

Welcome to The Event Tech Podcast, where we explore the ever evolving world of event technology every week. This show is brought to you by Endless Events, the event AV company that doesn't suck. Now, let's talk tech.

Will Curran:

Hey, ladies and gentlemen. Welcome to The Event Tech Podcast where we're broadcasting live. Well, kind of live.

Brandt Krueger:

Live-ish.

Will Curran:

Live-ish.

Brandt Krueger:

Recorded live.

Will Curran:

Recorded live. We basically record this-

Brandt Krueger:

Recorded live in front of a studio audience.

Will Curran:

... from the show floor-ish of IMEX.

Brandt Krueger:

There's a lot of -ish in this episode.

Will Curran:

There's a lot of -ish. From IMEX Frankfurt, where we are going to be talking about what we see in our favorite technologies and everything, as always. But, as you guys can hear, I'm not alone and I am joined by the ever supple-

Brandt Krueger:

Ooh.

Will Curran:

... Brandt Krueger

Brandt Krueger:

I don't know how I feel about that adjective.

Will Curran:
I considered it still positive.

Brandt Krueger:
Yeah? Still positive, okay. I'll buy that, I'll buy that.

Will Curran:
I haven't gotten to the negative adjectives quite yet. There are some that might pop up.

Brandt Krueger:
And I appreciate that.

Will Curran:
Yeah, I thought about getting some nice adjectives but-

Brandt Krueger:
I can handle it. I'll be okay.

Will Curran:
All right, the question is though should I have chosen a German adjective?

Brandt Krueger:
Oh, in honor of us being here-

Will Curran:
Yeah.

Brandt Krueger:
... at IMEX Frankfurt?

Will Curran:
Yeah, like gutten Brandt Krueger.

Brandt Krueger:
Gutten Brandt Krueger. It's good to be here. It's been a long, but amazing day. It's been a long but amazing day with no dinner and yes, whiskey. So this could be a very interesting episode.

Will Curran:
I'm not going to lie, a couple Guinnesses too.

Brandt Krueger:
Yeah, a couple Guinnesses and some nice Irish Whiskey have come to play.

Will Curran:

This episode is unofficially sponsored by Ireland.

Brandt Krueger:

Unofficially sponsored by the Convention Visitor's Bureau of Ireland. Thank you to the Ireland booth who set us up with some Guinness and some Irish whiskeys, which has nothing to do with Event Tech-

Will Curran:

Not at all.

Brandt Krueger:

... but this is the Event Tech Podcast. We wanted to just do a little bit of a recap of what we've seen so far. We do have another day here, but today was the best day for us to sit down and record this. One of the things that I really love about being here, this is our first time here at IMEX Frankfurt, is I really, truly enjoy seeing how people around the world do what we do and how they do it similarly and how they do it differently. That's always been very fascinating to me. I love any opportunity that we get a chance to do that.

Will Curran:

Definitely. I think the interesting dynamic too of also who's big in what markets too. For example, a vendor that might be considered small at IMEX America might be much larger out here, so they might have a bigger market share, and vice versa, which I think has been really, really interesting just seeing from I think a marketing perspective as well.

Brandt Krueger:

Yeah, like companies that are big in Event Tech that you would see these giant booths at IMEX America have these tiny little stalls here with one person who's manning the ... But, there was also some companies that I kind of knew had a European presence and then now they've got 15 people in their booth, and it's amazing, that kind of thing. It's been fun from that perspective.

Brandt Krueger:

Recap of some of the things we've seen so far, I'll start it off and then you can take the next one and we can bounce a little bit.

Brandt Krueger:

Right away out of the gate I was lucky enough to have a sit down with the folks from Field Drive. They're basically kiosk technology, but they're tying in to a few different things, so they're tying into the Zenus facial recognition software on the registration side. But then they want to be the go between, between that and whatever registration system you want.

Will Curran:

Oh cool, it's like Ventry.

Brandt Krueger:

They're very upfront about that, they're like we're not tied to anybody and we want to make it work, so whatever registration system you want to use at your event you can use these kiosks. It was really fun and anybody that knows me I've had some reservations and we've talked about them on this show and on Event Icons when we've had Jim Spellows and Corbin Ball on, we were talking about trends. I was very skeptical about the functionality and was facial recognition ready to be released to the events. I can safely say after having interviewed the Zenus folks, which depending on when this airs, will either have already aired or will be airing shortly about how their facial recognition software works. Now seeing it live in action with the Field Drive folks is pretty slick, it's pretty cool. It's very, very fast, and you're able to just walk up to the kiosk, the camera just pegs you and goes hey, is this you? You click yes and the badge goes schoomp and prints out. The whole transaction takes less than 20 seconds.

