



Event Case Study: Post|Production World & NAB Show Programming

Conference Strategy, Programming, and Production Execution

By: Katanni Grey – Event Manager

Events Overview

Clients:
Future Media
Conferences

National Association of
Broadcasters

- Events:
 - Post|Production World Las Vegas (5 day conference)
 - Post|Production World NYC (2 day conference)
 - Post Production Corner (live sessions on show floor)
- Audience: Post production & media pros, editors, filmmakers, motion graphic artists, animators (1,000+ attendees at conference, 60,000+ at trade show)
- Location: Las Vegas Convention Center & Javits Center NYC

My Role & Responsibilities

- Lead event manager for all programming and logistics
- Speaker & sponsor onboarding, scheduling, and coordination
- Travel & lodging for 80+ speakers
- Platform data entry (200+ sessions)
- Designed onsite signage & branded assets
- Ran onsite operations and staff schedules

Project Phases Framework



Vetting & Discovery:

Clarify event goals, confirm stakeholders, assess feasibility

Planning:

Develop project charter, define scope, budget, timeline, roles

Design & Execution:

Coordinate production, logistics, creative assets, and speaker content

Closeout:

Collect feedback, reconcile expenses, archive materials, document lessons learned

My Event Management Approach

- Rooted in basic project management methodology
- Establish a clear project charter: scope, goals, success metrics, stakeholders
- Utilize detailed timelines, checklists, and centralized communication
- Build strong partnerships with sponsors, vendors, speakers, and staff
- Emphasize clear documentation and debriefing post-event

Results, Highlights & Metrics

- Produced 250+ sessions across Las Vegas, New York & NAB Show Floor each year
- Achieved 100% speaker satisfaction across post-event surveys
- Achieved an average 92% attendee satisfaction rating
- Delivered 12% cost savings year over year via better resource allocation
- Drove 40% revenue growth between 2022 and 2024
- Reduced event spend by one-third from 2023 to 2025

Risks & Mitigation

- Risk: Last minute volunteer staff dropouts leading to insufficient onsite coverage
Mitigation: Maintain a rolling staffing roster with cross-trained, back-up volunteers or back-up temp staff for each event
- Risk: Peak-season shipping delays for signage and materials
Mitigation: Pre-stage key supplies at regional hubs; use expedited carriers or couriers with guaranteed delivery windows and confirm 2 week lead times
- Risk: Budget overruns from last-minute expenses
Mitigation: Implement a strict purchase-request workflow that requires dual approval for any line-item changes over 5% of the allocated budget

Event Highlights



Goals

Distribution

Audience viewing environment
Longevity
Versions
Titles, captions, translations

Shoot

Build trust with interviewee
Relevant visuals
Audio storytelling

www.amydelouise.com



In Summary



- Proven expertise managing large-scale conferences, trade shows & brand activations
- Strong in speaker, sponsor & vendor management, budget control, and onsite execution
- Available for freelance, contract, or full-time roles

Reviews



Gabrielle Aliotta ✓ · 1st
Associate Marketing Manager

2mo · ...

I've personally worked alongside Katanni for numerous FMC events. You couldn't ask for a more dedicated, passionate, consistent and creative event program & speaker manager.

Ben,

You've known me for over a decade now and you know I don't usually do stuff like this, but Katanni is a gem. Seriously. She was completely on top of EVERYTHING this year – down to same-day emails reminding us about our flights. I can't say enough good things about her.

Seth C. Polansky, Esq.



Gary Levitt ✓ · 1st
Ideas Person @ Future Moments (Apps for Content Creation) ...

2mo · ...

Katanni has always been great to work with. Grateful That she responds quickly, thoroughly and attentively!



Kianna Williams ✓ · 1st
Co-owner of NJGreenScene

2mo · ...

I have personally partnered with Katanni Grey on several projects including: Holiday events, birthdays, and corporate private events. She is my go to for anything event related because she is organized VERY responsive and very good at what she does.



Thank You!

Katanni Grey – Event Manager | www.katannigrey.com