

TAPN™

TALK 2026

PEOPLE. IDEAS. WHAT COMES NEXT.

SAMPLE EVENT IMPACT REPORT · MAY 2026

TAPN™ Talk 2026

Two days of ideas.

Connections that carry forward.

May 14-15, 2026 · Atlanta, Georgia

The Junction Hall · Prepared for sponsors, partners and the event team

428

People in the room

unique attendees

146

Organizations

represented

16

Program sessions

across two days

WEBSITE DEMO · Event details, people, organizations and metrics are fictional. TAPN™ branding is used for demonstration.

THE HIGHLIGHTS

A room built for the next conversation.

TAPN™ Talk brought founders, event leaders and community builders together to explore how technology can make in-person experiences more useful, more connected and easier to deliver.

Strong turnout

428 of 512 registrants checked in, an 83.6% attendance rate. This includes 46 people who registered on site.

Practical programming

12 learning sessions and four community sessions connected event strategy with real operating challenges.

BY THE NUMBERS

428

Attended

unique check-ins

46

Walk-ups

registered on site

146

Organizations

self-reported

93

Job titles

normalized titles

16

Sessions

three rooms

18

Speakers & hosts

12 organizations

684

Session saves

on the event hub

312

Claimed accounts

72.9% of attendees

The headline: a well-attended program with clear interest in practical AI, better event operations and more intentional networking.

WHO CAME

428 people. One shared starting point.

382 attendees arrived with an advance registration; another 46 registered at the door. Attendance is deduplicated across both days, so returning guests count once in the event total.

512

Registrations

466 advance + 46 onsite

428

Attendees

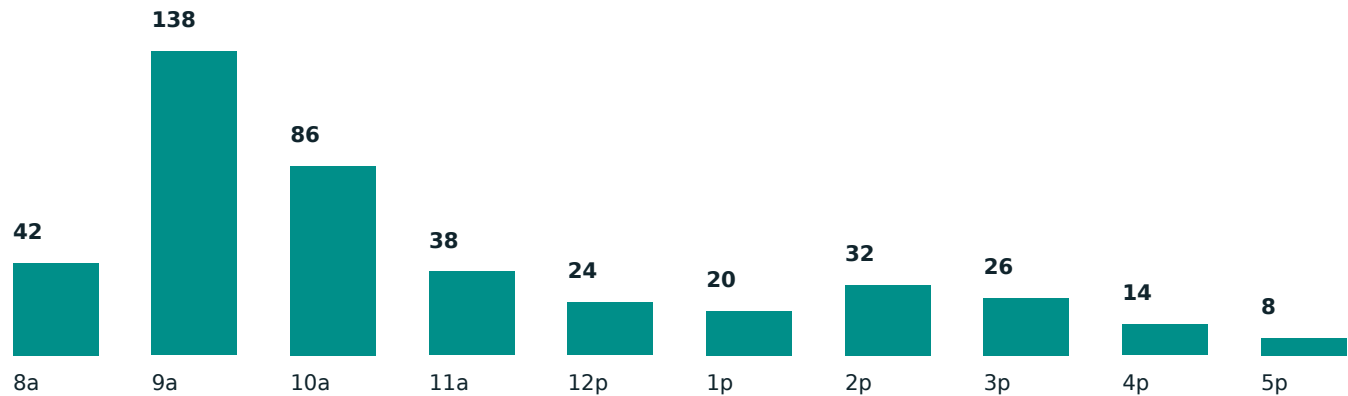
382 advance + 46 onsite

83.6%

Attendance rate

428 ÷ 512

FIRST ARRIVALS • BOTH DAYS COMBINED



The busiest first-arrival window was 9-10 AM, with 138 attendees. Daily attendance: 356 on day one and 314 on day two; 242 attended both days.

ATTENDED, BY TICKET

General admission	318
Community pass	92
Speaker / host	18

ACCOUNT ACTIVATION

Profile records	428
Claimed accounts	312
Unclaimed profiles	116

WHAT WAS ON OFFER

Useful ideas, built around real work.

The program balanced strategy with hands-on learning: two keynotes, four panels, four workshops, two fireside conversations and four community sessions across Main Stage, Studio A and the Commons.

