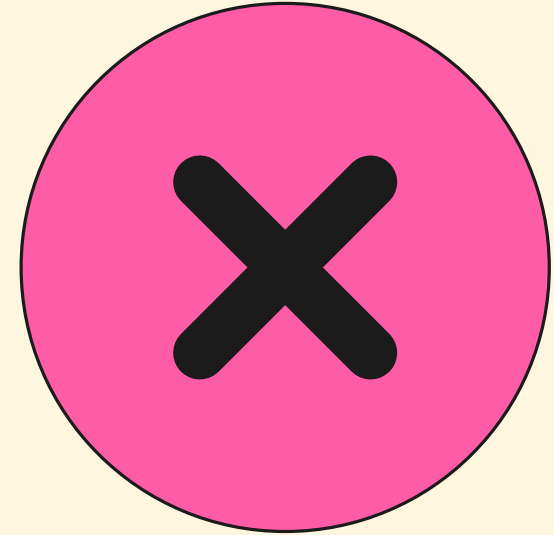


Business events. Built for impact.

The combined experience of Anna Komarova's and Nadi Oleynikova's teams: business events, programs, creative direction and production. X-TIME is Nadi's production team.



15

years in events

2000+

projects

350+

suppliers

2

teams

“Service That Wins” customer service school

2026 / Noyabrsk



38 participants

63% hands-on practice / 6 experts

[View the full project online](#)

THE BRIEF

Improve service in local restaurants, cafés and hotels and bring hospitality teams together as a professional community.

SOLUTION

Three days with kitchen and front-of-house tracks, including joint and specialist sessions.

Five equipped practice areas and a module on AI tools for restaurant work.

OUTCOME

38 participants against a target of 30.

63% of program time devoted to practice, against a 50% requirement.

A Taste of Yamal's Health

2026 / Noyabrsk



587 registered participants

7 business program speakers / 23 market and workshop participants

[View the full project online](#)

THE BRIEF

Connect team development, northern food producers and a public city event. Give professionals practical experience and business connections while introducing residents to Yamal's cuisine, producers and culture.

SOLUTION

Connected three parts of the project: team training, the business forum and the food festival finale. Designed a participant journey from practice to public presentation.

Developed a business program with seven speakers, industry discussions and practical tools. Anna Komarova led an AI workshop.

OUTCOME

Registered 587 participants. Seven speakers joined the business program against a planned minimum of six.

Brought together 23 food, craft and workshop participants against a planned minimum of 15 exhibitors.

The Art of Being creative industries festival

29 November 2025 / Noyabrsk, Mixer art residence



24 market exhibitors

11 hours of programming / 1 day, multiple formats

[View the full project online](#)

THE BRIEF

Present the creative industries as an opportunity for business and professional growth. Combine learning, local products and culture in a single event with clear visitor journeys for different audiences.

SOLUTION

Developed the concept, visual identity, venue map, signage, posters and attendee materials. Organized online registration and on-site reception.

Built a business conference on creative enterprise, fashion, contemporary art and personal branding. Anna Komarova delivered the AI for Creatives session.

OUTCOME

Delivered a festival day from 11 am to 10 pm, bringing business, education and culture together.

Twenty-four market exhibitors presented their products, while professional audiences joined discussions and practical sessions.

Black. White coffee festival

28 June 2025 / Noyabrsk



3 festival areas

10 volunteers / 500 quest cards prepared

[View the full project online](#)

THE BRIEF

Make coffee culture part of a city celebration and support the local coffee shop community. Provide a professionally judged competition for specialists and a route through tastings, workshops and interactive activities for residents.

SOLUTION

Developed the name, concept and visual identity with northern motifs. Created three distinct program areas for learning, the competition and public activities.

Organized the barista competition with Moscow Barista School experts: rules, equipped stations, timings, judging materials and awards. Every signature drink had to include a local ingredient.

OUTCOME

Delivered a city festival and a professional competition with baristas from Noyabrsk, Novy Urengoy and other cities.

Selected the competition winners. Anton Tsirkov from Pravilny Kofe received the main trophy and the right to call his signature drink Nenets-style Coffee.

Operation I business camp

5-7 September 2025 / Yugra



3 days of programming

4 thematic blocks / 11 recorded video testimonials

[View the full project online](#)

THE BRIEF

Help entrepreneurs move from an interest in AI to working on their own business challenges. Create an environment where learning, practice, networking and rest support each other throughout the camp.

SOLUTION

Developed the concept and four program blocks: identification, integration, impulse and intuition. Selected experts and prepared the opening script.

Included an AI hackathon focused on business challenges, peer sessions and project presentations with expert feedback. Anna Komarova and Olga Tretyakova led the hackathon.

OUTCOME

Delivered a three-day program combining business learning, practical teamwork and informal exchange.

Participants worked on projects during the AI hackathon and presented them to experts in the final session.