Will Curran:

Wow.

Brandt Krueger:

Really, really fast. Then that's interesting in and of itself, but we also tend to think of Europe as being very privacy conscious. Obviously there's the GDPR data protection regulations that have gone into affect, and Germany's famous for blurring everything on Google maps because you can't be casually filmed on the street. There's all kinds of stickers here in the convention center that say "No Cameras" "No Cameras" "No Cameras". But they're actually doing a lot of really interesting things here in Europe regarding personalization and tailoring events.

Brandt Krueger:

Using that same facial recognition software they're able to recognize, obviously, the person. Then using the information that they punched in at registration, tailor their experience. The example that they had is they had this gorgeous, he was calling it a blade OLED, but it was basically a sheet of glass with an OLED display embedded in it, so when it's off you can see through it. Then when they turn on the OLED display it's a display like a flat screen TV. He had it all set up so that the system recognized the person and it was like, "Hello John" and showed his little profile picture and his registration information, then it was like oh we see that you're interested in guitars.

Brandt Krueger:

Then in the back behind this transparent display was another giant LED display and on that this giant Gibson guitar was shown. It was really seamless, it was really cool, and you could see the potential for those kinds of things where if you ask everybody at your event hey, how do you like your coffee or do you like tea, or what kind of tea, those kinds of things. If it was Will, Will would come up and you'd go to the coffee station and while you're waiting in line the facial recognition software would say, "Oh that's Will." By the time you got to the front it's like, "Would you like your usual tea today Mr. Curran?"

Will Curran:

That's some great personalization.

Brandt Krueger:

Or it would say, "Mr. Krueger, I see you like café Americano, black, no sugar, would you like that today?" "Yes, I would."

Will Curran:

... too.

Brandt Krueger:

Yeah and two Guinnesses and a whiskey. It really does show the potential for this type of technology. I'll be curious to see how they bridge that creepy factor as to whether or not, it's like oh that's a little too weird, how do you know ... Well we asked you during registration, it's not rocket science. I think as long as it's all opt-in and it's all stuff that yeah we asked you that during registration and now you get to see the benefit from it.

Will Curran:

I love it. It's like totally getting into that Minority Report level that you're walking down the street, it recognizes you and says, "Hey here's a personal advertisement. Yeah absolutely, obviously we don't want them shouting at us like they do in the movie. But I think it definitely creates that personalization. I think the audience knows at this point, I've said many times on the show, like I'm a big fan that I'm willing to sacrifice a little bit of privacy in order to get customization and convenience. I know there's a lot of people like that, that are out there, but obviously yeah, that's where their opt-in, opt-out is going to be for sure.

Will Curran:

It's super duper cool though from an event perspective because I remember in the Zenus episode we talked about it. The thing I just remember listening to this and he says, "Oh, imagine walking up to a kiosk and it shows your personalized agenda," like oh my gosh, it just reduces phone time. This show, for example, we spend so much time being like I'm a hosted buyer, where's my next appointment, okay, it's there. Imagine walking up to it and it says, "Hey Will, your next appointment's in 15 minutes. It's going to be at this booth, and here's a map."

Brandt Krueger:

... little arrows and the fastest way to get there.

Will Curran:

Yeah, that'd be so cool too if it tracked you on the floor. That's a little bit further off but even just having a screen that said, "Hey, here's your information," it just keeps me from having to look at my phone and get disconnected from the experience and I think that's huge.

Brandt Krueger:
So much potential there.

Will Curran:

I think I wanted to really emphasize something that you talked about. I remember I went and stopped by their booth really, really briefly. I asked them a little bit about what's really big about what you guys are doing there. They're talking all about their integrations. I think that's something that we maybe could even turn into a potential episode on its own is how important integrations are for event technology because so many of these tech that are coming out they're oh yeah, we're all in one. These platforms are getting bigger with more and more features, but in reality, me as a technology consumer, on the marketing perspective, for example, like HubSpot, and Slack and all these other ... We were talking about Slack this morning, I think that Slack's going to be around for a very long time because it has so many integrations. Instead of being like oh yeah we do everything, we're the word processing software, we're the this and that, they're like we just do chat and then if you want something to integrate with it, boom, you're good to go. I think more event technology is needed to do that so it gives people more choice in modularity and allows people to be best in class at what they're doing rather than masterful.

