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 everyone, this is Will Curran from Endless Events and welcome to another episode of the Event Tech podcast. I am joined by the whimsical Brandt Krueger in the house-

Brandt Krueger:
Hola.

Will Curran:
... of Event Technology Consulting, and Brandt, I'm looking for you to give me little consulting on this week's topic because we're going to get a little out there and do something a little weird. We're talking about technology and we will talk a lot about like what's just coming out or maybe what's at CES and coming to events soon, but I wanted to do really far out there, like technology that's going to be there like way in the future that you only see in the movies. So today I wanted to talk about how time travel will change the events industry.

Brandt Krueger:
I think it's a great subject, and just so folks know, I think we can make a little series out of this. Yeah, e want to have some fun today, but when we start thinking about some of the technology that's coming down the way it's important to keep things grounded, but it's also fun to kind of take a look further out. When we talk about things like fully autonomous cars, when we talk about things like what impact are we going to have if we have space planes that can get us from New York to Shanghai in two hours or something like that, this technology is coming and there's a lot of things that we're pretty sure we're going to have. Time travel... well maybe, but we thought we'd have a little bit of fun with it and see what we can do on this one.

Will Curran:
Yeah, I mean, I'm absolutely obsessed with time travel movies. I think they're probably up there in my favorite genre of movies. Pretty much if you look at my favorite movies, Inception and things like Predestination, they're all related to time travel in some sort of way, so I wanted to get really, really kind of excited for this one and I thought it was just also one of these crazy things to think about as a thought exercise to think about how would something so big like this absolutely change the way we did events. So put on your like thinking caps and bear with us as we really do this brainstorm exercise and imagine if this technology existed.

Will Curran:
What would the future of the events industry look like if you had a time machine and ability to not only go forward in time but also backwards in time? I know that you're reading an article right now I think that have in front of you with NASA that talks a little bit about how it's more difficult to go back in time versus future in time.

Brandt Krueger:
Yeah, in kind of preparation I was like what is the official stance on some of this stuff? I learned some of it in college physics, advanced physics stuff, and so I knew that there was some theories regarding time travel in essence or time speeding up and slowing down based on traveling close to the of light. So the faster you get, the closer to the speed of light, you get, weird things start to happen with time. I brought up actually the actual NASA website and did a search on time travel and turns out some kids from Minnesota wrote in to ask is time travel even possible?

Brandt Krueger:
It actually is a fairly thorough article in response talking about how if you're able to approach the speed of light, basically what happens for you is time slows down. Time goes faster everywhere else relative to you. So going forward in time, at least in theory as far as we know it, is absolutely possible. If you can get going fast enough and approach the speed of light, at least as far as the way we know how to do it, everything's going to slow down so you could travel 10,000 years into the future and only age one year during your journey. So getting there actually wouldn't be too hard. Now getting back is where things start to get complicated because we don't know how the math and the physics would work going backwards in time.

Will Curran:
Well, I mean, if you also look at movies like Interstellar 2, time travel can also be slightly related also to how close you are in terms of gravity and air. As much as Interstellar is a fiction movie, there is some premises in reality. For example, they go to a planet that just has a really high amount of gravity because it's so close to the black hole that essentially they go... spoiler alert, if you haven't seen Interstellar... they go down to the planet and they spend five minutes or whatever it is there, but every five minutes spent out there in orbit is like, what is it, like a month or something like that, and they get stuck down there for like 15-30 minutes or like an hour or something like that and 10 years passes when they get back up. I guess that's a form of time travel too. You basically only spent an hour, but somewhere else it time really, really did expand, or time slowage or fastage, I guess you'd call it.

Brandt Krueger:
Right, right, and there does seem to be some relationships between gravity and time and things like that, so as you start getting into these really deep areas of physics and space is where things start to get a little weird when it comes to time.

Will Curran:
Totally. Totally, and if you are interested in time travel, a movie that I totally recommend, a couple really great movies I think to check out is Predestination is fantastic for explaining what does those paradoxes look like and things like that, which I don't think we're really going to get into the chance of having paradoxes as much. But another really great movie, which is extremely sometimes hard to watch because it is so scientifically accurate, is Primer, which is

just a movie all about time travel and what happens if a bunch of guys just developed a time machine someday and what would happen essentially from there.

