

FOR IMMEDIATE RELEASE

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Event Garde Welcomes Two New Event Managers to Support Client Portfolio

Dallas, TX — Event Garde, a consulting firm specializing in meetings, learning, facilitation, and strategic planning is thrilled to announce the addition of two seasoned professionals—**Alicia Houston** and **Alecia Selinger**—as Event Managers supporting the firm’s roster of national clients.

“From the moment we met Alicia and Alecia during the interview process, it was clear they were exceptional. Each brought a wealth of experience, a values-driven mindset, and an infectious enthusiasm for the work,” said Aaron Wolowiec, Founder and President of Event Garde. “We’re incredibly excited to welcome them to the team and confident that their talents will enhance the client experience and strengthen our event planning and implementation capacity.”

Alicia Houston (she/her), based in Charlotte, NC, brings more than a decade of experience designing and delivering immersive brand experiences. Her background includes producing conferences, destination events, and hybrid activations for both mission-driven organizations and major entertainment brands. With three advanced degrees in journalism, media management, and entertainment business, Alicia has led campaigns generating over \$20 million in revenue and currently serves as Executive Producer for two international comedy and culture events in the Caribbean.

Alicia is passionate about centering equity, collaboration, and innovation in her work, noting: “Event Garde’s commitment to inclusive, community-centered events is what drew me in. I’m excited to contribute my skills to a team that leads with purpose and heart.”

Alecia Selinger (she/her), based in Ontario, Canada, joins Event Garde with more than 18 years of event strategy and logistics experience across North America. She has planned everything from professional development retreats and corporate summits to large-scale expos with over 800 attendees. As a Certified Meeting Professional (CMP) and Digital Event Strategist (DES), Alecia specializes in streamlining complex logistics while delivering people-first experiences for associations, universities, and corporate clients alike.

“What stood out to me was Event Garde’s deep alignment with my own values—especially inclusion, learning, and collaboration,” said Alecia. “I look forward to partnering with clients and teammates to deliver impactful, meaningful events.”

Both Alicia and Alecia bring robust experience with meetings and events, exceptional remote collaboration skills, and a deep commitment to the principles that guide Event Garde’s work. Their addition reflects the firm’s continued investment in talent that blends strategic vision with operational excellence.

For more information about Event Garde and its services, visit www.eventgarde.com.

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