Brandt Krueger:

There's benefits to the companies that are providing a little bit of everything. It's kind of like there are certain planners that like to piece and parcel out every tiny little bit so they can get exactly what they want for the price that they want. Then there's other types of planners that like to be able to be just, "I just want one bill. I just want it all from one place. Just make it go." There's trade offs to each of those scenarios, but having software, having hardware that easily integrates with as many people as possible, I always think is a good idea, whether or not you want to be that one stop shop or not.

Will Curran:

Absolutely. Maybe even if it's maybe a perfect hybrid of that is hey, we have all these elements but I can parcel them out-

Brandt Krueger:

Yes, yes.

Will Curran:

... and chose which ones, and let them integrate with other things. For example, if I don't like the reg portion of this one platform, but I love everything else about it I can be like okay, let me connect that to something else. It's almost like taking a transformer and modulating it in and kind of mmm-mmm, putting it in there. I figure that mmm sound effect everyone can visualize what I'm doing right now with my hands.

Brandt Krueger:

If it's a transformer really it's going to be more like whip whip whoop.

Will Curran:

The impression of a transformer is uncanny. It turns out Brandt is actually a transformer everyone.

Will Curran:

All right, other cool things that we saw, Field Drive obviously really, really cool what they're doing. I think one of the small things I saw too is that they're making it set up very, very fast too, and it can go together.

Brandt Krueger:

Yeah, yeah.

Will Curran:

Another thing that I saw that really, really neat that I think not a lot of people think of, and as we were at an international event I think it was at the forefront of my mind, was Interpify. Interpify was a great team to talk to. Turns out I actually use them as a client and didn't even realize it. I was like, "Wow, this looks really familiar." Essentially, it's a platform for people to be able to have interpreters and translators for their events remotely. Having a conversation with them, we actually had them on the Event Icon show and you can probably check that out because I think it's going to end up being its own piece of content because it was just so interesting how they were able to have an event with 102 interpreters. You'd never see that with that many in-person interpreters, but talking to them about the platform, I think just utilizing software to solve something that I think in the states we probably don't think about a lot. Everybody speaks English, but for a lot of times, like in Europe, if you're doing an event in Germany there might be people coming from France, there might be people coming from Belgium or whatever it may be. It's basically you need to be able to have the ability to translate.

Will Curran:

What was really, really cool I think about Interpify is just how simple the platform was and how easy it is to use to be able to bring the interpreters in, and then once you have the interpreters in there you can easily swap between two interpreters in two remote locations. You can do things like for example, allow attendees to switch between languages at will. But also, as well, in talking with them is that also the interpreters can switch back and forth. For example, if they hear a question in English they can translate it, hop over on the English channel, and then translate it over from, for example, Spanish/English ... Oh someone's asking a question, they have a question, they can ask the question in their native tongue and then an interpreter will translate it doing both, I think it's called byway interpretation. Super, duper cool, super, duper amazing platform, something so simple that is making I think that process just mega, mega easy.

Brandt Krueger:

Any time, and we've talked about this before on the show and actually live today when we were talking with the folks from Avenium, we talked about removing those barriers to interactivity. When you're dealing with an international audience and an international community, making it easy. Already people are scared to do the microphone stand kind of thing where there's 2,000 people in a room and you're going to go and get up, and walk down an aisle, and stand in front of a microphone and ask a question of the speaker. Even if it's your native language that could be intimidating and scary. Now, imagine if English is not your native language, but it's an English speaking conference. Now you're having to translate your question in your own head. Giving people the confidence and the comfort of being able to ask a question in their native language and have it then immediately translated for not only everyone in the room and the speaker, I think just ads ... It's another one of those barriers that's been removed.

Will Curran:

Absolutely. I think one of the cool things to think about as well, you talked a little about the in-person element too, is that this also eliminates the need for all those headsets that everyone has to wear. Normally you'd have in-person people in a booth, all these hardware requirements that just add on more costs, and now this is getting cheaper and cheaper to do. The thing that I think would be interesting is long-term with their business model though is with how things like Google Translate are just getting better. I think we talked a little bit about the audio AR and things like that in the past couple episodes, and things we saw at Google IO. Eventually though, computers are going to be smart enough I think to do this for us. Will that interpreters potentially out of business? Maybe, maybe no, obviously I don't consider myself a futurist, but just something to think about.

Brandt Krueger:

It will be like the babel fish where it will all just be automatically being done. Did you have more that you wanted to talk about those?

Will Curran:

No, I think it was just really, really exciting. I think it's just something definitely people keep in mind.

Brandt Krueger:

It was funny because I also, coincidentally had a meeting with, it was an audio visual company, but the way that they got their start, and this was Brahler, it's a German company, so it's B-R-A-H-L-E-R. But they got their start doing push to talk microphones and simultaneous translation. Think like UN, think they G20 where you've got the little microphones. They literally invented the red circle that lights up-

Will Curran:

Oh wow.

