
CAPSTONE PROJECT EXAMPLES

Business Event Strategist Certification

The following examples illustrate the types of strategic initiatives that may be appropriate for a BES capstone project. These examples are provided for guidance only and are not intended to limit the scope of potential topics.

ORGANIZATIONAL TRANSFORMATION PROJECTS

"Digital Transformation of Global Meeting Program"

- Led enterprise-wide shift from traditional to hybrid/virtual meeting strategy across 15 countries
- Developed a new technology stack, vendor partnerships, and staff training protocols
- Measurable outcomes: 40% cost reduction, 60% increased participation, improved stakeholder satisfaction scores

"Association Revenue Diversification Strategy"

- Designed and implemented new revenue streams beyond traditional conferences
- Created corporate partnership tiers, certification programs, and digital content offerings
- Results: 35% revenue increase over 2 years, reduced dependency on single-event revenue

INDUSTRY INNOVATION PROJECTS

"Sustainability Framework Implementation"

- Developed a comprehensive sustainability measurement and reporting system for corporate meetings
- Created industry partnerships and a vendor certification process
- Impact: Became a model adopted by 3 other organizations, 50% reduction in carbon footprint

"Data-Driven Attendee Experience Strategy"

- Built a predictive analytics platform to personalize attendee journeys and maximize engagement
- Integrated multiple technology platforms and established new KPIs
- Outcomes: 25% increase in satisfaction scores, 30% improvement in networking effectiveness



STRATEGIC PARTNERSHIP & GROWTH PROJECTS

"Market Expansion Through Strategic Alliances"

- Led entry into new geographic markets through local partnerships and joint ventures
- Developed risk assessment framework and cultural adaptation strategies
- Results: Successful expansion into 3 new markets, 20% revenue growth, sustainable operations

"Cross-Industry Knowledge Exchange Initiative"

- Created a collaborative learning platform connecting the events industry with adjacent sectors
- Established governance structure and revenue-sharing model
- Impact: 500+ professionals engaged, new innovation pipeline, industry thought leadership

CRISIS RESPONSE & RECOVERY PROJECTS

"Organizational Resilience Strategy Post-Pandemic"

- Redesigned the entire business model for post-COVID market realities
- Led stakeholder alignment across the board, staff, and member communities
- Measurable outcomes: Organization survival, member retention >85%, financial stability restored