

Welcome to the Event Brew, where event professionals from different backgrounds talk about the latest, most controversial and interesting topics dominating the minds of the industry right now. This is a candid conversation, the likes of which can only otherwise be found late at night in host hotel lobby bars during industry conferences. So relax and drop in on what event pros really say when no one else is around.

This show is brought to you by Endless Events. The event AV company that tells you how it really is. Now, let's brew something up.

Will Curran:

Hello friends, this is Will Curran from Endless Events, and you know that it's time for another Event Brew. And today we have an exciting topic, but before we do that, I'm joined by three of my favorite people in the entire world. Again, this is Will Curran from Endless Events.

Nick Borelli:

This is Nick Borelli from Borelli Strategies.

Thuy:

Hey, this is Thuy with PRA Business Events.

Dustin Westling:

This is your token Canadian, Dustin Westling from One West Events .

Will Curran:

And so before we dive into today's topic, let's make sure we get the most important thing out of the way. What are we drinking? What do we got going on in the brew cups? The mugs.

Dustin Westling:

Oh, my God, Nick, what is that?

Nick Borelli:

So, I stole one of these from my son. This is a Kool-Aid Ghou-Aid jammer, and the flavor is Scary Berry. The Scary is all of the chemicals. It's truly a frightening drink. It's green.

Thuy:

I have like the LA version of that. I'm drinking creation, organic Kool-Aid water-

Nick Borelli:

Not scary.

Thuy:

Not scary. It's very healthy. And I'm drinking it in my brew cup.

Will Curran:

I used mine last night unless I'll be totally drinking out of it. I can't lie because Nick insisted on live streaming us wherever the hell he's live streaming us. So I'm drinking water, can't lie today.

Nick Borelli:

And be great. Like, "Oh no, it's this new clear tea brewed from the Mount Aspen's of the world." And yeah, because I knew that we were going to be live streaming, and we're going to be on video. I'm actually drinking some really amazing tea. One of my favorite tea is called Genmaicha tea. And Thuy, have you ever had Genmaicha?

Thuy:

Mm-mm (negative).

Nick Borelli:

So for those who have never had Genmaicha, it's the popcorn tea. So it tastes like popcorn as you're drinking. It's like green tea-

Dustin Westling:

Disgusting.

Nick Borelli:

... it's really. No, it's not like buttery.

Thuy:

Does it get in your teeth?

Will Curran:

No, not afterwards. Yeah. You don't have to floss or anything. It's okay. I do not how to describe it. It tastes like popcorn, but it's not popcorn. So now you guys know, but it's delicious, Genmaicha.

Dustin Westling:

Don't crack a tooth on that tea of yours.

Nick Borelli:

There's a jellybean of the Harry Potter flavored popcorn that's pretty on point for being popcorn, and yet it's artificial. So I guess it's out there.

Will Curran:

That's true. Ever had those-

Nick Borelli:

Isn't that also the ones that have like the Bugger tasting-

Will Curran:  
Yes.

Nick Borelli:  
... jelly belly.

Will Curran:  
It's the ultimate surprise and delight or surprise and gross out. It's a fun experience.

Thuy:  
I think everyone has done that. Everyone has to like grab those Harry Potter jelly bellies and-

Nick Borelli:  
I'm going to find you some Bugger tea for next week Will. It must exist.

Will Curran:  
That's what happens when... That's basically what... What's it called? Fermented tea.  
Kombucha.

Nick Borelli:  
Oh yeah.

Will Curran:  
That's what kombucha is basically. It's like Bugger tea because it's got like the fermented snot of tea in it.

Nick Borelli:  
I prefer butter beer. That's my-

Thuy:  
That will be fun if we all sat to each other like a brew and we had to drink it.

Will Curran:  
Oh God no.

Thuy:  
Yes, that would be hilarious.

Nick Borelli:  
That's funny. I would do that.

Will Curran:

Oh my God. So someone would have ended up with like an energy drink and a heart attack, because Nick would set you up.

Thuy:

That would be Nick.

Nick Borelli:

They have all these novelty flavored sodas that I'd probably would send. So there's like a ranch soda. There's a few hot sauce ones. There's one company that makes all these extreme flavors. I feel like ranch would be probably the grossest thing.

Will Curran:

Oh, ranch.

Dustin Westling:

Soda. I found a booger blend tea.

Will Curran:

Oh, that's so disgusting-

Nick Borelli:

Thanks internet.

Will Curran:

... that you found that.

Dustin Westling:

It's coming your way. Thank you internet.

Will Curran:

Internet how dare you. All right. So we probably should... I mean, people are not here to listen about boogers and things like that, but let's talk about some things that are... tend to make us sneeze sometimes. I don't know, I'm trying to transition here. This is a not quite working. So according to our topic, and I think it's going to be a really controversial one because we all have different takes on this, but the question arose that do associations even matter anymore? Oh, deep ones. So maybe can we... let's start with-

Dustin Westling:

At what level?