Brandt Krueger:
It is such a simple plot for a movie, but that's literally what it is. It's what happens if a bunch of random guys accidentally created a time machine. Let's move past the physics as we know it today and expand out a little bit and let's just assume that we can do it. All right. We figured it out, the flux capacitor works, we can go forward, we can go backward in time at will to certain times and locations.

Brandt Krueger:
One of the things that I've been working in and what I'd like to do with this series of far-casting is really to... I've been looking into the theory behind how do we actually look at things that are coming down the way. So it's kind of futurist thinking where we're actually actively working on trying to get a quote unquote "futurist", who I believe is someone who actually understands what this stuff on both of the shows, both of Event Icons and Event Tech podcasts.

Brandt Krueger:
I've been studying the methodology behind this stuff and I know you've got a lot of stuff prepared, but I'm hoping maybe we can put some of this in different buckets. One of the ways that we look at this stuff is, one, we're moving past the how likely is it going to happen, so for this one we're going to say it's happened. But two, what are the optimistic outcomes, what are the pragmatist outcomes, so what's most likely the outcomes that's going to happen, and then what are some of the more negative possibilities that come out with it?

Brandt Krueger:
There's more to it than that but for the most part, it's kind of easy to put things into these buckets, Because we don't know for sure what's going to happen, right, with new technology. So you can kind of say what's the most likely scenario, what's the most devastating scenario, and what's the best case scenario? And chances are it's going to be somewhere in between those, depending, but it's good to think about the possibilities, both positive and negative.

Will Curran:
Totally. I want to throw out like a scenario of something that could potentially change in the events industry and just go from there and what if this happened? Right? I'll start with this one. This is one of the thoughts that I had is that if for example, we had the ability to time travel and go back in time or in the future and let's say bring people into the future or things like that.

Will Curran:
Imagine, right now we're limited to the number of people keynoting at events is really who's alive right now and who you're able to get. But imagine all of a sudden that was off limits. Instead of having a history convention where you had some guy talking about Abraham Lincoln's life, what if you could go back in time, get Abraham Lincoln, and bring them to do your keynote. I mean,

that might disrupt time or something like that, I don't know, but basically you'd have so many more potential speakers.

Will Curran:
If everyone wanted to talk about like the future of technology. Oh, let's go get Steve Jobs and talk about what Apple was like when it started. Oh my gosh, the, the keynote presenter space would blow up with such amazing options.

Brandt Krueger:
Absolutely, and it's hard not to be a of a certain age and not think about movies like Bill and Ted's Excellent Adventure when they actually do that for their history report. They go back and get Abraham Lincoln and Ghengis Khan and Napoleon and other people. So yeah, you're absolutely right. I think we have to, if we're going to have this discussion, we have to touch on some of the possible problems that can occur with the technology like this. That's when you start talking about the catastrophic outcomes of future tech.

Brandt Krueger:
You start running in very quickly, even if you're just trying to write a science fiction story about time travel, you run into the problems of time paradoxes. What happens if you do go back in time and borrow Abraham Lincoln so that he comes forward and gives a speech at our convention and then you put him back.

Will Curran:
Well, I guess you'd have to have a racist mind or something like that. Oh, you don't remember any of that happening.

Brandt Krueger:
I think, especially with this type of technology that has the power to potentially erase the present, we'd have to be moving very, very carefully to try something very, very, very, very small and hope that there's not a butterfly effect. So if somebody was able to come up with the technology to go back in time, we'd have to try something small and just see if there are any effects... plant a flower, something, just to make sure nothing explodes or what actually happens in the timeline. Does it create an alternate timeline? Does our timelines still exist? And now there's been a fork where in some alternate universe, Abraham Lincoln now knows that we have meetings and conventions and knows what an audience microphone is and things like that. You know, you'd want Q&A.

Will Curran:
Totally. You definitely want Q&A.

Brandt Krueger:
Again, let's look at the pragmatic or the very optimistic scenario, is that we've somehow found a way to reset their brains and put them right back where they were without changing anything.

