

REPORT OF STARTUP ABUJA EVENT ORGANIZERS' CONFERENCE

HELD ON: 26TH FEBRUARY, 2026
@ HALL 1, NOVARE MALL, WUSE
ZONE 5, ABUJA.



PROMOTING STARTUPS AND
TECH ECOSYSTEM IN FCT.

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01. Introduction

The Startup Abuja Event Organizers' Conference 2026 was successfully convened as a strategic platform to strengthen the capacity, profitability, and sustainability of event professionals within our ecosystem.

With a total attendance of 218 participants, the conference brought together event planners, production managers, creative directors, vendors, venue operators, and ecosystem stakeholders for a day of practical conversations, strategic learning, and collaborative networking.

Structured around four powerful sessions, the conference explored:

- The future of events through technology
- Business structure and KPI measurement
- Risk and crisis preparedness
- Monetization and operational discipline

More than an industry gathering, this conference was designed as a capacity-building intervention, equipping organizers not only with inspiration, but with structured frameworks they can immediately apply in their businesses.



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02. CONFERENCE OBJECTIVES

The Event Organisers' Conference was convened to:

- Strengthen business structure and sustainability within the events industry
- Promote measurable performance through KPI adoption
- Improve risk preparedness and contingency planning
- Enhance monetization strategies for profitability
- Encourage technology adoption for operational efficiency
- Build collaboration within the Startup Abuja events ecosystem

03. MEET THE SPEAKERS

The Event Organisers' Conference 2026 featured respected professionals across event strategy, risk management, monetization, digital innovation, and immersive technology.



NELLY WELLINGTON
Founder/Head of Events,
Wellington Events Ltd.



**DR. FATIMA
BLESSING OBADAKI
SULE (FITPN)**
Chairperson, Institute of
Tourism Professionals of
Nigeria, Abuja Branch



**QUEEN
AMAKIRI**
CEO, Aurora
Creative Homes



GABRIEL UBOCHI
MD, Made in Abuja
Entertainment Media
Digital Event & Data
Strategist



**QUEEN OHAMARA
CHINGEWU**
Founder/CEO,
Qmara Vie Planners



**MANNY DIP EP
(INST.EP)**
CEO, Sculptor Event
Planners



**BOSEDE
OG-ADOGA**
Lead Strategist,
EventsbyBawse



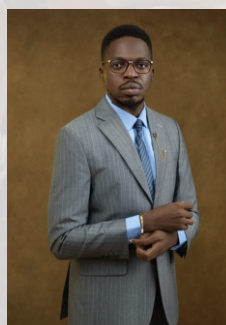
**PRINCE
EMMANUEL
APEH**
CEO, Emil Royal
Events



**IYERE
SYLVESTER O.**
CEO/Content Director,
Dreamville Entertainment
and Events World



**MUHAMMAD
ASHRAF ADAM**
Founder, North
Festival NG



**ONYEKACHI
EZENWANILI
(DR. POE)**
Founder/Chairman,
Poe International

04. Keynote & Panel Session Highlights

Panel Session 1

The Future of Events: How Technology is Reshaping Event Planning



Panelists discussing AI integration, automation, and digital transformation in event planning.

The opening panel immediately set a forward-thinking tone. Conversations centered around how AI tools, automation systems, digital ticketing, CRM integration, and data tracking are reshaping the industry.

Speakers emphasized that strategic planning without digital inclusion is no longer a strategy. Events have moved beyond feel-experiences to measurable outcomes. As shared during the session:

- Social media has become the number one discovery engine for events.
- Data is crucial, investors will ask who attended and how many are potential clients.
- Technology adoption is no longer optional; it is a growth multiplier.

Impact Insight

Post-event assessment results show:

- 71.5% of respondents rated their confidence in integrating technology at 4 or 5 out of 5.
- 52.4% identified AI and automation as the most transformative force over the next 3–5 years.

The session clearly shifted participants toward digital readiness.

04. Keynote & Panel Session Highlights

Keynote Session 1

The Business of Seamless Events: Structure, Strategy, Sustainability & Measuring KPIs



This keynote shifted the conversation from creativity to structure.

The speaker emphasized that successful events are not accidental; they are built on systems, performance tracking, and disciplined execution.

Participants were challenged to:

- Define measurable success metrics
- Track revenue versus cost ratios
- Establish operational SOPs
- Build repeatable systems instead of improvisation

Impact Insight

- 47.6% of respondents identified KPI tracking as the most critical success factor for events.
- Only 33% currently track KPIs consistently.
- 42.9% indicated they plan to begin structured KPI tracking immediately.

This represents a major mindset shift from informal operations to structured performance management.

Panel Session 2

Risk, Crises & Contingency: Preparing for the Unexpected During Events



Panel discussion on crisis preparedness and operational risk mitigation.

This session addressed an often overlooked aspect of event planning; risk mitigation.

Speakers highlighted:

- Background checks for vendors
- Health and safety considerations
- Documentation of contingency frameworks
- Delegation clarity within teams

The room engaged deeply as real-world disruption scenarios were discussed and practical frameworks shared.