Brandt Krueger:

... when you push the button-

Will Curran:
That's awesome.

Brandt Krueger:
... that indicate that the person is I'm going to ask a question. That's their history going back to the 1950s. What was interesting is they're a full service production company, so they do all the stuff now with video, and mapping, and sound, and set decorations and things, but you can still see this little core running through from the original company. To see some of the new technologies that they're literally using it like the U.N. Climate Change Summit, or the G20, they're still doing these types of events. But now they've got the push to talk microphone, but built in is a touch screen display.

Will Curran:
Whoa.

Brandt Krueger:
It's your stereotypical microphone on a gooseneck, but the button, still got the big button that you can push, but then you can have a display about the size of an iPad mounted in it that's got the full agenda, it's got the associated documents. If you're at a scientific community association meeting or something along those lines all of those things are going to be right there and you're not having to even download them onto your device, it's just built in to the microphone. It's kind of funny to see the evolution of that technology.

Will Curran:
Well something cool I think that too I'm just thinking having a screen attached to a microphone, how cool that is.

Brandt Krueger:
Yeah.

Will Curran:
Imagine-

Brandt Krueger:
We can do something with that.

Will Curran:
Do something with that. Showing, for example, I'm thinking of meetings like the U.N. and G20, the order of the speakers. For example, you're in line, we're going to come to you next to talk to you and [crosstalk 00:17:11].

Brandt Krueger:

Right, you can display that on the display.

Will Curran:

... timers as well.

Brandt Krueger:

... next or yeah you only get three minutes to ask your question.

Will Curran:

Exactly, exactly. I think it's really cool. I can go back to it is just removing us having to use our laptops and our phones to do everything. I think we're just getting to the point where if people are willing to spend the budget to do it let's try to get people off of having to bring their laptops, bring their phones to these meetings so then that way they can just get immersed.

Brandt Krueger:

Speaking of that, we both had meetings with the WiFi guys.

Will Curran:

Oh yes, WiFi. Travel WiFi.

Brandt Krueger:

Why don't you tell them about that?

Will Curran:

Travel WiFi, for those of you who don't know, I don't if we talked about it too much on this show, but I'm a fully remote worker, so I don't have a physical office and spend probably 60% of my time traveling, this year has been a little bit less, which has been nice. I say that now but then I'll be traveling the six months of my life. But one of the biggest problems that you have is staying connected on the road. Luckily, I feel like I've really figured it out between having a dedicated Verizon hotspot, great Verizon service in the United States, states not a problem, horrible when you travel abroad. Big fan of Google Fi because it works everywhere, don't have change anything, one single SIM card. But a lot of times I'm like well there's no WiFi at this coffee shop, I'm in the middle of a venue without WiFi, or I'm going to Dingle, Ireland in the middle of nowhere and I need a little bit extra internet connection, what am I going to do? My Verizon hotspot obviously do not work abroad, and I'm not ready to just go out and buy a hotspot for every country I got to. Well the travel WiFi has solved problem. They're like, "Hey, we built a hotspot that you can take anywhere," anywhere-

Brandt Krueger:

It's like 120 countries around the world.

Will Curran:

Insane, and it uses virtual SIM cards, so then that way you don't actually have to load any SIM cards at all. In fact, they have every single carrier on it, so even in the United States, it might even been part of my Verizon one, because you technically can go between Verizon, T-Mobile, Sprint, and they can just change in the admin database, boom, done like that, so you can pick the best service wherever you are. Super, duper cool. I definitely recommend if you're traveling abroad check out travel WiFi, it's an amazing hotspot and it's super affordable too, I think that's the important thing.

Brandt Krueger:

Yeah, it really wasn't that bad and they're based out of France but they say they do a lot of their business in the U.S. They're able to, like you said, very easily flip from one service to another, and same all over the world. It's going to go with whatever is the best service-

Will Curran:

Amazing.

Brandt Krueger:

... in your area.

Will Curran:

I think the cool thing too is that they said that they have it in the airports too, because they're based in France. If you're in the Parisian airport, you forget, boom, you can just go pick it up at the store and you can have internet wherever you go.

Brandt Krueger:

Right, right. It's not much bigger than, it's bigger than a credit card, but I would say about the size of a phone, let's say-

Will Curran:

Yeah, sure.

Brandt Krueger:

... like an iPhone, so not very thick.

Will Curran:

Yeah, maybe a flip phone.

Brandt Krueger:

Modern phone. It comes with a self-addressed stamped envelope just to return it when you're done.