There's still moral and ethical dilemmas there. What happens when you bring someone forward in time and then basically you're putting them back to die, especially someone whose life was ended early. So yeah, great, we can bring Abe Lincoln forward. Maybe we should keep him? Those kinds of questions start to come up because there was still important work to be done back there.

Brandt Krueger:
Bringing people back from the past is fraught with ethical dilemmas connected to it, but it sure would be cool.

Will Curran:
It sure would be. I mean, not even talking about what are all the industries that are now going to pop up that never existed before now that we have time travel right?

Will Curran:
There's obviously going to be a time travel convention industry. There'll be the time travel association. It's going to go on and on and on.

Brandt Krueger:
But it is important, anytime you're talking about new technology, look how often already in the news today with our current technology we hear people charging forward without worrying. Well, let's just do it. The technology isn't inherently good or bad so we just need to do it. That arguments been made about things like CRISPR, he genetic editing system that has been shown that it actually works. It's no longer theoretical technology that we can go in and edit genes on a live entity. It's one of those things that we haven't actually had a very good track record of slowing down and thinking about the moral and ethical ramifications of new technologies before charging forward.

Will Curran:
It's very true. I mean, you definitely have to look at the ethical side of things, but I'm going to keep it on the lighthearted side. I have another one for you if you're ready for it.

Brandt Krueger:
Bring it.

Will Curran:
All right. We talk about how much of our events are all themed and they're all around the nostalgia, right? There's a lot of arguments going on that they think like, for example, the '90s will be the last year of nostalgia and things like that. Feel free to like YouTube that. I'll linked to the YouTube video for that one in the past. But if you have time travel nostalgia doesn't exist because if you want to experience, for example, let's look at the number one most overrated done party theme, which is Great Gatsby, right? Oh, we want to feel like it's in the 1920s blah

blah blah. Imagine if instead of feeling like you're in the 1920s the after party took a time travel machine and you got to go the 1920s and the happy hour was in the 1920s.

Brandt Krueger:
Yeah. Yeah. I think you definitely open up the possibilities, again, both good and bad of what happens when you send somebody... So if someone's feeling nostalgic about the 1920s, what happens when they decide to stay there at the after party or something along the lines. You'd really have to make sure security is really good to clear out the room and send everybody back, otherwise you've got someone staying behind.

Brandt Krueger:
I love the idea of both from a historical standpoint of really being able to not just guess what it was like during time periods, but being able to actually go back and experience it. Here's my question for you though. I wonder if, Will, people would start to realize that our nostalgic parties are actually more fun than the parties that were going on at the time. You know, our stylized versions of parties when we talk about having a '20s party or something like that. Would people suddenly realize, eww, you know what, I'd rather just go to my local hotel ballroom and have a '20s party as opposed to actually, because I've got better plumbing and I've got my-

Will Curran:
Is there cell phone service?

Brandt Krueger:
Right, right, right. The kids need to get a hold of me. I don't know how well cell service works through time. But then again, I guess if you got back at the same time that you left, nothing can go wrong. Which brings up another possibility. Do the timelines keep moving forward while you're back in time?

Will Curran:
Okay, so we see this huge fear that the technology, it's reduced face-to-face interaction because now you can just have a video call, so there is a little bit of threat to that to the events industry. I'm sure we've seen... I don't have the historical data on how much the events industry has spent over years, but I'm sure that it's definitely the number of in-person meetings has gone down, maybe it's gone up as well. But I'm wondering too, with time travel, in theory you can fit everything you can in time, so there's no excuse now. "Oh, I want to go to that conference but I just don't have time. "Oh, I want to go to PCMA and MPI. They're on the same weekend." Now you can go to both, right?

Brandt Krueger:
Well, and I wonder if you could reserve a year? The PCMA convention is always in 1939 or maybe just this year, and then next year it'll be somewhere else. You wouldn't want him to conflict because that would be awkward if you both went back to 1939, "Oh, you're having your

convention now." "We had this year reserved." I mean, just think of the logistical problems. Boy, I'm Mr. Negative Nellie on this show, but I just keep seeing the logistic problems.