Buryatia at the Russia Exhibition

2023-2024 / Moscow, VDNH



Stand operations in 2023-2024

Regional Day and Sagaalgan / Guided tours and workshops

[View the full project online](#)

THE BRIEF

Coordinate daily stand operations and a changing program over several months. Bring together the exhibition management, regional departments, performers, guides and suppliers to create a welcoming visitor experience.

SOLUTION

Managed coordination with the exhibition team, including approvals, accreditation, operating procedures and on-site issues.

Built an overall activity plan and detailed monthly schedules around themed weeks and the participation of Buryatia's regional departments.

OUTCOME

Established coordinated stand operations, from staff shifts and delegation visits to program updates and day-to-day problem solving.

Delivered Region Day and Sagaalgan events, guided visits and a series of workshops introducing Buryatia's culture.

Nizhny Novgorod regional stand at CIPR 2024

2024 / Nizhny Novgorod



3,054 stand visitors

Two-storey structure

[View the full project online](#)

THE BRIEF

Build a distinctive regional stand to a tight schedule and prepare it for CIPR 2024.

SOLUTION

Organized production and construction of the aircraft-inspired two-storey stand.

Coordinated manufacturing and installation to a tight exhibition schedule.

OUTCOME

Project materials report 3,054 stand visitors.

The stand presented the region's technology and historical heritage.

Business Camp online

2022-2023 / Online

BUSINESS CAMP

ONLINE / 2022-2023

21-day online program

84 NPS in 2023

35 peer-group sessions / 170 000+ stream views

[View the full project online](#)

THE BRIEF

Create an online entrepreneurship program that sustains participation over three weeks, rather than one evening.

SOLUTION

21 days of contact, including large-group events and 35 peer-group sessions.

A partner marketplace within the program.

OUTCOME

In 2023: more than 170,000 stream views, 11 social projects and 54 partners.

NPS of 84; 92% of participants wanted to take part again.

HR Summer

June 2023 / Moscow, Izvestia Hall



400 conference participants

4 clients

[View the full project online](#)

THE BRIEF

Deliver a complete conference for four clients and create a place for the HR community to exchange experience. Coordinate the speakers and program while providing comfortable conditions for learning and networking.

SOLUTION

Planned and organized the conference, from preparation to coordinating the team on the event day.

Worked with speakers to agree on presentation topics and prepare their stage appearances.

OUTCOME

The conference brought together 400 members of the HR community.

Delivered for four clients: LERNA, Skillaz, HR-link and Edstein.

HR Day at VK

November 2023 / Moscow, VK office



400 conference participants

[View the full project online](#)

THE BRIEF

Deliver a complete conference at a technology company's office and create a setting for HR professionals to connect. Bring together a substantive program, speaker support and guest services.

SOLUTION

Planned and delivered the conference, prepared the venue, coordinated contractors and managed the event from preparation to completion.

Worked with speakers to agree on presentation content and prepare their stage appearances.

OUTCOME

The conference brought together 400 participants to exchange experience within the HR community.

Delivered for VK HR Tech, LERNA and VENTRA at VK's office in November 2023.

Nizhny Novgorod Region at Zodchestvo 2021

2021 / Moscow



4,038 stand visitors

A city's 800th anniversary in focus

[View the full project online](#)

THE BRIEF

Present the city's heritage and development through an expressive exhibition space. Bring architecture, moving images, lighting and sound together into a coherent story.

SOLUTION

Developed the concept and structural design, coordinated manufacturing and built the stand at the venue.

Installed a curved LED screen and prepared video and animation for Nizhny Novgorod's 800th anniversary.

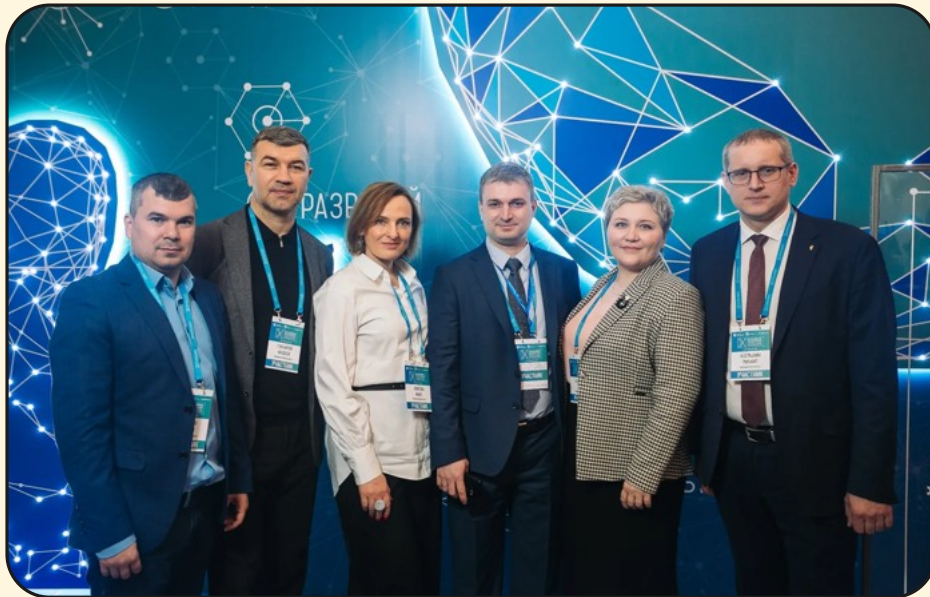
OUTCOME

The stand welcomed 4,038 visitors, according to project records.