Will Curran:

Absolutely.

Brandt Krueger:

You can actually rent them from them via mail and they'll mail it to you wherever you want in the world, and then when you're done with it just drop it in the bag and send it back.

Will Curran:

Absolutely. I'm stoked. I think I'm going to pick one up for my next trip when I go out in a couple weeks.

Brandt Krueger:

Buy relatively inexpensive, it was something like 90 Euros to buy the hardware and then an additional 80 Euros a month, which is maybe a little expensive compared to just straight up cell phone service, but it's everywhere. You're able to access that pretty much everywhere that there's decent cell service without having to worry what service it is. I think for what you're getting ... I think it was unlimited data-

Will Curran:

Yep.

Brandt Krueger:

... for like the first certain amount just like Verizon or T-Mobile

Will Curran:

... till 12 gigs.

Brandt Krueger:

But it gets slower and then you don't ... But it's still unlimited.

Will Curran:

Sure, that's very true.

Brandt Krueger:

It just gets slower as you go.

Will Curran:

Hopefully maybe I'll have a case study if I end up picking one up to give it a try.

Brandt Krueger:

Yeah. Then like I said at the beginning, one of the things that I've really enjoyed is meeting with some of the more production company type places, so folks like Brahler and seeing their portfolio, and seeing the things that they're working on. That's one of the fun things about being in Europe is there's just so much history here that everything is just so much older than we have in the U.S. You're looking at their portfolios it's still the same stuff, it's up lights and Leecos, and

all that kind of stuff, but it's in a castle, or it's in this beautiful, ornate dining room in Austria somewhere. But then seeing how do you deal with that, so you've got this beautiful ornate dining room, but how do you transform that beyond just putting a couple up lights in the corner. There's a lot of experimentation with projection mapping, and not even true projection mapping, but just we're going to point several projectors at that wall, so that you're able to add messaging, and texture, and light, and color to all of these various services.

Brandt Krueger:

Met with a production company out of Hungary that was doing just some amazing work all over the world in not only production, but also projection. The transformations that they could do, even in a more traditional space like these big empty ballrooms that you get at convention centers and things like that, she was showing me pictures of their clients where each year they would have the theme be based on where they were. If you're in Greece you're still in one of these big, giant empty halls, but they had custom built columns and actual plaster statues, and all this kind of stuff in the room, but then combined with really high end LED walls, and things like that. For me, I really like the mix of the analog and the digital where it's not just pretty, pretty screens, but then we've got stuff, we've got...

Will Curran:

Cool scenic and things like that.

Brandt Krueger:

Yeah, cool scenic, things you can touch, things you can feel.

Brandt Krueger:

I had a chance to sit down with the GES Blitz folks. GES obviously a huge, huge international company on the expo side. The Blitz side handles a lot more of the production and content creation, and things like that. I knew roughly what they did, but it was fun to actually sit down with them and talk about what are the things you're doing. Some of the stuff that they're doing not only in production but also in the trade show market, because obviously GES has a connection there.

Will Curran:

So many trade shows.

Brandt Krueger:

Yeah, yeah, yeah. But with that mix of physicality.

Brandt Krueger:

Do you know the LG screens, like the super fine-

Will Curran:

Yep, yep, yep.

Brandt Krueger:

... where it almost looks like it's printed?

Will Curran:

Yeah, yep.

Brandt Krueger:

But they're really long and skinny. They're made more for kiosks and displays, and things like that. They strap together about six or eight of those to make a traditional kind of four by three image, but then motorize them so that they were slowly going up and down out of sync.

Will Curran:

Oh wow.

Brandt Krueger:

Every one of them was a little bit out of sync with the other. Every now and then the picture would sync up and there was a connection to, I think it was for a drug company, but there was a connection to, I think it was a memory loss drug or something along those lines, where the fact that it was out of sync was important. It was this interesting and very visually striking look. Like I say, those things look like printed light boxes.

Will Curran:

Yeah.

Brandt Krueger:

You can't see the pixels on those things, so to have the image slowly changing, combined with the fact the boxes were physically moving was a really powerful look.

Will Curran:

That is very cool. I think that's always really exciting. I definitely challenge anybody who's in production or if you're in charge of picking out stage designs to definitely ... Trade shows are one of the greatest places to see all the newest technology and I don't think we've quite talked about it on this show, but things like LDI with the Live Designers International, Invocom, which is like one of the bigger broadcast ones, all these different trade shows that talk about technology. Even just here at an incentive based exhibit show there's still some cool stuff going. This is where you get that inspiration that what if we did that...

