

EVENT OPERATIONS / INTEGRATION + AUTOMATION

Less registration admin. More time for the event.

Sneaker Con Event Management Automation

Tech Monkeys connected form intake, event ticketing, and email workflows in a custom application, giving Sneaker Con a central place to manage registrations and event operations.

CLIENT

Sneaker Con

SECTOR

Live events

DELIVERY

Desktop + web

THE BUSINESS CHALLENGE

Zoho Forms collected registration data while Eventbrite handled ticketing and access control. Staff had to process submissions, generate tickets, send confirmations, and cross-check attendee and vendor access rules across the two systems.

CLIENT-REPORTED PROCESSING TIME PER EVENT

10+ working days
to under 2 hours

Client-reported result for the registration processing workflow per event.

01 / CONNECTED REGISTRATION WORKFLOWS

From registration to tickets.

The automation connects Zoho Forms submissions with Eventbrite ticketing and the communications guests need before an event.

01 Connect form intake to ticketing

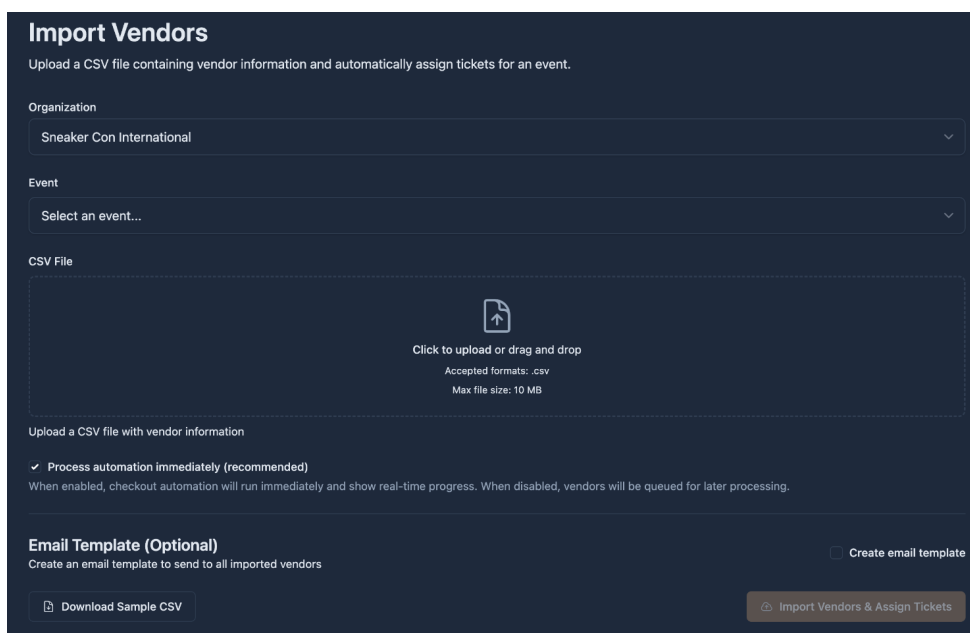
Sync registration submissions into the ticketing workflow, generate tickets, and deliver them by email with QR codes for scanning.

02 Handle attendee and vendor access

Support standard attendee tickets alongside host/vendor rules, including booth access and early-entry requirements.

03 Import vendor lists in bulk

A CSV import screen assigns tickets to an event. Operators can choose immediate automation or queued processing and configure an optional email template.



Import Vendors

Upload a CSV file containing vendor information and automatically assign tickets for an event.

Organization
Sneaker Con International

Event
Select an event...

CSV File

Click to upload or drag and drop
Accepted formats: .csv
Max file size: 10 MB

Upload a CSV file with vendor information

☒ Process automation immediately (recommended)
When enabled, checkout automation will run immediately and show real-time progress. When disabled, vendors will be queued for later processing.