Will Curran:

... Our opening. Let's start with this. It's going to be really hard for everyone. I think let's all choose a side to pick right now and then we have to commit to that side and argue that side moving forward. There is four of us, so hopefully it's not all versus one, but maybe going for one.

Nick Borelli:

I choose whatever one that no one else wants.

Dustin Westling:

That sounds about right. Okay. I am heavily involved in an association and I think we're not dead, but I think we're at a pivotal point where we need to start changing. I actually think we're a bit are or a lot behind. I think that our industry is better and stronger with associations and places for people to gather and share information. So, I am all for associations, but I'm also in the camp of it's really time to start changing those models and the way they work.

Thuy:

I want to be on team, Dustin. I want to be proud.

Dustin Westling:

Yeah. Come with me.

Will Curran:

All right. So then by default, then Nick and I are the unknown, the other side of the camp of-

Dustin Westling:

Sure.

Will Curran:

... do they really need to exist?

Nick Borelli:

A number of them simultaneously. All of my money comes from them. So I'll put that out there. So outside... Indirectly or directly, like comes from associations, like all of it. But what the hell? I can certainly be the devil's advocate and represent all of the threats very easily.

Will Curran:

Well, I think you bring up a fair point, which is that our industry profits a lot from associations. So naturally, for us to say that we don't think that the Event Industry Associations would be condemning the hand that feeds in some ways. So, a must one arm tied behind our backs.

Nick Borelli:

I mean there's the idea of like this conversation being about event industry specific associations, but I work on associations for all kinds of different things, Medical Pharma Woodworkers, a property managers. It doesn't matter like there is an association for everything. If associations

as a whole die, it wouldn't be just your industry associations disappearing and not having your chapter around her. This would be a fairly significant portion of the overall event industry as far as the... I was going to say corporate side, but really associations, they're kind of their own thing.

Nick Borelli:

So yeah, there's a lot at stake in the grand scheme of things for associations to get this right, those live experience thing, right?

Will Curran:

Yeah. So, man, do you want to do like an opening questions/thing to defend and then maybe just seek it from there. There's so many opportunities right now. Do you want do this like more like debate style or like we each have an opening statement on what we think about associations and then-

Nick Borelli:

Sure open it up.

Will Curran:

Dang. You guys always... I did the intro and now I've got to make-

Nick Borelli:

Do you want to start off with... do you want to do... do you want to start off with our side Will on-

Will Curran:

Yeah. Let's do it. Let's do our side.

Nick Borelli:

The association is dead premise. Again, devil's advocate. Yeah. So, associations they don't need to exist. Their primary focus has always been and hasn't changed too much. The gathering of people for the purposes of advancement of an industry through networking and community. In addition to, with a proliferation of education. I can get all those things for free as much as I want online any given day, I can make friends, I can create a hashtag, I can find tons and tons of content. Obviously there's content marketing all the way up to journalistic marketing, content rather.

Nick Borelli:

So there is probably a case to be made as far as valid content. I'm giving you guys something to chip away at me at later, but it might be a trap. But I believe what honestly associations have always offered is education, community and opportunities for advancement through connectivity. And again, I am connected globally to people I've never met not necessarily because of any kind of association because I have been diligent online and that costs me whatever I pay monthly with my provider.

Dustin Westling:

I think there was a couple of things that you missed in there that association bring a great value too. And I think certification and advocacy is something that's really important. And I think the successful associations that are still out there are really good at this and they're really good at creating certification programs that keep people up to date and create common knowledge. I think that the point that you can go online and get your education is... I know you're just taking the piss out of this, but you know that there's a ton of flaws in that when it's not regulated. And then I think, advocacy and in a time where as an industry, our voice needs to be heard more and more by the government and by the lawmakers.

Dustin Westling:

Kind of going back to our, our last conversation about the risks that events are facing with violence. We were talking specifically about America, but it's a worldwide thing. Having organizations that are organized that can be the advocates for our industry is really, really important. So, I think you miss those two. And I think that your points on the other ones are really valid. And I think that in order to continue to be successful, we've got to tighten up where our real value is and start to let go and let go of the things that we no longer can bring value for anymore. And I think that if an association is riding on creating community, then they're in trouble because there are so many other ways that you can create community and you don't need your association to do that anymore. So, tightening up on the value props, probably my best response non-response to that.

Thuy:

Yeah.

Will Curran:

I got a rebuttal to it. So, imagining that the advocacy part is important in that for an association coming together to rise up. Like we kind of talked about what the mass shootings, a topic we had last week. I think that what keeps us from being able to do that online, right? What keeps us from being able to set up a position and say like, "Hey, this group of people, we're going to do this, we do it online," but also as well is what also keeps, I think sometimes associations having major issues is that they move too slow on things because we have to get buy in, we have to get everyone to vote on it. We need to send out this email, we have to get everyone's... and then boom it gets done. Versus being like, "No, I'm going to do this tomorrow," and it gets done. So I think maybe my counterpoint to it is that while you can a true brought together group of people, it's too slow for the 21st century.

Dustin Westling:

Super. Thuy?