Will Curran:
It's all good. It's all good. Also, think about it too-

Brandt Krueger:
You have people showing up and be like, "Whoa, dude, we had '29 reserved. Come on. We've had it reserved for the last 15 years." "Oh yeah? Well, I'm going to go back in time and reserve it earlier."

Will Curran:
Well, imagine too, you know how people always say with events like, "Oh, you know, that year wasn't as good as that year." Right? Like, "Woodstock '69 wasn't as good as Woodstock '68. Now you could just keep going back to the same one over and over again, over and over and over and over again. I'm wondering too, is event planning and meeting planning need to happen, because in theory instead of just saying, "Hey, come to the convention now" and this feature, you have to wait a year to plan it, people could be like, "I want to do that again. I want to learn everything. I'll just time travel to go back to it." "Oh, I missed all the sessions. There was so much good content. Oh, I'll just time travel back and catch more of them."

Brandt Krueger:
And do you have to pay extra for that?

Will Curran:
Ooh, I don't know.

Brandt Krueger:
There's the package where you only can see them in real time and then there's the package where you can go back in time and see all of them.

Will Curran:
Ooh, that's a good one.

Brandt Krueger:
I had something else that was, that was on the logistic side. I mean, to answer your question, yes, you're always going to need planners because somebody needs to figure out the logistics of this stuff. You think your Excel spreadsheet is busy now. And here's the other thing. What happens if you go back to the same conference twice? Are you going to run into yourself?

Will Curran:
Yeah. I think that's where you get into the problems with the rules of time travel. You never visit events that you participate in, right?

Brandt Krueger:
Right. See, it's only going to get more complicated.

Will Curran:
I told you this was a great topic idea.

Brandt Krueger:
It's only going to get more complicated, folks. We're going to need planners even more. You know, I think also I'm pretty sure that I did see a statistics that say that the number of in-person events was still going up, that it's not something...

Will Curran:
Yeah, that makes sense too.

Brandt Krueger:
... that extends to the doom and gloomer cataclysms of everyone's only going to meet on the internet has not come to be. We were talking about that on our live streaming that if people are really worried about this canibalization and that has not shown to be the case. You know, I've heard a lot about conglomeration, so larger events are coming together and maybe not getting together as often, but I'm pretty sure the last stat I saw was that the actual number of people going to live events was continuing to increase.

Will Curran:
That makes sense. Yeah, definitely, there is no doom and gloom. So the time travel probably won't affect the events industry then.

Brandt Krueger:
Yeah. All right. What about going forward?

Will Curran:
Okay, so going forward, oh my gosh.

Brandt Krueger:
More to do on the past. I don't want to leave it if you've got more on the table.

Will Curran:
No, I mean, I think it's all relevant too, like past, future, right, what is it? It's just all constant stream. I mean, the future would be so cool too. I'm just imagining why would you go to the past to attend a past conference when you can go to a future one and see what the future going to look like. I mean, talk about technology. I mean our podcast would like be insane. We'd have topics on days because we'd be like, "Oh, we don't have anything to talk about this week. Okay, let me just like go 50 years forward," and be like, "Oh my gosh, you should see this thing that

we're going to get in 50 years." I'm just imagining how exciting it's going to be to be able to bring back that information from the future as well. But then the question is does that affect our past and all this.

Brandt Krueger:
Yes. Well, that's what I was just going to say is that if any Schmo can afford to go forward in time, what does that do for... Okay, I can go forward and see the latest hot product. Great. Can I now go backward and patent it before someone? That is going to tear apart the patent system.

Will Curran:
Totally.

Brandt Krueger:
See? I'm really good at coming up with the reasons why this is a terrible, terrible idea.

Will Curran:
It's all good, and I'm the one who's just like, "Ah, let's do it. Let's go forward"

Brandt Krueger:
It would have to be heavily regulated. Right? I don't think people like you or I would just be able to do it for that very reason that forward in time and having knowledge of the future means then coming back to your own time is just as dangerous as going back in time and all of the things that are fraught with that. So all of the things that I've already negatived about going back in time apply to going forward in time if you plan on coming back.

Will Curran:
That's true. That's true.