Email Template (Optional)
Create an email template to send to all imported vendors

☐ Create email template

[Download Sample CSV](#) [Import Vendors & Assign Tickets](#)

Supplied project screenshot: vendor import, automation timing, and email-template controls. No customer records are shown.

02 / OPERATIONAL CONTROL + COMMUNICATION

Keep the event team on the same page.

A shared administration interface brings event records, synchronization controls, and communication visibility into the operational workflow.

01 Event and venue administration

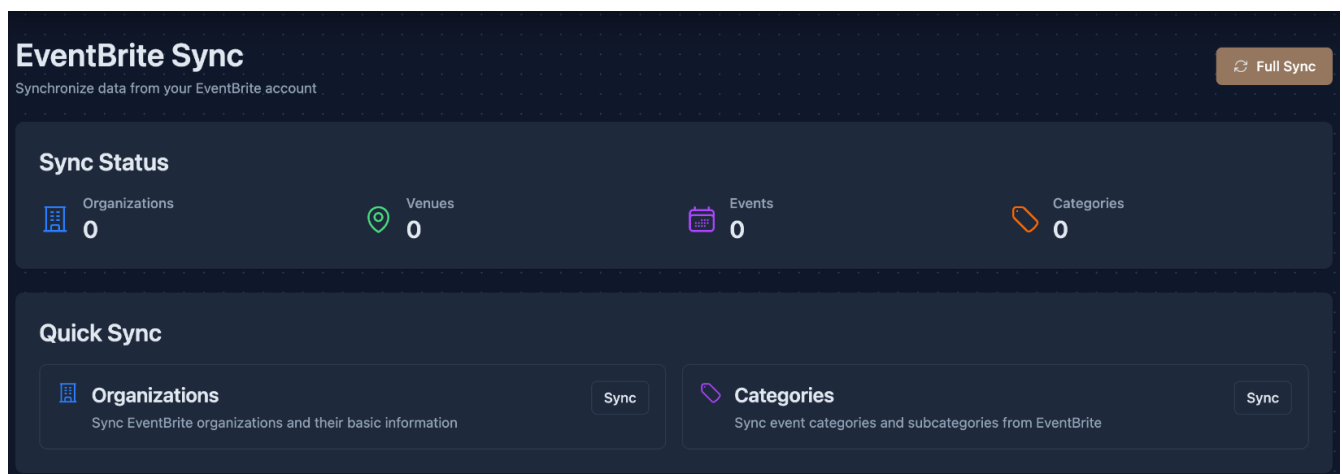
Manage event and venue records from the same application. Eventbrite controls cover organizations, categories, venues, and events, with full and targeted sync options.

02 Automated attendee communication

Send branded confirmations after registration, with reminder and follow-up messages triggered by workflows. Email status visibility helps staff monitor communications.

03 Centralized event visibility

Review attendees, tickets, statuses, registration and check-in information, and host allocations. Export-ready reporting supports operations and finance teams.



Supplied project screenshot: full and targeted Eventbrite sync controls. The screenshot illustrates the interface, not a completed sync run.

03 / TECHNOLOGY + BUSINESS VALUE

Connect existing platforms. Remove repetitive handoffs.

A custom application brings the client's registration and ticketing systems into a coordinated operational workflow.

CONFIRMED TECHNOLOGY FOUNDATION

Desktop application	Electron
Web application	Next.js
Database	MySQL
Cloud hosting	DigitalOcean
Connected platforms	Zoho Forms + Eventbrite

DELIVERED BUSINESS VALUE

Faster event preparation. The client reports reducing registration processing from 10+ working days to under 2 hours per event.

Fewer manual handoffs. Connected intake, ticket assignment, and email delivery reduce the separate steps staff previously coordinated across systems.

A shared operational view. Event records, vendor imports, synchronization controls, and reporting give the team a central interface for recurring event workflows.

Need to connect systems and automate manual work?

Discuss your workflow with Tech Monkeys | techmonkeys.io