Thuy:

Here's... you guys like especially because we're all in the event industry. When we talk about community, where are those resources? You can say the same thing like Nick you were mentioning, we can find all those things online. Well can we do that with events too? Why is it so important to be face to face? And the purpose is to positively impact our industry, to continuously grow. So there needs to be that sense of community that's like bringing everyone to gather for what common objectives in order to get to those points.

Thuy:

So without associations or... Maybe you could talk about was it better in the future? Is there too many now? And everything of that sort. But it is important. Dustin brings up such a great point with certifications and that continuing education. So without it, there is this, that everyone's just going to be floating in space there, unless you Google search, but there, there has to be... I think there are platforms within even all the associations that you can connect with others that would add a lot of value, not only to yourself professionally, but to the company that you work for.

Thuy:

And really it's to our industry as a whole. Like it's really that bigger picture, which in turn helps the businesses from all aspects.

Nick Borelli:

Yeah. I mean, honestly, I believe in live events as well for sure. But that said, I've been to a number of events that are not association specific that happen each year or happen each quarter, and they're privately run and they move faster because again, like as Will mentioned, that they're less bureaucratic by nature because they don't have either a volunteer leadership structure. Which has a lot of myriad of issues with it, but they also have the ability to not have to be in a silo so they can kind of choose the best leaders from different groups and no one feels like they're competitive. So, there's a way to have these live face to face community things without necessarily being an association and having the structure, which sometimes leads to again not bringing people together actually, but tearing people apart by creating artificial walls between what would be one industry and hence that creates a little fiefdom over here and a little fiefdom over here.

Nick Borelli:

Again, this is still me put my devil's advocacy hat on. I could do your site too. I feel like I have to be apologetic. The one thing that Dustin said that was really interesting, that is my favorite role for associations potential, but I feel like it was almost never completely or ever even at all really realized is the advocacy bet. So, like I'm trying to think of what... In our events industry, what was the last big thing that our industry came together through an association specifically and advocated for to outside of the industry that made a big impact on the world.

Will Curran:

That ISIS is bad.



Nick Borelli:  
Well, shut up Will.

Will Curran:  
Yeah. I agree with the shut up. That was a disproportionate part of my life as well. I have a little truck above there. But yeah, so like I agree, that's a really powerful thing an association could do.

Nick Borelli:  
Will, are you flipping sides right now?

Will Curran:  
Tell me when they did it.

Dustin Westling:  
I actually have... I don't want to get into this specific examples because-

Will Curran:  
Yeah. You don't have to.

Dustin Westling:  
I don't want to screw them up. But I know of Canadian association, event association chapters that have lobbied government to change laws that we're working against the pros that worked in those areas. Everything from being involved in tent permitting and how all of that works and getting in front of law changes that would make it difficult for us to do our jobs. And those were all spearheaded by the organizations. So, the member would go to the organization and say, "This is impacting my business and this is how," and the organization would get organized, get in front of the government and make sure that collectively the voice was being heard.

Dustin Westling:  
I have seen it work. I've seen it work on small levels in local government. I think there's a huge opportunity for us to make an impact in a bigger way. But it does. And when you take collective voices to a fight, it's so much better than one person just trying to drive a petition-

Nick Borelli:  
One person.

Dustin Westling:  
... online.

Will Curran:  
You're right.

Dustin Westling:

And trying to create a movement where as what an association and what a collective of people does is it puts energy, it puts dollars, it puts some facts and figures and some data behind that ask without it having to form online as Will was suggesting.

Nick Borelli:

I just see a climb of lack of power and therefore ease of movement and decision making. You get to gather a small group of people and you're a flexible enough that you can go in a local government and make those local decisions. And then as the organization gets bigger or as the, the parent organization gets more involved, they have money coming in from so many different directions as to be able hold the thing together. And that handcuffs you from the ability to actually say with any kind of authority, anything. My fear of associations has always come from the fact that the money makes them impotent.

Will Curran:

That's a really good point.

Nick Borelli:

It's a real thing too.

Will Curran:

I think it's just a natural progression of any organization, be it government or anything really is that once there is a massive amount of funding involved in order to handle big issues, then eight things get much more complicated as far as ability to actually go after anything. Like we are all... all of us have different levels of autonomy as individuals right now to be able to say certain things, but we don't necessarily say absolutely everything because we're not completely anonymous. Then you involve thousands of members and then also hundreds of stakeholders and sponsors and your ability to just make the changes and at the speed in which things move now in this time is very challenging. So I'd see the potential versus the reality of things at at certain levels and like that's my fear.

Dustin Westling:

I think that when we're talking about associations that are run by volunteers people that have a full time gig during the day and then they land their voice and their time to an organization outside of their work, that is where advocacy and getting shit done falls apart because you are putting all of those relationships that you have, you're putting your business on the line to make a statement and that can become very challenging. I know there's been a couple things that have happened where I am here in Calgary where we have neighboring towns that have started to put business license restrictions on Calgary companies coming into work in their area. I'm going to be a bit vague. And it had a huge impact on a lot of members and the board that was there were all impacted differently and they had a different dog in the fight.

