POLINA SHEREMETEVA

Event Producer & Partnerships Specialist

Founder-led festivals | Fan, gaming & live community experiences

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PROFILE

Founder and lead producer of Fan Station, an original tabletop and pop-culture festival conceived, designed and delivered in two editions in 2026. Event organisation experience since 2017; English-language international event work since 2021. Combines event concept and creative direction with full-cycle production, partner strategy, team leadership and hands-on live decision-making.

CONCEPT	PRODUCTION	PARTNERSHIPS	OPERATIONS
ORIGINAL EVENT IDEA	FULL-CYCLE DELIVERY	BRAND & CREATOR VALUE	TEAMS & LIVE DELIVERY

FEATURED EXPERIENCE

APR - OCT 2026 Fan Station | Founder & Lead Event Producer

Two completed Moscow editions: 18-19 April and 10-11 October 2026.

2,600	54	49	3,300 m²
OCTOBER VISITORS	PARTNERS	MEDIA & SPECIAL GUESTS	FESTIVAL VENUE

OCTOBER 2026 • Also 12 publishers, 76 market authors and 26 themed stands.

- Created Fan Station from her own idea: conceived the theme, designed the festival concept and program direction, selected the venue, key talent, partners and contractors, and led planning through delivery.
- Led two completed editions, growing the event into a multi-zone festival with an independent stage program, fan-community stands, publishers, creator market and VIP/artist operations.
- Set partnership and guest strategy; personally secured creator Yan Toples while managers coordinated other negotiations under her overall direction.
- Directed 7 organisers, 12 curators, 120 volunteers and specialist contractors; coordinated artist riders, backstage access, safety, stage timings and venue-wide readiness.
- Replaced a stand-build contractor one day before the October event; reorganised camera, sound and lighting teams and rewrote technical briefs as guest requirements changed.

SELECTED IMPACT

CREATOR & PRODUCER

Designed an event brand, not just its operations; assembled the teams and stakeholder ecosystem needed to launch and repeat it.

LIVE RESILIENCE

Adapted to a venue date change and sound issues in April, then major contractor and technical changes before October.

INTERNATIONAL EVENT EXPERIENCE

DATE	PROJECT / LOCATION	ROLE	SELECTED CONTRIBUTION
May 2026	International Championship, China	International Commission Member	Championship coordination; cross-team delivery
Nov 2024	International Championship, Tunisia	International Commission Member	Delivery, visas; participant-country logistics
Nov 2023	KWU Meetings, Switzerland	Assistant Organiser	Legal and administrative meetings
Dec 2021	European Championship, Bulgaria	Chief Secretary	Documentation, interpreting, conferences
Dec 2019	International Championship, Kazakhstan	Committee Member / Host	Venue operations and live hosting

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CORE EXPERTISE

Original event design & production
Concept, theme, audience, program, strategic stakeholder selection, end-to-end planning and show delivery.

Partnerships & sponsorship
Tailored value propositions, exhibitor packages, sponsor engagement and collaboration across manager-led negotiations.

Guest, creator & media relations
Key talent selection, personal creator outreach, bespoke riders, VIP/security access and stage participation.

Venue, safety & audience operations
Venue search, access systems, medical and security coordination, navigation, guest and attendee flow.

Exhibitor & supplier relations
Publisher and market onboarding, stand planning, contractor selection, vendor escalations and documentation.

Leadership & production changes
Organising teams, curators and volunteers; technical briefs, stage timing and urgent contractor replacement.

SCOPE OF RESPONSIBILITY

LED / OWNED

- Original festival idea, concept, theme and creative direction
- Event plan and strategic venue / talent / partner choices
- Overall producer decisions, organising committee, live quality
- Key sponsor relationships, safety and incident escalations

DIRECTED / APPROVED

- Publisher, vendor and creator workflows through managers
- Program, stage cues, technical briefs and guest riders
- Contractor build, design and themed decoration
- VIP access, maps, navigation and attendee experience

SPECIALIST EXECUTION

- Technical engineering and equipment operation
- Stage and stand construction by hired contractors
- Filming, post-production and graphic design
- Advertising targeting and website development

LANGUAGES, EDUCATION & WORK PREFERENCES

LANGUAGES

- English: strong professional; calls, negotiation, presentations
- French: working written and informal; calls need preparation
- Russian: native

ACADEMIC BACKGROUND

- Advertising & Public Relations
- Psychology
- Postgraduate studies - ongoing

WORK FORMAT

- Long-term role preferred; contracts and projects accepted
- Remote: up to 6 hours/day; hybrid and on-site considered
- International travel welcome; legal work-permit route required

STRENGTHS IN PRACTICE

STAKEHOLDER OWNERSHIP
Builds a practical plan around what visitors, brands, artists and exhibitors gain, then delegates specialised execution.

CHANGE MANAGEMENT
Made last-day production changes for October with revised supplier arrangements and cross-team technical briefs.

EVENT DEVELOPMENT
Built a repeatable festival format and partner network across two completed editions, with new guests and activities.

WORKING STYLE
Warm, direct and energetic; combines clear decision ownership with collaborative relationships and practical follow-through.

PROFESSIONAL DIRECTION

Open to international event production, festival leadership, event operations, exhibitor relations and event-focused partnerships roles. Seeking meaningful ownership of an ongoing program or event, with project-based opportunities also considered.

Portfolio: polina.one | Project materials and client recommendations available upon request.