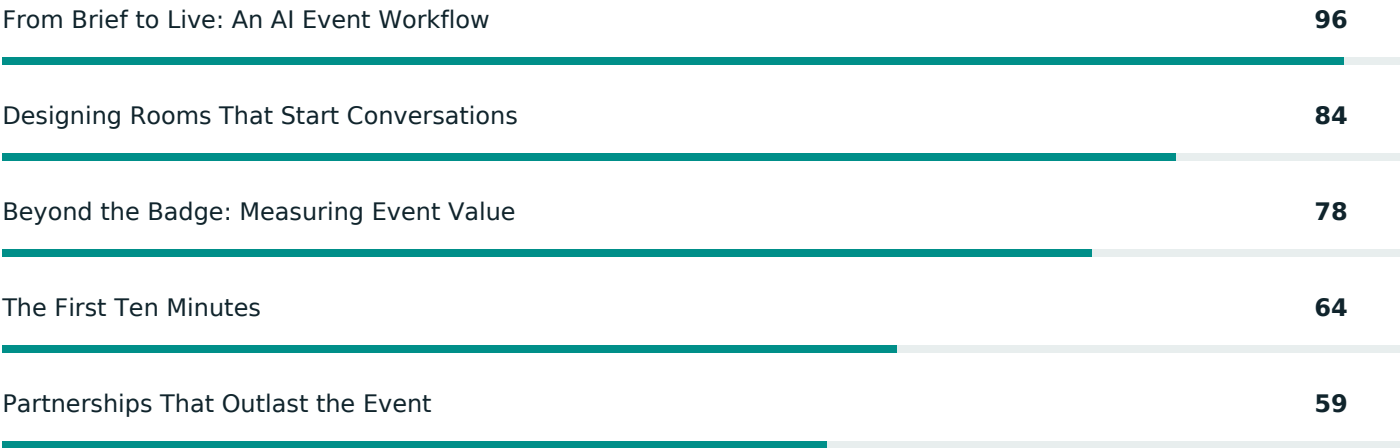
Thursday · May 14

Eight sessions centered on experience design, practical AI and the systems behind a well-run event.

Friday · May 15

Eight sessions focused on measurement, partnerships and turning an introduction into a lasting connection.

MOST SAVED ON THE EVENT HUB



684 session saves were recorded across all 16 sessions. These five sessions accounted for 381 saves (55.7%). A save indicates planning interest; it does not establish session attendance.

3 rooms / 4 themes / 12 learning sessions / 4 community sessions

THE VOICES

Operators, makers and community builders.

Eighteen speakers and hosts from 12 fictional organizations shared perspectives on experience design, event operations, applied AI and relationship building. The lineup paired strategic perspectives with practical lessons.

18**Speakers & hosts**

unique people

12**Organizations**

represented on stage

6**Founders / owners**

among the speakers

Experience design

Maya Ellis and Nia Brooks explored how room design and welcoming moments can make meeting someone new feel natural.

Applied AI

Jordan Vale and Lena Ortiz mapped an event brief into tasks, approvals and an executable workflow.

Event operations

Marcus Reed and Sofia Lane examined check-in readiness, team handoffs and how to plan for the unexpected.

Community & measurement

Priya Shah and Caleb Stone connected useful measurement with follow-up that attendees actually value.

Other voices included Theo Grant, Amara Cole, Elise Morgan, Devin Ross, Avery Chen, Rowan Price, Simone West, Miles Carter, Tessa Quinn and Blake Foster.

WHO WAS IN THE ROOM

A cross-section of the experience economy.

The sample audience spans event delivery, marketing, technology and community leadership. Organization and role data reflect self-reported profiles, with spelling variations combined for reporting.

LEADING ORGANIZATIONS

Northline Experiences	18
Gatherwell Studio	15
Signal Grove Labs	12
Common Thread Collective	10
Harborlight Venues	9
Fieldnote Creative	8

ROLE GROUPS

Event operations	102
Marketing & brand	88
Founder / executive	74
Product & technology	68
Community & partnerships	54
Student / early career	42

146

Organizations

72 attendees at the top six

93

Distinct job titles

grouped into six categories

312

Claimed accounts

out of 428 profiles

The remaining 356 attendees represented 140 additional organizations. Role groups are mutually exclusive and cover all 428 attendees; they describe function, not seniority.