Dustin Westling:

So if you were a resident of that town, these business restrictions was great for you because it just meant there was less people coming in and taking from your business. So relying on that person to then work on behalf of the organization becomes a bit... it becomes a bit gray. And what ends up happening nine times out of 10 is the organization has to take a neutral position because you can't... it's very difficult to get volunteers to put their name on the line like that and say, "Declare a position."

Dustin Westling:

And then it's often... you're often asking is this our place to do this? And that question I think comes up more. Anything else where, when I see an issue, I go, what is the association's responsibility in this? Is it our responsibility to get into this dog fight or is it our responsibility to provide people with the information they need to make their own decision? I've struggled with that a few times where I thought if I was an employee of this organization, I would fight these people tooth and nail. And if this was my livelihood, but I have several times stepped back and taken the role of being more of a conduit for information and the right information to educate our members in what they should be doing, if that makes any sense at all.

Nick Borelli:

Yeah. It's not just the money. I mean, you're right. Especially when it comes to business, there's a lot of... in leadership role, specifically when it comes to volunteers, there's a lot of political ramifications for any decisions that you make. Like I was in a weird example when I was a Chapter President in my city, and I didn't know business in my city. The political ramifications of everything I did was zero. And it was... it made for a very unpopular person. You know on the other hand, I simply just had to do what was best for the stake holders. And I didn't have anything else to worry about. Like for me, it was great. I just run it like a business. These are our stakeholders, fulfill their needs and whatever.

Nick Borelli:

And if you too... if you doing what you say you are going to do doesn't get done. I don't care to tell you that because I'll do no business with you, you know? But meanwhile, especially at the grassroots, kind of like local level. A lot of associations don't have that opportunity because it's a big part of the reason that they're there in there is because they're a member of their community. And that's how they protect it and advance it.

Nick Borelli:

But yeah, you're right. It's not just about the larger organizations having the money issues of saying let's say a large sponsor that is moving into the direction of let's say hotels or, maybe they are hotelier and then something happens where it hurts, it comes down from the hotels and it hurts the third party planners because they've decided to take percentages off or whatever. And all of a sudden you're caught, which side do you take? And you know, do you take a side and there's a really strong argument that you don't, there's a really strong argument that there is one on both sides. It's not just that it's also the... someone else's in a town and now you're

moving into town. I mean there's a lot of... there's a local at every level because it is an organization simply put, there's challenges associated with banding people together.

Will Curran:

I think you bring up a super solid topic that needs to be addressed by associations. And one reason why they have to be put into question as well it's like this all volunteer model a lot of the times, right? I don't know many associations that I have as clients or that I've participated in where the people who are doing the work to keep it alive, to keep it, functioning. A lot of them are volunteers. And I think what ends up happening is you get people who get really burnt out very, very fast. You can be awesome like Dustin and be like, I'm all the way in. And just continue to keep going, keep going, keep going. Now you're on the board governors. But for what I end up seeing a lot of times is a joint association, the potential to build really great relationships, but then someone's like, "I'm too busy. I can't do this anymore. I have to leave."

Will Curran:

And then it puts a sour taste in people's mouths. And, I think that obviously that might just be like a weird thing, but I want to talk about like the legitimacy of associations need to realize that like people can't be volunteering 100% of the time anymore. How do you guys address that challenge? I'm not sure if that's the right conversation to have in this and why it's... why they do they matter. But I think it does make for really, really hard because sometimes the associations they could do way more things, but the problem is that's all volunteer run.

Will Curran:

I'm sure it does.

Dustin Westling:

If you're listening to this and you're, you're a part of an association in any sort of volunteer way, you'll understand this statement. You spend half your time going in and half your time going out. You never really get to spend any time being the leader that the association asked you to be. And when I look at the amount of work that's required by an association volunteer, it is what's killing these associations. It is what's keeping them from advancing. When your volunteers are expected to produce, 20, 25, 30 events in their volunteer time educationally or whatever, whatever the numbers are. Nick's making a funny face to me.

Nick Borelli:

So you guys are overachievers in Calgary.

Dustin Westling:

Well that's already been Calgary. There's a lot of organizations that do that. It doesn't matter whether it's one a month or whatever it is but... and then on top of that, you have to run a business. You have to keep your finances, you have to run your own marketing and NPR campaigns. And oftentimes what happens is that you end up with people that would never in a

million years get hired for these jobs doing them. It's nothing about those people. Those people are goodhearted, hardworking event pros that want to come and make a difference.

Dustin Westling:

And they're set up in a situation that they just can't win. So, and that is not just the associations that I'm closely related to. Every volunteer association within our industry that I've ever looked into. I feel the exact same way. And I think that as organizations, they need to start lightening the load of volunteers and they need to start using their volunteers as real community leaders and being the voice for the communities that they represent, not filling out endless paperwork and forms and reports and all the other shit that comes with it. Because that is what's bogging everybody down. And I think this is a great segue for two weeks because she's in that world very much right now.

