

Madison Events' Magical Creations Inspire Awe and Altruism

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BY SHREYA PRABHU

Vibrant pink and white lilacs sit at the center of a head table, complemented by the smooth golden finish of the cutlery. Intricately-designed glasses are placed methodically on the right of the plates. The surrounding green scenery of nature creates a charming venue, ready to impress its guests.

You're looking at the work of Madison Events for Rebecca Vanyo and Caitlin Davis's joint 40th party. Madison Events is a Greenwich-based event planning company that organizes premier events around the world. Founded by Lauren Schweibold in 2016, Madison Events has a distinct philanthropic mission, distinguishing it from other high-end event planning companies.

In recent years, Madison Events has hosted events for a multitude of high-profile clients, including celebrities and Fortune 500 CEOs such as model Amanda Hearst, singer Vanessa Williams, and Guggenheim Partner Alan Schwartz. The company's team offers a variety of event planning services, ranging from corporate to social events. The team hosts events like birthday festivities, executive outings, and charitable endeavors – almost everything under the sun.

Schweibold's journey started in the non-profit sector, where she



spent fifteen years in event-planning and development roles of financial institutions such as Keefe, Bruyette and Woods (KBW).

Event-planning was a hobby before a job for Schweibold. "I was [event-planning] pro-bono for many years in New York City, and then I started to take on other clients once

I had children. I had more flexibility working from home, and Madison Events arose from there," Schweibold explained.

Her transition into Madison Events was swift, due in part to her strong corporate background. Schweibold's passion for the business is rooted in her desire to create memorable



and Scaptivating experiences for her clients, and her hands-on approach to designing allows the events to be curated for the client. Schweibold works to perfect events ranging in size, scale, and focus and ensures that each event is unique to the client's wishes.

Schweibold enjoys formulating ideas to craft the perfect event for her clients, as stated on the Madison Events website. Since she doesn't take on many clients, she has the flexibility to personally create personalized and meticulously designs for each event. For instance, for Vanessa Williams's daughter's baby shower, Schweibold had to balance the client's desire for both an elegant but not too over-the-top event.

She says moving to Greenwich has helped her connect with her clients more deeply. "I moved to Greenwich five years ago, and I've been doing events here ever since," Schweibold says, looking back on her path to success.

"Since moving to town, I have expanded my team to include two more people and the number of events we are planning has almost quadrupled," says Schweibold.

Madison Events works closely with organizations such as The Bruce Museum, the Fortune Society, and the River Fund. Schweibold is also a board member of both Reach Prep and the Breast Cancer Alliance.

This year, Madison Events formed a partnership with SPCA Westchester, an animal welfare organization dedicated to saving homeless and abandoned animals. According to Schweibold's website, on the "GIVING" page, for every event hosted by Madison Events, ten dogs are saved and put on the path to find their forever family.

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