Brandt Krueger:
You're talking about amazing technology conferences and things like that, so you're not able to just speculate where is this going to be in 50 years, you're able to know where is this going to be in 50 years

Will Curran:
Oh yeah, for sure, for sure. I mean, the question will be do futurists even exists then at that point. Oh, everyone's a futurist because we all have the ability to look forward in time. I mean, there's also the point that probably when this first happens too, it would be limited to not everybody, but we have to kind of assume like this is maybe 20 years after it's been done for awhile and now it's available to everybody. It's like the iPhone, it's in everybody's pocket. Right? Because at first you can assume that not everyone's going to have access to it and things like that. It'll be kind of like VR at an event where you're like, "Oh, one person gets to experience it at a time" and it's more of a gimmick than anything, but I think definitely it's going to shift longer term as well.

Will Curran:
I get kind of another, I guess like to go on your side of things, like a thing to worry about. I got one before we keep talking about future as well. I mean, one thing we have to look at too is like security at events is totally going to change, in multiple ways. First of all, time security, right? What's going to keep someone from just like, "I'm going to come into the event" and something bad can happen, right? Like, "Oh my gosh, this is the second I know that this person's presenting and speaking and I'm going to poof, show up and do a time assassination or something" like that. God forbid. But then there's also the question of as well, will you need additional security? Will you need security to keep your event from really happening? There's all these things I think this is going to create this whole new industry of time security as well when it comes to everything as well.

Will Curran:
We think about security being tough now. What's it going to be like in the future to keep you from some guy who can phase through walls. Metal detectors won't be needed anymore. You know what I mean? I just. It just blows my mind.

Brandt Krueger:
Well, and you start opening up again, each one of these questions is a whole can of worms in and of themselves, so what happens when you know that someone is going to do something terrible? Do you go back in time to prevent them from doing that? That's where you start to get into Minority Report type stories where someone predicts that someone is going to do something terrible and then do you take them out and arrest them for pre crime, for crime that has not happened yet? In Minority Report, they actually had people that could see the future theoretically.

Brandt Krueger:
The idea is, if we're talking about time travel, something horrible could happen here tomorrow and if you go back in time, that's kind of like pre cognition. You know that something is going to happen, so what can you do to prevent it, and should you?

Will Curran:
Yeah. Good question.

Brandt Krueger:
If your conference is terrible and the AV doesn't work, can you go back in time and get a new vendor or does that violate the contract?

Will Curran:
Oh my god. I'm going to put a time travel stance in my contracts now, like, yeah, if you're totally unhappy with the service, can you go back in time and break the contract in the past. I mean, obviously, our AAV doesn't suck, but I can see that popping up over time.

Brandt Krueger:
You should definitely put that in your contract just to see if anybody notices, put an actual time travel clause.

Will Curran:
I know, that's what I'm saying. It's the green M&M's lines for sure.

Brandt Krueger:
Yeah. I might...

Will Curran:
Oh my god

Brandt Krueger:
Any event that I'm not able to speak at your conference you have the right to go back in time and break that contract just to make sure.

Will Curran:
I mean, this is getting sidebar, but does technically because you put a joke inside your contract, does that make it null and void because you're not taking it seriously enough?

Brandt Krueger:
No. No. I mean, not if I sign it.

Will Curran:
That's true. This is very true. I guess that's why there's the green M&M's, right?

Brandt Krueger:
Yeah, and there's people that put stuff in terms and conditions all the time, you know. There was a company recently that put something in their terms and conditions that was like, "If you mentioned that you found this and here's the code, we'll give you $5,000." It had been in their terms of condition for years before somebody found it.

Will Curran:
That's funny. That's hilarious.

Brandt Krueger:
So, yeah.

Will Curran:
All right, back to time travel. What other ways does this affect the events industry?

Brandt Krueger:
I mean, I think that it is an interesting point. If something does go wrong, do you have the right to go back and fix it? You know what I mean?

Will Curran:
Time insurance.

Brandt Krueger:
Time insurance. Yeah. But do you have the right to go back and fix it? You know, event people are perfectionist already. Now give them the ability to go back in time and make it even better. Would our events ever get finished? You know what I mean? Would they ever be done because you can always go back and make it one step closer, and what happens when you get stuck in your own personal time loop trying to make your event perfect.