Thuy:

Yeah. Dustin, you kind of switched sides on me. But okay, whatever. I actually was thinking about this today. My leadership skills come from being a part of an association and being involved with the board of directors. When I was a student, in school still I was paying, I became a student member of... it was ISIS at the time, NACE and then NPI. I was paying every month, whatever the student rate was, \$40 times three, \$120 of my own money. Because I knew it was worth that. And when I speak to young leaders coming up into this industry, the first thing I tell them is join the association. Get that networking out there. And from a design aspect, the top five events like creatively they have ever planned, I would say three of them have been related to planning it for the association, for the meetings, for the event professionals.

Thuy:

Because here's the opportunity and going into the volunteer aspects, it's still like marketing dollars. I get it like there's services but that's an opportunity when you sponsor the site. This is actually what I want to do. And like really showcase that like a client didn't really want like these out of the box ideas but here's something innovative or here's something creative or here's something I'm still testing. Yeah, let's apply that and let's get that feedback. And so I just have such positive things to say and yes in the volunteer work. But if anything this year alone, with attending leadership for Ilea, there's the process is... are a lot easier now. And like filling out those paperwork's and stuff like that. And career, your job always comes first. That's one thing we always say. Your career comes first.

Dustin Westling:

There is the problem.

Thuy:

Yeah. Because there's obviously the volunteer aspect of it, but because we are in the industry that we are, if someone is like overwhelmed or is doing too much. All the time, my VP of program and education gives me a call or sends me a text, whatever and I say anytime just let

me know, let me know if you ever need help. And I can make those connections or take that workload off you.

Dustin Westling:  
I used to say that.

Thuy:  
But I don't think, yeah. And did it work or did you... was it just horrible-

Nick Borelli:  
I had six-

Thuy:  
... and they never followed up.

Nick Borelli:  
No, they did follow up. Generally speaking and volunteers in my experience associations, if you're willing to say that you'll do work, people will give you work until you say you won't. And like I had six simultaneous positions at ILEA at one point. And you know I was... Yeah. That year I was volunteer of the year. Not because I was good at anything, just volume. I think I just did it just on work alone, not on great work, just on volume of work. So it is a thing. The burnout thing is like talked about so frequently. It's why if you look at a lot of volunteer leadership at the highest level, you've never met most of the ex presidents, they're gone

Nick Borelli:  
They're as far away as you possibly could get. Because there's a couple different reasons. I mean there's a natural kind of once you've been in that leadership position, any position outside of that feels terrible. There's that, but there's also just like, you've committed so much energy to a thing. Like once you get out of it, you're like, "This is nice." I don't know. I'm of the opinion more and more so that like there is a role in volunteer associations for and professionals for sure as an accelerator and as a launching off point. But I think that, and maybe Will you might be with me on this one. There's also a point where potentially you've launched and you're like, "I think I can remove the scaffolding. I think I'm in the air now."

Will Curran:  
Definitely. I was going to say similarly, I think you made me really think about how the value of niche in the associations is more than these large scale organizations. And I feel like with every single association, not just organization maybe organization in general, everyone feels like there's... just get bigger, get bigger and everything gets better. As you get bigger scale, you get more value because there's, you have access to more people. The directory gets bigger. We have more money to be able to put on better events and things like that. But it seems like things never get better as they're gaining bigger. I think that's just also a faucet I think of having

business in general. So, I might be a little biased when it comes to it, but for example, I'm part of a... they would never describe themselves as an association.

Will Curran:

We are a mastermind more than anything. But basically it's an association called Creative Event Team and there's only like 13 people in it and there's one person for everything and it's like definitely more-

Nick Borelli:

There's a ton of those in the events industry by the way and they don't get a lot of press because they don't need to. And there's one for every industry and there's a couple for a lot of other ones. There's audio visual. I don't know if you're familiar with like a Rental and Staging Network. There's AV Alliance. The DJs have DJ Think Tank, the caterers have Leading Caters America. It's one per market. And it's a totally different kind of like all things shared. So unlike an association where, the idea is like if you call someone, they'll probably pick up because you say you're in the association.

Nick Borelli:

This is... if you call someone, they will definitely pick up and also show you their fourth quarter projections. Like this is tight. So it's a... that's a different animal. And those don't... those are kind of incubator/kind of brotherhood, sisterhood things. They're just another level deeper. But you're right. If any one of those groups were to say, "We want to call up the CEO of Hilton," they don't pick up the phone. They have no juice.

Nick Borelli:

So there are different kinds of animals. Where like, let's say some of the larger ones, like you were saying, like they have all the problems endemic to them because they're beholden to so many people. That's true. But like when Dustin was talking about like policy change at a large level, unless you have that money, no one listens to you. So, there's kind of like a... there's a plus and minus with small and big. I don't think it's... I think that you will find your place eventually, that makes sense for you to put your energy into. But I think both have their place. I think that when they try to squash each other as opposed to work together, that's the main problem.

