BRITTANY HOGAN

CASE STUDY 04 · EVENT MANAGEMENT

Built a Repeatable Event Operating Model to Support Multi-State Growth

Process improvement, operating model design, digital infrastructure, audience development, cost optimization, and scalable event systems.

OPERATIONS STRATEGY · PROCESS IMPROVEMENT · GROWTH STRATEGY · DIGITAL INFRASTRUCTURE

KPI SNAPSHOT

A once-a-year event operation was redesigned into a repeatable model capable of supporting more events, more markets, and a substantially larger digital audience.

10X	3X	+605%	+990%
Annual Event Expansion	Geographic Expansion	Combined Social Audience Growth	Email & SMS Audience Growth

ROLE

Business Consulting | Operations, Growth & Digital Strategy

PROJECT OVERVIEW

Evaluated the event operation as a complete system rather than a single annual promotion. Used process mapping to understand how vendors, attendees, speakers, sponsors, and partners moved from discovery through registration, payment, event participation, and follow-up. Standardized recurring workflows, consolidated digital tools, clarified audience pathways across search, social, email, and the website, and created an operating model that could be repeated across additional events and states without rebuilding the process each time.

DATA NOTE Growth metrics compare the organization's earlier operating and audience baselines with current 2026 performance where comparable data is available.

CONTEXT

The challenge and the strategic response

The event had demand and a recognizable audience, but the operation relied on fragmented tools, manual processes, inconsistent workflows, and one-off execution. Expansion required a repeatable system that could scale without multiplying administrative work and software costs.

PROBLEM

One-off event execution

Core tasks were rebuilt for each event, making expansion dependent on repeated manual work rather than a consistent operating model.

Fragmented digital systems

Vendor forms, payments, attendee ticketing, event information, and communication lived across disconnected tools and processes.

Unclear multi-channel user pathways

Vendors and attendees discovered the organization through search, social media, referrals, email, and advertising, but the path from awareness to action was inconsistent.

Growth increased cost and complexity

Adding events risked multiplying software expenses, administrative effort, and operational inconsistency.

STRATEGIC RESPONSE

Map and standardize the event lifecycle

Used process mapping to define the recurring sequence for planning, vendor intake, attendee registration, payment, communications, promotion, event delivery, and follow-up.

Consolidate the digital infrastructure

Centralized key event functions through the website and connected systems so registration, payment, content, communication, and audience capture worked as one operating environment.

Design the audience journey

Mapped how each audience entered the ecosystem and created clearer pathways from discovery to registration, payment, participation, and continued engagement.

Build for scalability and cost control

Evaluated the technology stack, reduced unnecessary digital software expense, standardized workflows, and created systems that could be reused across markets and event cycles.

WHAT WAS BUILT

A repeatable event operating system designed to support expansion without recreating the infrastructure for every event

→ Repeatable Event Operating Model

Standardized the sequence of planning, vendor recruitment, registration, communications, promotion, logistics, event execution, and post-event follow-up.

→ Vendor Registration & Payment Workflow

Moved vendor intake away from fragmented paper and form processes into a clearer digital pathway supporting applications, payment, event details, and recurring participation.

→ Attendee Ticketing & Event Experience

Improved ticketing language, event information, floor plans, speaker and feature visibility, and website pathways so attendees could understand the event and take action more easily.

→ Audience & Channel Strategy

Defined how search, social media, email, advertising, referrals, and the website worked together to attract, convert, retain, and re-engage vendors and attendees.

→ Cost & Pricing Optimization

Reviewed technology expenses and vendor pricing, reduced unnecessary software costs, and advised on pricing decisions that strengthened the financial model supporting future expansion.

→ Accessible, Scalable Digital Infrastructure

Built a more accessible website and connected content, communications, registration, and audience systems that could support additional events, markets, and long-term growth.

BUSINESS IMPACT

What changed as the operating model scaled

The shift from one-off event execution to repeatable systems supported geographic expansion, stronger audience ownership, greater organic discovery, lower technology costs, and a more sustainable event revenue model.

9,000%+	-18%	+99%	~65
Organic Search Traffic Growth	Digital Software Cost per Event	Vendor Revenue per Booth	Vendor Booths Supported per Event

OPERATIONAL OUTCOMES

01 Expansion without rebuilding the process

A standardized event operating model supported growth from one annual event to as many as ten in one year and expansion from one state into three states and growing.

02 Owned audiences became a scalable growth asset

Combined social following grew from 1,006 to 7,058 while email and SMS contacts grew from 573 to 6,529, creating a much larger audience that could be reached directly for future events.

03 Technology and pricing supported stronger economics

Digital software cost per event declined approximately 18%, while vendor revenue per booth increased 99%, improving the economics of each event without relying only on higher attendance.

04 Digital infrastructure supported long-term scale

Website accessibility, SEO-led content, centralized registration, event information, vendor workflows, email, SMS, and social channels created an infrastructure that could support continued market expansion.

WHAT THIS PROJECT

DEMONSTRATES

Operations Strategy · Process Mapping · Workflow Standardization · Operating Model Design · Business Consulting · Cost Optimization · Customer Journey Mapping · Digital Infrastructure · Audience Development · Scalability