



Full-Cycle Event Organization

Case study

Achievement

28

Events in past

11

Locations



4103

Unique participants

201

Unique speakers

Value

Budget

We value client's expectations and resources. Due to this we care about the budget and organize events according to the known limits.

Time

Time is money, and we follow this principle. The organization will breakdown the whole event preparation into different stages where each has its own deadlines and estimates.



Transparency

Access to the cost of goods table, status per each preparation milestone, and many other points. Absolutely whole process of the preparation is transparent for the client.

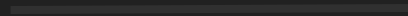
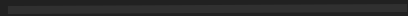
Responsiveness

We value immediate reaction to any requests. We appreciate our clients to be a part of the preparation team and involve the client's team in any stages in case it is needed

Goals

Partnerships

Profitability



Trust

Follow Quarantine
Restrictions



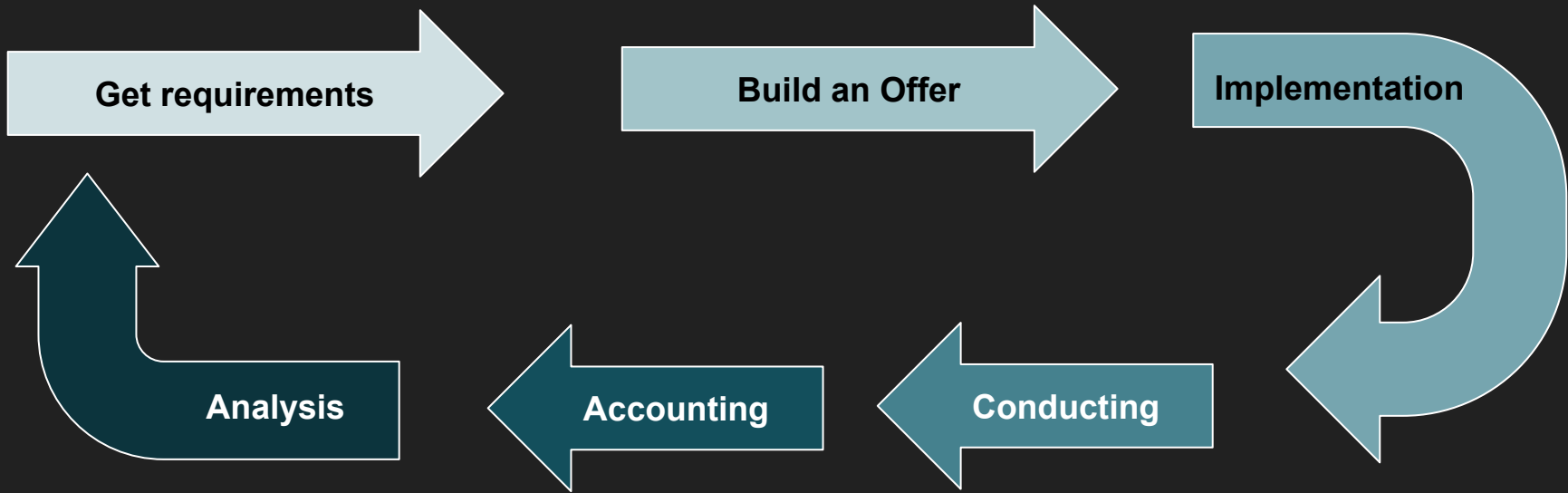
Services

End2End & Full-Cycle

- Brand and materials
- Web site and storytelling
- Social channels
- Marketing Campaigns & Advertising
- Tickets selling and Taxes management
- Location & Catering
- Sponsors & Partners
- Agreements and Invoices



Process



No bureaucracy, start ASAP



Case 1



JavaDay Lviv

<https://www.javaday.org.ua/>

JavaDay Lviv

ROI: 31%

Task

Organize a one-day technical conference for IT people with a focus on Java technology stack and ecosystem. Handle 3 parallel streams and more than 150 participants. Care about coffee breaks, lunch, and after-party with a DJ and alcohol.

Results

- Organize an event for 250 people and 23 speakers
- Create a visual theme and all graphical materials
- Successfully pass the event and make people happy
- Received more than 96% of positive feedbacks
- Manage 9 business trips for speakers from multiple countries

Actions

- Find location
- Find sponsors and partners
- Sign agreements and manage the accountancy
- Select the main theme
- Prepare visual materials
- Implement advertising & email campaign
- Sell tickets
- Organize video and photo on the event
- Find the catering partners
- Find the DJ and agreed on the after-party content
- Compile program committee
- Find speakers & build an event program
- Handle & manage speakers trips
 - Transfer
 - Accommodations
 - Support
 - Compensations
- Organize speakers dinner & after-conference trips
- Manage ad-hoc issues
- Prepare and manage all documentations
- Pay taxes and withdraw money

JavaDay Lviv



Case 2



CoffeeJUG

<https://www.coffeejug.org/>

Task

Organize monthly recurring meetups for 50-100 people with 1-2 speakers based on popular topics related to Java programming language and its ecosystem

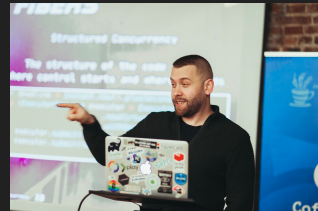
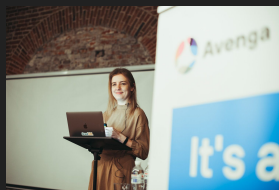
Results

- Organize 19+ monthly events
- Collected 500+ subscribers and followers
- Worked with 23 speakers
- Collected 94% of positive feedbacks

Actions

- Looking for locations
- Looking for partners
- Improve catering
- Invent marketing and sales strategies
- Built cooperation with social projects
- Build a program committee
- Continuously keep a backlog of speakers for the next 6 months
- Organize Offline and Online events
- Setup Streaming platform for Online events
- Implement brand and graphical materials
- Build the brand book and promo materials
- Manage speakers travel and accommodations
- Handle documentation and accountancy

CoffeeJUG



Case 3



KotLand

<https://www.facebook.com/KotLandKyiv>

KotLand

ROI: 13%

Task

Organize two days online conference with a goal to collect more than 500 online participants. 2 parallel streams (including interview stream) and manage virtual sponsors and partners presence.

Results

- Organized two-days online conference
- Manage to sell 400+ tickets
- Manage to cooperate with 15 speakers
- Sign agreement with 5 sponsors

Actions

- Find and test the online platform
- Organize advertising and email campaigns
- Manage website, social groups, etc.
- Build program committee & research speakers
- Build event program
- Organize video materials and build an event streaming program
- Talks video pre and post-production
- Manage content and graphical materials
- Find sponsors and partners
- Manage documents and accountancy
- Manage all payments and build a business plan
- Withdraw money

KotLand



Contacts

Email: info@3bittalk.com

Tel: +38 068 669 8096

Organizers:

Andriy Rymar, +38 063 189 63 08, andriyrav@gmail.com

Ihor Banadiga, +38 050 206 02 19, banadiga@gmail.com

Ira Tkach, +38 097 105 00 51, javaday.lvivua@gmail.com