Brandt Krueger:

How could I use that, how could I do that differently, what would be-

Will Curran:

My best suggestion though is definitely don't take those ideas and show them to you executives and sell them-

Brandt Krueger:

No.

Will Curran:

... before you talk to your production company. Say, "Hey, I saw this idea, how much would it cost?"

Brandt Krueger:

That was an amazing custom build that they did and nobody should steal that idea.

Will Curran:

Yeah, because it probably cost a fortune.

Brandt Krueger:

Yeah, yeah. To your point, I probably spent 10 minutes talking to the Field Drive guys and 20 minutes talking to the guys that handled the LED wall just because I was into the geeky side. He's like, "Open up the back," and showed me the back. Like custom build and we totally had these panels made for us in China and then we had to ship them over to Brussels. That was way into the back end and it was...

Will Curran:

... and we'll never be able to do it again.

Brandt Krueger:

Honestly, a couple that have come up, and this is probably for a deeper thing, maybe we could do a different episode on it, but I've actually been surprised at how much the trade war between U.S. and China has come up already at the show, because I've only been here for two days and it's come up once a day in relation to our industry. We don't think about our industry as necessarily being connected to something like that, but it is. Those LED panels, they're made in China. What happens then when all a sudden there's a 25% tariff that goes on something like that. We're living the luxury life right now when it comes to LEDs, and displays, and LED walls, and all that stuff is made in China.

Will Curran:

That's true.

Brandt Krueger:

What happens when our cheap battery powered LED supplies that we're using in all of these props and sets, and things like that suddenly has a 25% tariff on it?

Will Curran:
Only future can tell.

Brandt Krueger:
Yeah.

Will Curran:
I think that will be a full episode in itself.

Brandt Krueger:
Yeah. A lot of it we'll have to wait and see, but people are thinking about these things and you should be thinking about these things when it comes to your technology.

Will Curran:
Absolutely, absolutely.

Will Curran:
All right, one of the cool technologies that we've seen, I think you tapped me out for all the things I think I've seen probably here. We had a little bit of fun I think with other vendors.

Brandt Krueger:
Yeah, I'm looking through my notes to see what I might have missed.

Will Curran:
One thing we can definitely talk about I think is the Valley Con's hybrid broadcast that we did as well.

Brandt Krueger:
Yeah, yeah. That's worth mentioning. We did an entire segment on it, so anybody that was watching the live feed of Event Icons live here from IMEX Frankfurt, we did a behind the scenes episode for about 15-20 minutes talking about some of the technologies that were used. But Will, if you want to just give an overview of how we made this all go.

Will Curran:
Yeah totally. I didn't get really geeky I think on the icons because we're like we're probably into tech podcast. But essentially, we're in a dedicated room for the podcast. Essentially, we talked to IMEX and said, "Hey, we want to do this." Obviously, just like a normal event, we assembled all the content, but we have a lot of tech in here. I'll probably talk about the tech. Actually flew over here with three Pelicans, one of which was overweight, so I had to get that one down and weighed a little bit.

Brandt Krueger:

John Federico, the guy that used to have Event Tech Podcast had a thing called Jargon Jail that I'm thinking about bringing back.

Will Curran:
Oh.

Brandt Krueger:
Anytime we throw out something that we don't think the average person would know-

Will Curran:
Oh wow, yeah. I never thought about Pelican.

Brandt Krueger:
We would call it out, so Pelican.

Will Curran:
Pelican is like a hard case that you store.

Brandt Krueger:
So you didn't fly over with three large birds?

Will Curran:
No, not three large birds. I feel like this is going to be such a great little ... Because I'm probably going to actually throw out so much jargon, but it's like those three hard cases, those big cases that you see the AV guys always come in with, a lot of times stuff's stored in it.

Brandt Krueger:
Yeah.

Will Curran:
They're great for flying with.

Brandt Krueger:
You've seen one you know what it is.

Will Curran:
Yeah. They usually have their name printed on it too.

Brandt Krueger:
Yeah.

Will Curran:
So that's how you can tell.

Brandt Krueger:

The rounded, wheeled-

Will Curran:

Absolutely.

Brandt Krueger:

... hard plastic cases.

Will Curran:

If you're an event professional and you're looking to store something delicate like equipment or something like that, Pelican is the way to go 100%. But yeah, I had like three humongous cases. Well no, two were really big, one was overweight. Then I have a small one, that was my carryon. Basically, they gave me an idea of how this was kind of broken up is you have the normal studio, which is the cameras, the switcher. Go check out the live stream episode we did a couple episodes ago where we talk about why switchers and why you need it, all that sort of thing. I think did it and I had White Board Wednesday on it as well, I'm sure we'll get down to the show notes as well. But that's where all that kind of stuff, the microphones, all live in there.