Architectural detail, multimedia and artistic graphics were brought together in a single regional exhibition.

My Business national conference

2021 / Svetlogorsk



300+ participants

85 regions / 20+ sessions

[View the full project online](#)

THE BRIEF

Bring together entrepreneurship support teams from across Russia to develop proposals for the national small-business program.

SOLUTION

More than 20 sessions with ministers, governors and development institutions.

Strategy sessions focused on specific proposals rather than conventional presentations.

OUTCOME

Four comprehensive proposals submitted to the State Council working group on small and medium-sized enterprises.

110 charity runners raised RUB 212,000 for a child's medical treatment.

Nizhny Novgorod's 800th anniversary

2021 / Nizhny Novgorod



73 national media outlets

427 hours of recorded content / 4 equipped concert venues

[View the full project online](#)

THE BRIEF

Support journalists and production crews, document the anniversary program, and ensure that four concert venues were technically ready.

SOLUTION

Coordinated media arrivals, travel between venues and on-site support.

Welcomed journalists and production crews and arranged accommodation for national media representatives.

OUTCOME

Representatives of 73 national media outlets attended the celebrations.

Recorded 427 hours of performances, interviews and event coverage.

Alfa Future People

2017-2019 / Nizhny Novgorod region



3 years of collaboration

40+ photo and video reports / 30+ interactive activities

[View the full project online](#)

THE BRIEF

Make festival partners part of the visitor experience through engaging activities and spaces, and produce photography and video for the brands' continuing communications.

SOLUTION

Developed and delivered more than 30 interactive activities.

Organized and built sponsor zones, including those for Mentos and Beeline, within a three-year collaboration.

OUTCOME

Three years of collaboration with the festival and its partners.

More than 30 interactive activities and two sponsor-zone builds were delivered, according to project records.

“Lullaby” by Rauf & Faik

2018 / Sochi, Krasnaya Polyana



3 production stages

Full cycle: from script to editing

▶ Watch the music video

[View the full project online](#)

THE BRIEF

Turn the song into a visual story and organize filming across the selected locations. Coordinate creative work, casting, equipment and post-production within one production process.

SOLUTION

Developed the creative concept, detailed script and shooting plan.

Selected locations in Krasnaya Polyana to match the story and visual direction.

OUTCOME

Delivered pre-production, filming and post-production as a complete music-video project.

The finished music video combines staged scenes and aerial footage shot in Sochi and Krasnaya Polyana.

Granel at the Real Estate 2016 exhibition

2016 / Moscow



4 days of activity

50,000+ stand visitors

[View the full project online](#)

THE BRIEF

Attract visitors to the developer's stand and create opportunities to engage with the brand. Coordinate entertainment, useful content and the on-site team throughout the four-day exhibition.

SOLUTION

Developed the creative concept and visitor engagement program.

Selected promotional staff to introduce the company and involve visitors in stand activities.

OUTCOME

More than 50,000 people visited the stand over four days, according to project records.

Granel won the exhibition's Best Stand award.

Interactive technology at the SIBUR conference

Date not specified / Location not specified



Custom interactive-table application

Multimedia equipment

[View the full project online](#)

THE BRIEF

Introduce a hands-on conference format that engages attendees with branded content.

SOLUTION

Developed an application for an interactive multimedia table.

Provided conference equipment including the interactive table.

OUTCOME

The interactive-table application operated at the conference.

Participants could explore multimedia content; feedback cited in the project materials was positive.

Strong Example business camp

First edition / Lake Turgoyak, Southern Urals



70+ entrepreneurs

3 days

[View the full project online](#)

THE BRIEF

Give business owners time away from daily operations, with experienced peers, expert discussions, nature and space to reflect.

SOLUTION

Combined expert talks, workshops and business discussions with informal introductions.

Included sports, walks, evening gatherings and conversations around the campfire.

OUTCOME

The first edition brought together more than 70 entrepreneurs from different Russian regions.

Three days combined business work, new connections and time outdoors at Lake Turgoyak.

Let's discuss your event



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WHAT WE CAN DELIVER

Forums and conferences

Industry schools

Exhibition stands

Business camps

Festivals and city events

Production and PR