FOR OUR SPONSORS AND PARTNERS

Support that showed up in the experience.

Three fictional partners supported the spaces where people learned, met and continued the conversation. Partner activity below illustrates the type of reporting an organizer could share after an event.

428

Attendees onsite

potential event audience

3

Featured partners

illustrative sponsors

11

Representatives

included in attendance

Signal Grove Labs • Presenting partner

Supported the practical AI workshop and opening keynote. Five partner representatives attended; the AI workflow workshop received 96 session saves.

Gatherwell Studio

Community partner supporting the Connection Lab. Three representatives attended; the session received 38 saves.

Harborlight Venues

Hospitality partner supporting the closing social. Three representatives attended; the session received 22 saves.

Partner recognition appeared in the sample event hub and program. Event attendance represents the available onsite audience, not confirmed sponsor impressions, qualified leads or attributable sales.

All partner names and sponsorship arrangements on this page are fictional.

WHAT PEOPLE SAID

Strong feedback. Clear ways to improve.

126 attendees completed the illustrative post-event survey, a 29.4% response rate. Results reflect those respondents and should not be generalized to everyone who attended.

4.6 / 5

Overall rating

126 responses

91%

Would recommend

115 of 126 respondents

87%

Met someone useful

110 of 126 respondents

WHAT WORKED

Practical workshops, a welcoming check-in experience and facilitated introductions were the most frequently coded positive themes. Feedback themes may overlap within a single response.

WHAT WE WOULD CHANGE

1. Add more workshop capacity for the most-saved topics.
2. Extend breaks to leave more time for conversations.
3. Send an opt-in follow-up recap within 48 hours, including resources and a reminder to reconnect.

Thank you for making room for connection.

To the 428 attendees, 18 speakers and hosts, and three featured partners: this sample shows how an event story can be grounded in clear, understandable results.

APPENDIX

The complete program

THURSDAY • MAY 14

8:30 Welcome & Coffee

Community • Avery Chen • Commons

9:15 The Next Era of In-Person

Keynote • Maya Ellis • Main Stage

10:15 Designing Rooms That Start Conversations

Panel • Nia Brooks, Theo Grant, Amara Cole • Main Stage

11:30 From Brief to Live: An AI Event Workflow

Workshop • Jordan Vale, Lena Ortiz • Studio A

13:00 The First Ten Minutes

Workshop • Marcus Reed, Sofia Lane • Studio A

14:15 The Organizer’s New Toolkit

Panel • Elise Morgan, Devin Ross, Rowan Price • Main Stage

15:30 Community Is an Operating Practice

Fireside • Simone West, Miles Carter • Main Stage

16:30 Connection Lab

Community • Tessa Quinn • Commons

FRIDAY • MAY 15

8:30 Morning Meetups

Community • Blake Foster • Commons

9:15 Designing for What Happens Next

Keynote • Priya Shah • Main Stage

10:15 Beyond the Badge: Measuring Event Value

Panel • Caleb Stone, Priya Shah, Theo Grant • Main Stage

11:30 Build Your Follow-Up Playbook

Workshop • Amara Cole, Tessa Quinn • Studio A

13:00 A Better Onsite Handoff

Workshop • Sofia Lane, Marcus Reed • Studio A

14:15 Partnerships That Outlast the Event

Panel • Rowan Price, Elise Morgan, Miles Carter • Main Stage

15:30 What We Will Build Next

Fireside • Jordan Vale, Simone West • Main Stage

16:30 Closing Social

Community • Avery Chen, Blake Foster • Commons

ABOUT THIS SAMPLE

All event dates, venue details, speaker identities, partner names, program entries and results are invented for this website demonstration. No live event data was used. In a live report, attendance would use unique check-ins; session saves would measure planning interest; survey findings would state their response base. Sponsor leads, social reach and session attendance are not inferred here.