



# Lena Florian

Event Coordinator



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Europe



Vienna



German, Italian, English, French



areas of expertise:

conferences, fairs & events  
marketing & communication  
project management

Lena Florian joined PKF hospitality group in February 2025 and is based in Vienna. In her current role as Event Coordinator, she supports the organization of hospitality events and trade fair appearances for 196+ events. She is also actively involved in marketing activities, website management, and graphic design.

Prior to joining PKF hospitality group, Lena completed her Double Master's degree in International Management and Project Management in October 2025, following studies in Salzburg, Passau, and Aix-en-Provence. During her studies, she gained hands-on experience through internships in Event Management, Brand Management, Marketing, and Customer Relationship Management at companies such as Revolution Event GmbH, the Salzburger Festspiele, and the French real estate firm Homerez SAS.