Impact Insight

- 66.7% now feel confident managing event disruptions.
- However, only 23.8% have fully documented contingency plans.
- 52.4% operate with partial systems but no formal documentation.

The need for structured contingency planning emerged as a major opportunity for ecosystem growth.

Keynote Session 2

Monetizing Your Event: Promotion Strategy, Cost Control & Operational Discipline



Keynote session on monetization, sponsorship structuring, and operational discipline.

The final keynote brought strong financial clarity to the conference.

Participants explored:

- Strategic sponsorship models
- Vendor monetization
- Tiered ticket pricing
- Cost optimization
- Event packaging as a business model

The key message resonated strongly: Revenue growth without cost discipline is unsustainable.

Impact Insight

- Participants indicated plans to implement:
- 42.9% – Strategic partnerships
- 28.6% – Structured sponsorship models
- Others – Vendor monetization and tiered pricing

Additionally, 71.5% expressed strong confidence in managing costs while maintaining quality.

05. Certificate of Appreciation Presentation

In recognition of their invaluable contribution to ecosystem development, Startup Abuja presented Certificates of Appreciation to all speakers. This segment symbolized gratitude, partnership, and our shared commitment to advancing the event management industry.





06. Impact Assessment Summary

A structured post-event assessment was conducted to evaluate learning outcomes and projected implementation.

Overall Conference Rating

- 80.9% rated the conference 4 or 5 out of 5.
- 61.9% gave it the highest rating.

Key Behavioral Intentions Identified

Participants expressed commitment to:

- Begin KPI tracking systems
- Formalize contingency documentation
- Adopt AI tools for planning
- Build structured sponsorship frameworks
- Improve internal team coordination systems

The data suggests that the conference achieved not only high satisfaction but practical learning adoption.

07. FEEDBACK FROM ATTENDEES

Attendees described the conference as:

- Practical
- Eye-opening
- Structured and insightful
- Immediately applicable

Many indicated that the sessions moved them from “just executing events” to thinking like business operators.

8. CHALLENGES

While the conference was a success, some areas require improvement:

- Post-event survey response rate was significantly lower than total attendance, limiting comprehensive feedback analysis.

- Time management during panel Q&A sessions exceeded allocated time slots.
- Insufficient time was allocated for panel sessions, resulting in no opportunity for audience questions.
- The venue capacity was smaller than the number of attendees, leading to congestion and several participants standing throughout the event.
- Catering provision (food and drinks) was insufficient for the total number of attendees and team members.

09. IMPROVEMENTS & FUTURE DIRECTION

Based on assessment data and observation, future editions may include:

- Enforce an uninterrupted 5–7 minutes at the end of the event for on-the-spot survey completion and display QR codes prominently.
- The Timekeeper should enforce strict session time limits.
- Extend panel session durations or reduce panel size to allow adequate audience engagement and Q&A.
- Secure a larger venue or intentionally implement capped registrations aligned with venue capacity.
- Budget catering with a 10–15% buffer above confirmed attendance

10. CONFERENCE HIGHLIGHT

The energy, engagement, and collaboration observed throughout the conference reaffirmed the importance of structured capacity-building within the events industry. Notably, at least three new partnership conversations were initiated during the event, reinforcing Startup Abuja’s role as a collaboration catalyst.



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Pictorial Highlights of the conference





11. Conclusion

The Event Organizers' Conference successfully delivered on its promise, not merely as an industry gathering, but as a structured capacity-building intervention.

By combining:

- Strategic conversations
- Practical frameworks
- Impact measurement
- Industry networking

Startup Abuja continues to strengthen its role as a catalyst for ecosystem development, not only in tech, but across professional service industries that support innovation.

The conversations have started.
The systems are forming.
And the industry is evolving.





STARTUP ABUJA
PROMOTING STARTUPS AND
TECH ECOSYSTEMS IN FCT

In Collaboration With



Team Manager



PRESENTS

STARTUP ABUJA EVENT

ORGANIZERS' CONFERENCE

THEME

Smart Event Operations:
Managing Event Teams, Talent, &
Execution Without Complexity.

SPEAKERS



CHIGOZIE EZUEWU
Convener



GABRIEL UNOCHI
Managing Director, FCT
Business Development and
Media



QUEEN OHAMARA
Founder & CEO - Ohamara
Media Planners



CHINEDU MANNY DIP EJI
(UNSTED)
CEO - Associates Event Planners,
Managing Chairman, Strategy &
Event Planners Association Forum



MUHAMMAD ASHRAF ADAM
(MC ASHRAF NC)
Founder - North Festival NG



BOSE DELE
Lead
Event



NTONTON
Lead of
Team



PRINCE OHAMADI APEN
CEO - Emil Royal
Events



QUEEN AMAKIRI
CEO - Aurora
Creations Homes



IYERE
CEO & CO
Dreams and
and



**DR. FATIMAH BLESSING
OBADANI SULE, FITPN**
(Chairperson - The Institute of Southern
Professionalism of Nigeria, Abuja Branch)

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Zone 5, Abuja
You Tube Live

FEB 27, 2016

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