Will Curran:
Time event planning loop. Time event planning loop. Is that going to be the new keyword to search on Google.

Brandt Krueger:
Let me take this in another direction. I think it's pretty much a given, and that's why there's so much science fiction written about this topic. It's pretty much a given that if we figure out how to do this, we have to be very careful going in either direction. We can't just really do it for fun because there either is a possibility that we could mess up with the timeline or you're saying that there's not, in which case we don't have free will. You know what I mean? And we're just destined to do what we're going do, neither of which is a very fun prospect.

Brandt Krueger:
What if though... so let me throw a different what if here. What if we did have the ability to combine some future tech? Let's say we have the ability to go back and view the past or the future and maybe have ambassadors, shall we say, that are able to go back or forward in time and they're able to visit without interfering kind of thing. You know, that's something that comes up in sci-fi stories a lot, right? The idea of these watchers that are just kind of there to observe the event but not interfere in any way, shape, or form. And then those people are somehow able to transmit, "Hey, this was what it was like when we were there." And then in our current timeline, we're able to use some kind of holographic technology or VR technology to be able to be there without actually being there. You see where I'm going with this?

Will Curran:
Yeah, totally, totally.

Brandt Krueger:
So now we're taking it into our experiential events, right? Where we're able to go back and experience what it was like to be there either through a sense-wise type thing or, to keep it even

simpler we just are able to make our 1920s party better because we have that information, that more accurate information of what it was actually like, rather than just relying on stories or what was written down. History has a tendency to favor the positive and sometimes ignore the negatives.

Brandt Krueger:
So would we be able to shape our events to reflect more accurately what these things are and then we can able to do it in more of a holographic or something like that or does that take us away from the face to face? Your thoughts?

Will Curran:
I mean, super solid point. I mean like that protects you against all those time travel rules, people screwing things up, all those things like that.

Brandt Krueger:
If you can time travel out of the equation, all of that goes away.

Will Curran:
Yeah. Yeah. I think that's a super solid point. I think the question is though, will people crave to want to have more vivid response, right? Like virtual reality comes up. People say, "I want it to feel more real. I want it to feel more real. I want to make it feel more real." So the question is, will people then say like, "Okay, this has been cool for like 10 years, but I want to go back in time" and then boom, someone offers it and then all of a sudden boom, all hell breaks loose. Right?

Brandt Krueger:
Right. Yeah, exactly, and then anytime that somebody decides they don't want to follow the rules is where things get complicated as well, as with current-day technology, right? The vast majority of the scientific community has said let's not be doing genetic editing at this point in time. Let's slow down and talk about it and come up with a framework for it, and yet somebody already has gone ahead and done it to people and they disappeared shortly thereafter. That's a curious one as well.

Brandt Krueger:
There's always going to be people that jump ahead. Even if we do come up with a safe way of doing that, what's to prevent someone from going back and messing with the timeline.

Will Curran:
That's a good point.

Brandt Krueger:
All right, so what else do we have that affects the event planners with this particular future tech? Let's go back to our buckets. There's a lot of, even in the worst case scenarios we really mess

up our timeline and somehow find a way to not evolve and not exist. That' kind of the worst case scenario is that somebody goes back too far and... I think there even a Star Trek episode where they went back and the two original, floating around proteins in the primordial ooze just past each other instead of combining and as a result there was no life on Earth. That's kind of the worst case scenario.

Brandt Krueger:
The optimistic scenario is that we're able to go back and have these amazing experiences or go forward and have these amazing experiences. But probably the pragmatic scenario is that it would have to be something heavily regulated to prevent people from really messing up either going forward and coming back in time and messing things up with their foreknowledge of what's to come or going backward in time and accidentally messing up the timeline, or it's not possible to do, in which case you're just creating all kinds of wacky alternative timelines and what are the ethics behind that? Now you've created an entire timeline where things are horrible and what do you do about the fact that there's a whole timeline of people where things are horrible?

Brandt Krueger:
The pragmatic possibility is that there's going to have to be heavy regulation about it. So, I think that's where you start to turn to those alternatives of what can we do to get around that and take advantage of the technology without destroying the world.