Thuy:

So-

Will Curran:

I feel like everyone... Thuy, we should have been together. They both switched on our sides. Like you and I should-

Thuy:

Still on the pro side. No, but actually I love that Nick actually brought that up because there are some, I don't know if I can even call them associations. There's like this evolution because of these challenges that are happening. I'm a part of Fat LA, it's free and there's hundreds and hundreds of members that attend. It's free... there is no membership. It's free and you attend these, I think that they're bi-monthly and it's like incredible the amount of work... Actually there's one tomorrow and I'm blown away with how much work they're still like, you know that board there's like I think five or six people that plan it all and I'm also a part of a bunch of women groups and again it's free monthly like.

Thuy:

I'm blown away because sometimes it's a struggle. We have a certain budget. We charge our members, we have to follow this protocol. Here's like a woman's group for example that are doing... they get like designers to come and doctors and all these people from all industries to meet. And I'm blown away with, with that because going back to Fat, there is a Facebook group, like that's a community right there.

Thuy:

Everyone posts their jobs. Like that's something that ILEA is really striving to do. And here's a group where they're saying, "You know what, it's kind of like the anti association, but it is still that community where they're saying, 'I'm not going to charge a membership, I'm not going to charge a fee to attend these events,'" and because of that, hundreds of event professionals will go to this. And it's fun. And the fact that you have this community online where people are posting jobs or like, "Hey, I need a suggestion for a caterer," and people are either recommending and all that stuff. It's really incredible. And I don't know what we can call those associations because like what, even the-

Nick Borelli:

The wedding industry.

Thuy:

... that.

Nick Borelli:

There's one in every city in North America that they meet once a... on a Thursday or they started online as a Facebook group and they now turn into a monthly group and then they have a bit of a leadership and there's eventually some kind of political problem. And then there's two of them. Every market has one of those in the wedding industry because the weddings are so super low barrier to entry and it's just much more organic and how people put stuff together and there's no one that's going to give you any money, like a stake holder for a larger association or the corporate, has all these different, maybe they want to affect policy.

Nick Borelli:



Maybe they want to be seen by more supply. The wedding industry is some mom and pop that it doesn't have any of that funding. So everything's really organic. It's the same thing. Like there's tons of these groups in every market. So yeah, I mean they are kind of like one of maybe Dustin, I'm sure they have conversations at the board of governor level about these groups, but they're a threat for the last 10 years.

Dustin Westling:

Yeah, they sure are. I think I'm wondering actually Thuy, where is the difference? So if you're involved in these groups that seem a little bit more new age, and they're free and there's no cost and hundreds of people show up. And on the flip side, you're actively involved in a paid association. Like for you, what's the difference?

Thuy:

Well, I definitely, when it comes to like an association like IELA, there is a board of governors, it is international that not work is much bigger because there's chapters from all over. So for me that's my incentive and... when I'm looking to vet supplier partners to partner with, the ones that are involved in those... like you can sponsor an event for a local meetup or anything. Yeah, that's great. It's more of a marketing piece, but when you are constantly trying to like to engage and have those conversations and it's on that bigger level, it's, if anything kind of companies that you work for like mom-and-pop versus the Amazons and stuff. And is there kind of that middle ground? So yes, as much as I do see... love catching up and seeing these really big hundred of people at this one event.

Thuy:

It's also really nice to know that there's true educational and people like really go above and beyond because there's a budget and we charge in regards to like educational aspects that too is important. It's just, it's more people I think gravitate towards there's... you don't put anything towards it, but what you just like volunteering and anything money, what you give is what you get back. It's like what I see. So someone that's truly, really involved in all these associations and you know, to get to those levels, I think it's amazing to be a part of like an international committee, and work your way up. Like that's, that to me is very incentivizing.

Dustin Westling:

Do you think that the free model can last forever? Do you think that a organization that's doing those free events, what are the risks in not having a financial backing or not having people that are invested in you?

Will Curran:

Pick me. I can address this one. So there was an example of an organization I wanted to share that I think is outside our industry that people can learn from. And I certainly learned a lot from, so I'm part of this group called Sandbox. About 1000 people across the world. And it's definitely... If you look at it, you'd be an association, right? Members, there's a vetting process but it's completely free. And it first started off that the reason why existed there was the

investors that were putting money into it to do these events and things like that. Right? Well, eventually investors want to make their money group had a coup everyone left because they want to start charging dues for it. And everyone's like, "No, we love this because it's free."

Will Curran:

The organization kind of came out of the Phoenix and reborn and still been free. Three people are the board for it. Someone in charge of communication, someone in charge money and someone like the president, right? They're super open, they do these open board calls. But I would say they probably do less work than I do at a chapter level for any association I've been a part of so far. Because, they have very much said like look like things the group's going to run itself. Like if we bring people together and there's a strong vetting process, they continue on. But it has struggled so far. So much the point that I've had conversations about like, "We should start charging dues," and a lot of people agree that we should start charging dues, so we have some money to do something with it to for example, have a backbone system for managing everyone's contact information for the whole group.

Will Curran:

But then people always bring up the thing and like, "Well, what's the difference between that and Facebook?" Like our Facebook group. And why can't we just use that and that's free. And it's really interesting how it struggles with that free model, but I probably, I get so much value from Sandbox. It's unbelievable. And I feel like I've gotten 10 times amount of value than I ever have in an association I probably have ever paid for.

