

NEXTWAVE AWARD

NOMINATION

# Innovative Event Producer

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Event Producer

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# Operational Limitations of Manual Management: 50 Participants

# 50

Quantitative metric before  
system implementation

**40 hours**

Total time expenditure per event

**20 hours**

Direct communication with participants

**12–24 hours**

Response time to participant inquiries

**24%**

Last-moment cancellation rate

# Event Flow: Three-Level Operational Model

## LEVEL 1: DELEGATION

### ● Logistics Assistant

Venue, catering, equipment, transport

### ● Communications Manager

80% of standard inquiries via scripts

### ● Segregated access

Financial data — organizer only

## LEVEL 2: AUTOMATION

### ● Smart Registration

Tickets & docs issued upon payment

### ● Reminder Engine

Chain at 7 days / 3 days / 24h / 2h

### ● FAQ Bot

Parking, registration, program, catering

## LEVEL 3: DEPOSIT SYSTEM

### ● 20% guarantee deposit

### ● Full refund

Cancellation 14 days prior

### ● Free ticket transfer

To a third party

### ● No refund

Cancellation under 7 days

# Implementation Results: Scaling from 50 to 250 Participants

50 → 250

participants ×5 growth

Organizer time expenditure

40 h → 8–10 h

Response time to inquiries

24 h → 15 min

Last-moment cancellation rate

24% → 9%

Repeat participation rate

18% → 51%

# Transformational Potential: Setting a New Industry Standard

Innovation becomes an industry standard when it is open to replication and demonstrates measurable results



4 organizers have adopted the model after reviewing this case



The operational system remains stable in the organizer's absence for 3–4 days



Solution built on publicly available tools — no additional investment required