



The World's Her Stage

Lexye Aversa of Professional Touch International Creates Magical Events From Boca To Italy (And Beyond)

NOT JUST A MEDIA HOST, corporate travel consultant, and expert on Italy, Lexye Aversa is an event planner extraordinaire. "We can create the pageantry of the Renaissance in an exclusive castle, a spectacular wedding on a private island or a memorable company gathering here in Palm Beach County," says Aversa, founder and president of Professional Touch International (PTI). With a theatrical background, she's been orchestrating customized events, meetings and travel incentive programs for a "who's who" roster of clients for more than 30 years.

Aversa was featured as the "Best Global Event Planner" on the FOX TV series, "Best of South Florida," showcasing royal palace extravaganzas in Vienna, France, Italy and Scotland, product "launch" at NASA, costume ball during Venice Carnevale and corporate games in Barcelona's Olympic Stadium. Lexye is TV and radio host of "LEX TRAVEL," taking her audience to LEXtraordinary desti-

nations and interviews with international travel LEXperts! She also promoted the community on her Seaview Radio show "Living in Palm Beach County." Aversa is advisor to the Palm Beach Strategic Forum/International Forum of the Americas annual conference, and has been instrumental in bringing many corporate groups into Palm Beach County, generating revenue for area hotels, restaurants, attractions and businesses.

Her firm's Destination Manage-

"Our services surpass our promises. We arrange everything except the air you breathe!"

ment Company (DMC) operates throughout Florida, while the international division arranges unique travel programs and concierge services around the world, with a special "insider's" perspective on Italy, thanks to her husband and partner Gianni, who hails from Rome. "If



Photo by Davidoff Studios, Palm Beach

you're planning a personal trip, honeymoon, wedding or meeting in Italy, call us first!" she says.

With her multilingual staff, Aversa handles galas, concerts and social soirées for her diversified clientele, and serves on Boards of several philanthropic organi-

zations, supporting their fundraising activities. PTI's marketing capabilities also include strategic introductions, promotional campaigns, multimedia productions and venture development. "Our services surpass our promises. We arrange everything except the air you breathe!" Aversa proudly says, adding "We deliver life-enhancing experiences for our sophisticated clientele along with kid glove services, befitting our name."

Professional Touch International is located at 4400 PGA Blvd., Suite 301, Palm Beach Gardens. For more information, call 561-776-1173 or visit professionaltouchintl.com.