

CASE STUDY

Building a global events calendar from the ground up

Global Technology Company · San Francisco, CA · January 2020 – November 2022

Program Management

MarTech & Tooling

Cross-Functional Leadership

SharePoint Administration

SITUATION

A global technology company with one of the world's largest professional networks was running a sprawling events operation with no central visibility. Across 4 primary business units and more than 60 subunits — spanning the Americas, EMEA, and APAC — events, webinars, and international activations were being planned and executed in silos.

There was no single source of truth. Teams routinely discovered conflicts after the fact, duplicated outreach efforts, and had no reliable way to surface the company's full event footprint to leadership or cross-functional stakeholders. For a 150-person marketing organization supported by a 30-person operations team, this represented a significant operational gap.

APPROACH

Jacqueline was brought in as Program Manager to solve the problem from scratch. With no existing infrastructure to build on, she began with a company-wide discovery process — reaching out directly to all 4 primary business units and their 60+ subunits to gather event data, understand planning workflows, and map the full scope of the organization's global event activity.

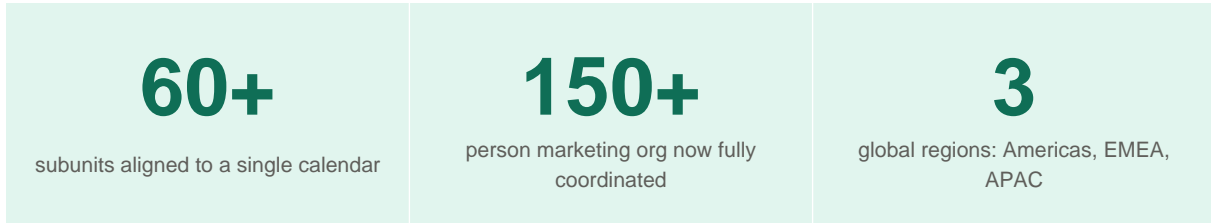
"Time was of the essence. Rather than waiting for a perfect solution, we used the best tools available — building a robust, scalable hub within the Microsoft ecosystem the organization already trusted."

Alongside the discovery process, she conducted martech research to identify the right tooling to support an enterprise-scale events hub. Given the urgency and the organization's existing infrastructure, the solution was architected within the Microsoft ecosystem:

- SharePoint as the central hub — including a complete site redesign and data migration following a team merger into the Brand organization
- Smartsheet and Airtable for dynamic calendar views, event tracking, and cross-team coordination

- Integration with existing CRM and service management tools to ensure event data flowed across systems
- Standardized intake and submission process rolled out across all business units to ensure ongoing data quality

RESULTS



The Global Events Calendar became the first company-wide solution of its kind at the organization and has since become a mainstay of its marketing operations infrastructure. It gave leadership real-time visibility into the company's full global event footprint for the first time, eliminated scheduling conflicts between business units, and established a repeatable operational model that outlasted Jacqueline's tenure.

The project was also successfully executed through one of the most disruptive periods in modern event management — the COVID-19 pandemic — during which Jacqueline led the team's full transition from in-person to virtual and hybrid event operations without loss of momentum.

KEY TAKEAWAYS

- Large-scale discovery across 60+ subunits requires structured stakeholder outreach and a clear data collection framework to avoid scope creep
- Leveraging existing tooling (Microsoft ecosystem) accelerated delivery and drove adoption — teams were already comfortable in the environment
- A single source of truth for event data creates compounding value: fewer conflicts, better leadership visibility, and stronger cross-functional trust
- Infrastructure built for resilience proved its value when the pandemic required an overnight pivot to virtual operations