without chaos. They will walk away ready to say “yes” to audacious ideas—and know how to deliver them with poise and precision.

### **Destination by Design: The New Era of Luxury Travel and Experiential Hospitality**

Today’s travelers crave more than just a vacation; they seek curated, immersive experiences that reflect their passions and aspirations. Cassie will take audiences behind the scenes of high-end destination planning, revealing how to create bespoke itineraries that blend culture, design, and indulgence. Whether crafting private island takeovers or once-in-a-lifetime hospitality experiences, this keynote redefines what it means to truly escape in style. Attendees will leave with insights into creating transformational travel experiences, strategies to personalize luxury itineraries, and tools to align destination design with client identity.

### **Designing the Guest Experience: How Hospitality Principles Transform Brands and Leadership**

In today’s world, luxury is now a standard of care. This keynote explores how the fundamentals of luxury event planning—anticipating needs, leading with empathy, and creating show-stopping experiences—can be applied to elevate client service and brand identity in any industry. Cassie reveals how she’s used these principles to lead teams, navigate crisis moments, and build trust with ultra-discerning clients. Audiences will walk away with actionable strategies to enhance client interactions, elevate internal culture, and design experiences that turn customers into loyal advocates. Perfect for corporate teams looking to fuse hospitality with brand excellence.