

Irene Katzias

Wedding Professional Educator

As a speaker, Irene Katzias keeps it real. She brings her love for connection and collaboration front and center, giving audiences the tools to build better teams and relationships that actually move the needle. With more than a decade in the wedding world and running her own business while still trying to have a life outside of work, she knows what it takes to get results without the fluff. Irene's style is grounded, energetic, and refreshingly honest—because change only sticks when it's practical and real. She's here to show you that collaboration isn't just a nice idea, it's the superpower that makes business and life run smoother.



SIGNATURE TOPICS

- ✓ **Becoming the CEO: Taking Off the Multiple Hats and Building a Sustainable Business**
- ✓ **Beyond Beautiful: How to Elevate Your Client Experience and Build More Business.**
- ✓ **Here For The Plot: What Investments and Upgrades Actually Matter in your Business**

200+

5 star reviews

400+

events planned + designed

8,000+

email list subscribers

16,000+

instagram genuine interactions

AS SEEN IN

People

the knot

TEDx

UTAH
Style & Design

ROCKY MOUNTAIN
BRIDE



COLLABORATION OPPORTUNITIES

IN PERSON PRESENTATION

- A dynamic presentation that gets straight to the heart of collaboration, connection, and tools to be successful 30 to 45min

WEBINAR GUEST SPEAKER

- Book Irene for a dynamic 20 -40 minute webinar that dives straight into the heart of the topic. Perfect for inspiring ideas and sparking immediate impact.

PODCAST GUEST

- Let's get candid and have a real conversation together for your audience to learn, grow, and enjoy.

CLIENT FEEDBACK

“Thank you so much for leading this training for us! The information you shared was incredibly insightful, practical, and exactly what our team needed. Your expertise and engaging delivery made a lasting impression, and I know the attendees truly valued and appreciated everything you brought to the table.”

Kylee Field

Women's Business Center of Utah

[WATCH MY TEDX TALK](#)

[WATCH: THE PERFECT MATCH](#)

[MORE INFO ON KEYNOTE TALKS](#)

[GRAPHICS, BIO, + HEADSHOT](#)

CONTACT DETAILS

Please feel free to contact me to discuss your next event!



[Peak Perfection Podcast](#)



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SPEAKING TOPICS

Becoming the CEO: Taking Off the Multiple Hats and Building a Sustainable Business

Takeaways:

1. How to identify when it is time to transition from doing everything to stepping fully into your role as CEO.
2. Strategies for finding and retaining the right team members to support your growth and relieve the pressure of solo operations.
3. Real-life systems and processes that reduce overwhelm, streamline operations, and let you focus on leading your business with confidence.

Beyond Beautiful: How to Elevate Your Client Experience and Build More Business.

Takeaways:

1. Practical tools for building trust, fostering genuine connections, and creating meaningful relationships that drive success.
2. Proven strategies for improving team dynamics, from clear communication to celebrating wins, ensuring a supportive and cohesive environment.
3. Real-life actionable steps to transform workplace collaboration and inspire attendees to make an immediate positive impact in their industry.

Tell the Story and Turn Creativity Into Profit

Takeaways:

1. Create a structured discovery process that pulls out personal history, visuals, and emotional priorities so every design detail is rooted in who your clients are, not what's trending.
2. Build a clear visual workflow using AI prompts, 2D mockups, and 3D renderings that show clients exactly what their wedding will look and feel like, making approvals faster and more confident.
3. Present elevated ideas by connecting each design choice to guest experience, meaning, and impact so clients feel excited, informed, and ready to invest in the higher-end version of their vision.

Design Techniques to Elevate your Event: Sponsored by BBJLaTavola

Takeaways:

1. How to design weddings that feel luxurious at any budget by layering textures, colors, and accessories thoughtfully, including practical tips for upgrading one element to elevate the overall look.
2. Strategies for drawing inspiration from color theory, interior design, fashion, the venue, and the couple's unique story to create personalized and impactful designs.
3. Practical insights into using BBJ La Tavola's custom line, layering linens, and incorporating regional design styles to craft stunning, cohesive tablescape and event spaces.

Here For The Plot: What Investments and Upgrades Actually Matter in your Business

Takeaways:

1. Prioritize upgrades that immediately improve your client experience, tighten your processes, or remove a recurring pain point in your workflow.
2. Put your money into tools, education, and relationships that save you time, elevate your delivery, and strengthen your profitability with every project.
3. Focus your financial investments on systems and support that allow you to take on better clients, raise your standards, and operate at a higher level without burning out.

IN THE PRESS

TEDx Talk

Peak Perfection Podcast on Spotify

Wedding Summit Series Luxury Edition

Guest Podcast Episodes

Allen Berg Wedding Business Solutions Podcast

Flowers on Fire Podcast

Engage Your Brand Podcast

Wedding Industry Mama Podcast

As Seen In - Articles Published and Real Wedding Features

[See Full List Here](#)

Recently Seen At

WIPA Utah

WIPA Connecticut

Wedding Summit Series

Book More Weddings Summit - Evolve Your Wedding Business

Wedding Pro

TEDx

Newsweek

CARATS + CAKE

ROCKY MOUNTAIN

BRIDE

UtahBride

& GROOM

UTAH VALLEY

BRIDE

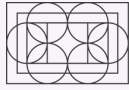
the knot

FEATURED ON

adventurewed

UTAH Style&Design





BBJ LATAVOLA
SPECIALTY LINEN

irene + co

EVENTS

Design Techniques to Elevate your Event

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Irene Katzias + Jenny Marx

Irene Katzias and Jenny Marx are industry leaders dedicated to elevating weddings and events through thoughtful design, collaboration, and education.

As the founder of Irene + Co Events, Irene has over a decade of expertise in high-end wedding planning and design. Her work has been featured in The Knot, Utah Bride & Groom Magazine, and Zion Brides, and she has received multiple wedding planning awards. A TEDx speaker and host of the Peak Perfection podcast, she is a recognized voice on vendor relationships, wedding design, and business strategy. She serves as WIPA Utah's Director of Programs, focusing on industry education and community engagement, and is an advocate for diversity and inclusion.

Jenny, a key figure at BBJLaTavola, has spent nearly eight years expanding the company's presence nationwide, earning the 2022 Presidents Club award and leading team training. She serves as WIPA Director of Community Engagement and Membership Director for Emerge while actively participating in WIPA Houston, NACE Houston, AWP, and MPI. A sought-after speaker, she shares insights on social media, industry trends, and vendor collaboration at national conferences.

Together, Irene and Jenny combine expertise in design, vendor relationships, and leadership. Their presentation, Designing in the Details: The Power of Collaboration to Elevate the Industry, challenges professionals to go beyond aesthetics and focus on cohesive, high-impact experiences. With real-world insights and actionable strategies, they empower wedding professionals to refine their approach, strengthen partnerships, and set a new standard of excellence.

[irenecoevents.com](https://www.irenecoevents.com) | [bbjlatavola.com](https://www.bbjlatavola.com)