



CASE STUDY

Carbon 2026: Carbon in the Lowcountry

How Strategic Marketing & Operations Leadership Drove a \$341K+ Conference

Gaillard Center | Charleston, SC | July 12–17, 2026

RESULTS AT A GLANCE

260+

Attendees from
26 Countries

\$241K+

Sales Revenue
Generated

\$100K+

Sponsorships
Acquired

~160 presentations | 3 concurrent sessions daily | Duration: 6 days | International academic & scientific industry audience

THE CHALLENGE

Turning a Highly Technical Conference Into a Cohesive Human Experience

Carbon 2026 was a world-class gathering of international academics, researchers, industry professionals, and sponsors — a conference where the science was first-rate and the operational complexity was significant. Hundreds of attendees from 26 countries needed to arrive informed, navigate a new city, move seamlessly between sessions, engage with sponsors, and leave with a memorable experience.

The gap that needed filling wasn't strategy alone, and it wasn't logistics alone. It was the connective tissue between the two — and that is exactly what I provided.

MY ROLE

Strategic Marketing & Event Operations — End-to-End

I operated as a cross-functional extension of the core team — not constrained to a single job description, but doing what the event required at every stage. My work bridged high-level strategy and the day-to-day execution needed to bring the conference to life. I also oversaw and coordinated three committees totaling 30+ people, ensuring alignment across workstreams throughout the planning and execution process.

CREATING VALUE

1. Built the Marketing Ecosystem

A scientific conference is only valuable if the right people show up, understand what they're attending, and feel prepared to engage. I developed and refined every attendee-facing communication touchpoint:

- Website strategy and sales funnel that converted interest into registrations
- Conference promotional messaging and app copy
- Attendee communications from pre-arrival through on-site through post-event (including a 50-email funnel for pre, during, and post event communications)
- Welcome materials, event guides, and Charleston destination content
- Social and promotional content to build anticipation and reinforce the brand
- Sponsor-facing AND sponsor highlighting communications designed to protect and advance revenue relationships
- A custom Charleston map and a 2–3 page international attendee welcome guide to help global guests navigate the city

Every piece of content answered the same question: What does this attendee, sponsor, presenter, or stakeholder need to know next? That discipline is what turns collateral into a marketing system.

2. Managed the Details That Make or Break an Event

Large events don't fail because someone forgot the big idea. They fail because hundreds of small details aren't connected. I became the central coordination point for those details, tracking and driving deadlines across:

- Managed the full F&B BEO process from start to finish — including budget oversight, menu and service coordination, and persistent back-and-forth with the venue until every detail was exactly right. This level of F&B involvement is rarely handled by marketing and operations generalists, and it kept costs controlled

while protecting the attendee experience. (15 years of F+B work and restaurant ownership gives me the experience to do this!)

- Designed and had printed the collateral, banners, lanyards, signage, and name badges
- End-to-end vendor coordination across lodging, excursions, DJ, photographers, and additional event partners — managing timelines, deliverables, and communication across every external relationship simultaneously
- Hotel accommodations, dietary restrictions, and final guest counts
- Transportation scheduling and capacity planning
- Sponsor materials and swag fulfillment
- Event programming support and stakeholder alignment

I also contributed strategic operational thinking — not just execution. For example, when transportation capacity became a concern, I analyzed the relationship between total RSVPs (118), expected actual attendance, and team members to determine whether the existing 112-passenger charter was sufficient — enabling a practical, cost-conscious decision rather than a reactive one.

3. Protected and Strengthened Sponsor Relationships

With over \$100K in sponsorships acquired, those revenue relationships required more than a logo on a banner. I supported sponsor communication, swag coordination, recognition, and activation throughout the event — with one clear objective: make sponsors feel like partners in the conference, not companies that wrote a check.

4. Designed the Attendee Experience Beyond the Program

Carbon 2026 wasn't only an academic program — it was an experience. For 260+ attendees representing 26 countries, I helped build the infrastructure that allowed them to move seamlessly between sessions, hotels, transportation, and the city of Charleston itself:

- Pre-arrival communications and travel logistics
- Tailored content for international attendees navigating an unfamiliar city
- Restaurant, bar, and activity recommendations integrated into conference materials
- A downtown Charleston bar crawl route and social event coordination
- Digital and physical touchpoints that reinforced one another across every channel

THE NUMBERS

Measurable Outcomes

Total Sales Revenue	\$241,000
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Sponsorships Acquired	\$100,000+
Total Attendees	260+ from 26 countries
Conference Presentations	~160 across 3 concurrent sessions

THE TAKEAWAY

What This Means for Your Team

A traditional employee or contractor can complete assigned tasks. An effective strategic asset does something different: they identify what needs to happen before they're asked.

Carbon 2026 demonstrated what that looks like in practice. Across six days, 260+ attendees, \$341K+ in combined revenue and sponsorships, and an international audience spanning 26 countries, I moved fluidly between marketing strategy, operations, attendee experience, sponsor relations, vendor coordination, and internal project management — not because I was assigned to each area, but because I could see what each area needed.

The result wasn't just more work done. It was the right work done — faster, with fewer gaps, and with a clear connection to revenue, relationships, and customer experience.

From 50 people to 500, I turn complex events into cohesive, high-performing experiences by connecting strategy, logistics, marketing, and execution—with the bigger business picture in mind to strengthen the brand, support revenue, elevate partners, and make the entire operation more effective.

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