Thuy:

Are you getting business from there? Is it more of like networking?

Will Curran:

So it's definitely more... I mean the organizations like it's basically, it's like young change maker. I basically, the criteria is that you're under the age of 30 and you're doing things that are bad ass. I've been in this group for like close to 10 years now-

Thuy:

What are going to do in November?

Will Curran:

Well, the rumor is that you just disappear when you turn 30 and you just go missing.

Dustin Westling:

Oh, that's so sad.

Will Curran:

So you guys going to have a host of his podcast for another was that 14 days? Good luck guys.

Nick Borelli:  
I'm only here to put up-

Will Curran:  
I have it, but I guess...

Nick Borelli:  
All right. Continue. Google Logan's run.

Will Curran:  
All right.

Will Curran:  
So yeah. So the value for me has been so it's not business centric, but because people doing bad ass things you can get connected to people. Like if you're like, "Hey, I need to text Mark Zuckerberg," someone probably knows Mark Zuckerberg. It's like these kind of level of people. But the value I've gotten from it is that because it's so tight knit and so exclusive that you talk about like the picking up the phone and talking to someone and they'll answer because of it. This is something where you can show up in a town and say, "I need a place to stay," and they'll say, "Take my apartment, take my couch." Those sort of things, like it's so close and how it gets done. And like, these are people I trust my life with and a lot of times trust my life with people I've never met before along it.

Will Curran:  
I think it's a really interesting case for the community. The problem is that it gets caught up a lot in the same politics and sort of things that we see in traditional organizations. Like, if someone has a thought where they think it's going to go, the other person has a thought where it is going to go, and that everyone can't decide and what they're going to do because this is a big group of people. But I do think the free model is possible. We only monetize and not necessarily make money, but we have to obviously pay to do these big gigantic global summits where you bring together. But the way we do it is just like, let's find out what the costs are and charge people tickets, like a normal association event does. Just the difference is I think that we're not trying to at all have any sort of money leftover in any sort of way.

Dustin Westling:  
Oh, I probably have to do that. The associations don't have any money left over either. I I don't think anybody's swimming in cash.

Thuy:  
And if you do I think you actually get in trouble for it?

Dustin Westling:

I do think there's some other things that I think about when I look at these free groups that are organizing and I often wonder how they pay for their insurance. I wonder how they pay for technology to protect your data. I wonder how they run the most basic elements of a business that is an expectation now. And I wonder if those things are happening and if these groups understand the importance of them. When I go to a gathering, a free gathering and when you think about the lack of insurance and structure that's around that, that's actually a big deal. And that is something that I think associations bring to the table that they are very well insured. They do pay people to ensure that data is protected and that your information is not going to be compromised. Just to throw to get back.

Will Curran:

Just like the government.

Nick Borelli:

Like people will talk about, let's take away the government's money and like, let's get to pay them less. And I'm like, "No, I'm actually for paying the government more and just stripping away all the other money that they could get." Because like, if I'm paying you, I'm your client, right? And so like, I'm very much of the opinion of like, when these things are free, I'm like, well, then how is someone putting their energy into this that is of value to them, right? So are they scrubbing these lists? Are they selling at me is this, you know some of their friends that they're putting out here to speak whatever it is. I just don't believe in the continuity in like longterm viability of people giving their time and being good at it away and then having no benefit to them. I could understand charity to a degree. But the sustainability of something I just don't understand.

Dustin Westling:

It's hard.

Will Curran:

I'll give you a downside of the free model that we didn't expect is that you get this free model and right. Like, people can join. It's really easy. Well. Then you also have very little buy-in, so ends up happening is you have these groups that are joining and you get angry because some of us are really passionate about the organization. We want to make sure everything's active, but I mean people sitting that are in our group, they're like, "I haven't intended a single thing in forever or not getting the full value that you know you can get from and you get kind of angry." And it's a really interesting that you think it would... like be talk about activity inside of associations. There's lots of people write checks and then just like never come to an ILEA MPI meeting, whatever all day long. But then there's definitely this side of like what happens for the one person who shows up, hasn't done anything but then makes an ask and gets all the value or something like that but never gives back to the same time.

Dustin Westling:

Yeah, they're there. Those people. But I think those people end up getting, getting sussed out eventually. Like those people actually don't find longterm success in any organization or group. And it's really easy to show up and hit it once. But over the longterm, if you're not investing and your heart's not in it and you're not there for the right reasons, you'll get discovered, people will figure it out.

Nick Borelli:

Yeah, agreed. I don't think it's very possible to game that system forever. I think you can swoop in and be the new energy around something or whatever. But ultimately, I haven't known that many people to be really successful off of the back of an association without feeding into the ecosystem itself. Where you kind of know someone is aligned with that association, but they don't actually... they haven't contributed in any way, shape or form. I do believe that one of the main failings of associations is the model that most of them eventually end up with in their leadership, which is to say, people you want to be around because you're comfortable with them that they make you feel good, that they're not too threatening. It's a very natural thing, especially in volunteer leadership, not to surround yourself with people that you don't enjoy being with.