Will Curran:
Yeah. I mean, I don't think I could say it any better. I think that you summarized it really well. I think this technology also, like this conversation kind of parallels to a lot of other technologies that maybe we'll talk about in the future as they start to implement. I mean, I'm thinking about like, you know, Event Tech podcast episode 1000 from now and what does that look like when we're looking at... What is that? 20 years in the future, 20 years of episodes essentially. What does that look like? And I think that can definitely be implemented across almost any technology as well, like cell phones came out. Can these same exact concepts be applied to it.

Brandt Krueger:
Well, and this topic, while it's really kind of fun and out there and not something that's going to happen necessarily in our lifetime most likely, these same principles can be applied to any new emerging technology. Determining what is the most likely outcome, what is the worst possible outcome, what is the best possible outcome. There's more to it than that again, but just using these kind of buckets helps you hone in on what's possible, what are the downsides.

Brandt Krueger:
You know, we talk about risk management a lot when it comes to our events. And so this might be a really cool technology, but the risk associated with it is tremendous, so would you as a planner want to take that on as a risk? So again, while this seems like kind of an off-the-wall silly conversation, it's an important one. It's an important thought exercise on how do you analyze

technology that might be coming down the way, and I hope that we can do that with some more maybe more likely technologies in the, in the, in the weeks to come.

Will Curran:
Absolutely. Absolutely. I think you said it perfectly. Do we want to kind of wrap this thing up?

Brandt Krueger:
Yeah. Any final thoughts on and time travel and events?

Will Curran:
Well, I think like just like all good time travel movies we had a crazy twist in the end, which was the mind blowing thing that this could be applied to even technology that implementing today.

Brandt Krueger:
Exactly, and so I hope hope folks enjoyed going for a little walk with us. I think you drove this one and said I think we could have a lot of fun with this and it was a lot of fun, so I appreciate it, so thank you as always for joining me, Will.

Will Curran:
Absolutely. If anyone ever wants to watch time travel movies with me, you guys know where to find me.

Brandt Krueger:
Yeah, you know what, we should put some links to some of our favorite time travel movies. Looper is definitely a solid one. Oh man, there's kind of a funny Scottish one. I'll have to look that one up, but basically discover a time portal in the bathroom of the pub and start going backwards and forwards in time through that.

Will Curran:
[crosstalk 00:34:18] hot tub time machine now?

Brandt Krueger:
Actually, that was pretty funny, I have to say. I was happier with that one than I thought I was going to be. Good stuff. So we'll drop them links to our favorite time travel movies in the show notes. Thank you for joining me, Will. Thank you, all of us, for walking with us on this little thought exercise. We hope you got something out of it. You can subscribe as always at eventtechpodcast.com, there you can see the show notes, you can see the links to all the resources, all of our favorite time travel movies are shared there as well... Hey, are we still doing the transcripts.

Will Curran:
Yep, still doing the transcripts.

Brandt Krueger:
That's really nice.

Will Curran:
[crosstalk 00:34:53] all the things.

Brandt Krueger:
Nice little perk, because sometimes you just want to get... what was that? You know which episode was that where we talked about that, and you can just look that up using your favorite Google. You can find the links to subscribe in your favorite podcast app there, iTunes, Pocket Casts, Google Play. Heard some interesting things, Will, I'll have to get your take off the air about some of the new podcast apps that have just come out and maybe we'll turn that into an episode. We'll see, because I think there are some lessons there about advertising and sponsorships.

Brandt Krueger:
\We want to know what you think, so please do contact us #eventtechpodcast or eventtechpodcast@helloendless.com. Let us know who you'd like to hear on the show, whether or not you thought this was a ridiculous, stupid thing for us to talk about, or hey, I actually learned something when we talked about a time travel and events. Is this the kind of thing you want to hear more of or do you want us to get back to some of the more hardcore event tech that's around today? Or is this good for an occasional thought exercise? Let us know what you think at #eventtechpodcast, eventtechpodcastathelloendless.com.

Brandt Krueger:
Once again, thank you so much for joining us and we'll see you next time on the Event Tech podcast.

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