



Caroline Heck

Event Manager



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Europe



Munich



German, English, French,
Spanish



areas of expertise:
events + networking

Caroline Heck joined the PKF hospitality group in 2018, focusing on event management. She lives and works in Munich and has a particular focus on the 196+ hotelforum – an annual event held in Munich.

In her present capacity as an event manager, her duties range from planning and organisation to the implementation of events related to the hospitality sector.

She oversees two special areas at 196+ events, the events + networking aim of the PKF hospitality group: sponsoring and awards. Prior to joining the PKF hospitality group, Caroline worked for eight years for STIWA, in the areas of hotel consulting (feasibility studies, hotel valuation, operator search) and marketing & events. Since this time, she is invested in the organization of the 196+ hotelforum in Munich.

Caroline has a degree in Business Economics from the University of Applied Sciences in Kempten.