



Heather O'Shea

Fractional Registration CTO

OEC | Attendee Journey Architect

I help you decide what gets built, on which platform, and why – **then I build it.**

Retrofitting is where the cost lives. I plug in wherever you are – before the platform is chosen, in the middle of the build, or after it's live and not giving you what you need.

Book time: app.reclaim.ai/m/heather-oecexperts · heather@oecexperts.com · 518-608-8284 · oecexperts.com · linkedin.com/in/heathernoshea



Before, during and after the build

Before

What the program needs to measure, what registration has to capture to answer it, and which platform fits. The architecture is designed before anything is configured, because reporting designed at the end is reporting that was never possible.

The build

I configure it myself, and I make the calls that come up mid-build – the edge cases, the tradeoffs, and what happens when one piece fails. My hands stay in the systems I design, which keeps the architecture honest.

After

Reporting that answers the questions set at the start, plus the journey maps, documentation, training and updated SOPs your team needs to run it without me.

Bring me in when

Registration has outgrown the form

- Attendees, speakers, sponsors, exhibitors and staff each need their own path, and the conditional logic behind questions, sessions and pricing has to change with who is registering.
- Discount codes, packages and add-ons have piled up, and nobody's sure what stacks with what.
- A build is already in trouble and someone needs to find out why.

Attendee data isn't landing anywhere useful

- Your registration data never makes it to the CRM or in front of your ELT.
- No one can say who registered, who showed up and what they attended – because nobody decided what to capture before registration opened.
- Your app adoption numbers count your own staff alongside your attendees.
- Registration has to hand off to housing, badging, the app and your CRM, and someone has to decide what happens when one of them fails.

The platform and the program

- You're choosing a platform, or moving off one.
- Your leadership wants AI connected to your event tech, and someone needs to decide how it gets used and set the controls that keep your attendee data safe.
- Your registration runs on SOPs written for a program you no longer have.

Your team

- You've lost a team member, and the knowledge of how your registration works left with them.
- Your team needs updated training on the platform you use, or the one you're moving to.
- You're an agency, and your client's program needs the registration architecture behind it.

How to hire me

Advisory or audit – Platform selection, migration planning, or an assessment of the build you have.

Fixed-scope build – Designed, configured and handed off.

Build + monthly support – Fractional ownership of the platform through the program cycle, for when the complexity has outgrown what your internal team can carry.

Through your agency – White-label, behind your team.

On-site – Full days, domestic or international.

It starts with a call. I learn what you need, then I write a proposal around it.

Book 30 minutes: app.reclaim.ai/m/heather-oecexperts

TEAMS I'VE BUILT FOR

Circana · Tecsyst · BeautyMatter · GE Research · VIVA Creative
Crawford Group · EGG (AbbVie) · Ivory Worldwide · GBTA

Tied Together Marketing

Platforms

I've built enterprise events end to end on Cvent, Swoogo, InEvent, Entegy, RainFocus and RegFox, with working fluency across 5+ more. No single platform is mine to defend, and I'll tell you which one is wrong for you.

Proof

\$1.2M+

I resolved reporting barriers across 100+ pharma events and found HCP expense submissions that had been overlooked. That brought CMS Open Payments reporting into alignment and recovered \$1.2M+ in vendor payments.

EGG, for AbbVie

Cvent Power User

Earned at the first-ever Power User Build-Off, Cvent CONNECT 2026.

Former Platform Consultant at Cvent

More than fifteen years in event technology.

"Heather O'Shea is in the top 1% of Cvent users/admins on the planet."

– [Brad Gillespie](#), former VP & GM, Cvent

"Heather is the event management platform whisperer. Her involvement in our 2025 projects were key to their success. Looking forward to 2026!"

– Mike Roberts, Executive Producer, VIVA Creative