Will Curran:

Then I had another large case, which just had the lights. That was the one that was overweight actually. Ironically, just the lighting alone pushed us overweight. We had four lights, four LED lights made by a company called Aputure. If you are looking to get really nerdy with it, they make great lights that look great on film. Basically, you have two main lights that are front filling the stage/set, then two side lights/back lights filling in there. It seems kind of excessive, you may be thinking to yourself oh it's just a livestream.

Brandt Krueger:

Cameras love light.

Will Curran:

But cameras love light and we wanted to make sure that they looked fantastic. It was awesome because a lot of props from the IMEX team got in and said, "Thank you for bringing all these lights because now it's going to make our job a lot easier as well," for when they're filming in the studio as well. All that's in here, lights by Aputure. We're using the Sling studio to control everything. I think we talk about it in the live stream, how to live stream as an example, but that's my go-to Switcher box and this thing is a power house. This is the first time I think I really got to use it because the first time we used for Event Icons was actually at the Go West episode where Alex hosted. We did it with one camera and then I used my phone, because that's the cool thing about it is you can use your phone wirelessly using WiFi to get back, so you can use your phone as a secondary camera angle. That was really, really cool, but this time we have two

static cameras and then we have a GoPro taped to the wall/ceiling. You might be thinking to yourself what's the GoPro's purpose.

Brandt Krueger:

That's my favorite one.

Will Curran:

It's a favorite one. We should probably take a picture, I'm looking right at it right now. We basically use the wireless transmitter for the Sling studio and the GoPro literally is like an ultra wide shot of the whole studio. This idea came from you Brandt actually. It was like oh my gosh, it was a perfect example of collaboration because Brandt was like, "Man." I think I was like, "Well if we use a phone and what if we use it for this." He said, "Wouldn't it be cool if we had a behind the scene that showed all the equipment?" That was your idea. I was like, "Oh, that's a really, really cool idea." I was like, "Well how can a phone taped up there?" Then Sara said, "Well why don't we use the GoPro." I was like, "Oh the GoPro has an HDMI output." We literally have a GoPro taped up the ceiling connected to constant power. It gives a super cool shot of the whole entire studio, so you see us walking around. Sometimes you'll see us we're standing off to the side getting the next guest ready, all those things like that. We used it as-

Brandt Krueger:

It's like the pull away shots in the newsroom.

Will Curran:

Yes.

Brandt Krueger:

Like when you're coming from a news break and you can see the cameras in the shot, and the anchor's getting ready and shuffling the papers.

Will Curran:

Exactly, exactly. To give you guys an idea of the show flow of how we do is that the Sling studio actually can run video files. Oh my gosh, this is the first time I got to use it. We dragged and dropped, we created a custom video loop which is just literally three slides. It says, "Well be back shortly," "Here's our social media links," and, "Here's our sponsors," like a typical walk in loop that you'd see at a corporate show. Then in the background we have like six different royalty free songs, and that's what we go to. Whenever we're not on the show we go to that, it plays for two or three minutes. Then whenever we're about to go live, Sara, who's been controlling everything, cuts to the GoPro and it kind of is like, "Whoa, something is happening. They're in the chairs, something's about to happen." Like you said it's a condition.

Brandt Krueger:

Condition.

Will Curran:

It's like the news room shot. Then right then and there, we then transition into the main shot, into the main camera. It just creates this really smooth working show, and it's perfect, there's no awkward all right and we'll see you later, then the feed cuts and people don't know what's going on. It feels like a news broadcast. The Sling studio has been a work horse when it comes to everything.

Will Curran:

One other quick thing that I want to add into before I think we transition. You got to stop caring about all the jargon that I'm using. Is that something to keep in mind, I think you might have mentioned this in the live stream, but everything's hardwired into the internet. That's something I thought about, I always know hardwired. But what was interesting is thinking about this as your event's moving around is our live stream server that we were pushing to our normal Event Icon's livestream server. That's based in the states because primarily, all the hosts are based in the United States and to here in Canada.

Will Curran:

What happened though is when we got here we were running major issues where the video was just looking weird and all these things like that, and it was kind of choppy. I knew it wasn't our internet connection after testing it, and testing it, and testing it. Eventually, I talked to my livestream server, thank God this is why he tested the day before and he goes, "Oh where are you broadcasting from?" "Frankfurt, Germany." He's like, "Yeah, this is our server in the United States." He's having to go all the way across the Atlantic.

Brandt Krueger:

You're in the wrong server pal.

Will Curran:

Yeah, he's like, "Hey, I'm going to switch this over to the Frankfurt-based server." There we're broadcasting to a server only a couple blocks away and allows us to get that super low latency and really fixed a lot of issues we had. Something to just keep in mind, if you are planning on doing live streaming that they have servers that you're connecting to close by.

Brandt Krueger:

I think it's funny because as we're lugging the Pelicans around the airport and things like that, it feels like a lot of stuff. But think about the fact that basically we brought a television studio-

Will Curran:

Absolutely.

Brandt Krueger:

... from the United States to Frankfurt, enough luggage that the airlines would charge you more for it, but not enough that they would say no.

Will Curran:

Yes.

Brandt Krueger:

It wasn't like it was-

Will Curran:

Totally.

Brandt Krueger:

... a ridiculous amount of luggage.

Will Curran:

If I had my status with American Airlines we probably could have got it all for free.

Brandt Krueger:

You had your bag and then three of these cases.

Will Curran:

Yep.

Brandt Krueger:

That's not an insane amount. Had we actually been coming from the same city, we could have split it up-

Will Curran:

Yeah, totally.

Brandt Krueger:

... you took a couple and I took a couple, or something like that. To me, that's really amazing. We live in amazing times type thing. When I start to think about stuff like that, that what would have been millions of dollars even 20 years ago is not cheap, but definitely is affordable and able to be packed in a couple of these Pelican cases and bring across the ocean, so we can set up a virtual studio.

Will Curran:

Absolutely, absolutely. I think it's absolutely amazing. If you get a chance, definitely watch that Icons clip where we talk about what went into it. Obviously, we talk a little bit about the planning element for putting together content and everything like that. But if you have questions I'm always happy to answer, talk about the tech side of things. But yeah, we did this pretty easily. I think that if you had, let's say, \$3,000, I think that sounds like a reasonable amount, maybe \$4,000, and you knew someone who understood enough about video they could do exactly

what I'm doing. Sure, I understand a little bit more about switching in the show because of production element, but these lights are what every YouTuber uses. This Sling studio, you can buy it on Amazon, have it tomorrow. The audio recorder that we use for all the audio is the same audio recorder every videographer uses. The cameras I'm using are very common cameras that people understand it, YouTubers use it all day long. It is possible for you to do this altogether.

Will Curran:

Then just as we said in the live stream episode though, if you're ready to amp it up to the next level that's when you can bring an event production company.

Brandt Krueger:

Well yeah, but even still, just to think about that, I was thinking less than \$10,000 and it's actually less than \$5,000-

Will Curran:

Yeah.

Brandt Krueger:

... to put that all together and have your own.

Will Curran:

That's with the crazy lights.

Brandt Krueger:

Yeah, have your own mobile studio.

Will Curran:

Yeah, absolutely. Some of these lights too, if you have a really well lit stage already for your AV production company, because we were just in a room and this is ... I'm going to be honest, probably could get away with one of these lights maybe for this setup. Yeah, you can really easily make it happen. Or you start small, I think we talked about it in the live streaming episode too. You start small with things like phones and then you go to things like the Mevo camera, and so on and so forth.

Brandt Krueger:

I think that's probably good enough for now. We've got a whole other day coming. We hope you enjoyed us sharing some of the things that we discovered here at IMEX Frankfurt and want to know, so please do let us know. We got one more day here, so we'll be around. What are the kinds of things that you're seeing when you're out there and are you seeing differences in European events versus U.S. events regarding AV, and design, and video technology? And the event technology in general, are you seeing differences there?

Brandt Krueger:

We want to remind you to stop by eventtechpodcast.com. You're going to see all the show notes and resources. I snapped a picture of the GoPro taped to the wall, so we'll try and get that included in there so you can see what we're talking about. Maybe we'll include a screenshot from the shot that camera generated so you can see the whole studio that we've got.

Brandt Krueger:

Let us know how we're doing, subscribe there, follow the links to subscribe on iTunes or Google Play, or you can get the podcast dropped into your podcast feed every week. But the best place is actually stop by there then you're going to get, like I say, the show notes and the resources, and even the transcriptions for this stuff. As you're reading along and you discover that Will was flying with three flying birds, Pelicans, along the way ... then it all starts to fall apart. I think the whiskey's starting to kick in. It's a good thing we're done with this episode of Event Tech Podcast, thank you so much for joining us and we'll see you next time.

Thanks again for listening to the Event Tech Podcast. Be sure to rate and review us on your favorite podcasting app. Be sure to head to eventtechpodcast.com and leave us a comment about this week's episode. We'll see you next week on the Event Tech Podcast.