Nick Borelli:

And I think that real opportunities to have voices of different backgrounds and different ways of looking at things, that is such a strong benefit to an organization, especially one that is not autocratic by its very nature. It's not like a CEO where it's just the CEO's vision. You're best would be to surround yourself by people who have opposing views than you however, have a level of... You don't think so?

Thuy:

I disagree.

Nick Borelli:

Okay. Oh, I get it.

Thuy:

Just kidding. No because this is like-

Nick Borelli:

Yeah. I like one of the other. Give me a benevolent dictator or if I have groups of people around that I need people to be really, really different, and both those models can produce some really cool results when it's more like art based and more purely creative then give me a dictator for sure. I don't want a lot of people screwing up the design of something because everyone wants to have their say into it.

Nick Borelli:

Like a lot of committees end up doing, but when it comes to representing lots of people, I need to have lots of different kinds of people at the table and not just mostly the same. And what it

ends up being, I find it in the leadership groups are the people that have survived it the longest. So all their kind of survivor biases are intact. All of their... they all come from kind of the same veteran point of view. They've become so in a bubble that they don't really, they're not on the ground, et cetera, because that's the system and the system isn't one that is like designed as such. It's just an organic process.

Nick Borelli:

You surround yourself with people that are similar to you. You believe that that's the criteria for leadership because you know, you're all on the same page. But the actual, I would imagine criteria of leadership are strong people with strong opinions who have the best interests of the organization and the stakeholders in mind. And they go about it. And as different a way as possible in order to have the disruptive intelligence enough to overcome challenges. Associations aren't quick and they're not able to deal with disruption because they don't have enough variety of opinions in the same room. That's my soapbox.

Dustin Westling:

I couldn't agree with you more Nick.

Will Curran:

I'm not going to say it's insurmountable. I'm just saying it's uncomfortable. Well, I certainly love this topic. I think that we've definitely dove in deep into it. Is there anything else that you guys want to cover when it comes to whether we think that associations matter anymore?

Dustin Westling:

I think, Thuy made a point about... she was talking about volunteers in these organizations and I just want to make sure that it's clear that volunteering with these organizations is so important when you're starting out and not... I'm not talking about volunteering on a board. You don't need to do that. But putting your hand up, showing up to meetings, helping at the registration table, helping to clean up or set up or do whatever and getting to know people, every young event prof that is successful in my market started volunteering through an association. You don't have to take a board seat, but you should. You should get involved and you should know who's who and the best place to meet your potential client or your next boss is at these association events. So again, I think we've had to say this a couple times.

Dustin Westling:

If you're listening to this and you are a up and coming, if you're a young event prof, if you're just getting into this industry, associations still are the best place for you to go and meet the right people face to face. It is going to give you something that no online forum is going to give you. There is no Facebook page out there that's going to give you the kind of face to face connection and real life connection that you're going to get a with an association. So you got to take everything that we said with a with the mandate in mind that there's lots and lots of room for people to get involved and for you to meet your next client or employer and associations are the best place to do it.

Thuy:

So true Dustin. I would say I'm probably... I'm here today where I'm like sitting because of associations and because of... because when it comes to volunteering, I want to be there. I want to be that change and to collaborate with all these people that you thought are from different aspects of that puzzle that we're constantly just putting together and to do it without any... like this is what the client wants and this is... that's such a creative space to work in and to cater knowing that your audience are people just like you. It's pretty incredible. So, yeah.

Dustin Westling:

Two of the last three managers that I've hired I got based on their performance and experience with a local association and that's where I got to see them work. That's where I got to see where their passions were. And that really was where I decided that I wanted them to be a part of my team and had those associations not existed and had they not been a part of them and worked as hard as they did, they probably, they would have just been another one of the 100 resumes that we get when we post a job and they got to stand out and they got a job before it ever got posted. So-

Thuy:

I would say this, I only even think this Event Brew would have happened. Well I don't know how Will and Nick met, but I know Nick through Eylea and then of course through Eylea became a part of a search. So that was my connection through Nick and that was... I was introduced-

Dustin Westling:

That's a good point.

Thuy:

To Will, and then of course then Dustin jumped in through an association.

Will Curran:

That's a really good point Thuy. That literally just happened because of association. Like ultimately like yeah, this one had been possible without it. I'm curious to know because it's such a good point, but I want to pivot into a question to ask Dustin those two people that you hired, are they still part of the association?

Dustin Westling:

Yeah. Yeah. Wow.

Will Curran:

Okay. Cool.

Dustin Westling:

A big part of the way I run my business is everybody that's in a management position here, there's an expectation for them to do something. I don't care, you don't have to go be the president of the chapter, but you need to be a part of the community in some way. So yeah, both of those people are still active members. One of them, my newest colleague here is actually going in to be the Eylea Calgary chapter president next year, which I would yeah... I'm going to leave that there. It's a lot of work and I'm happy to support her. And then my the other one that I hired is the VP of education for Eylea. Another one of my project managers is the VP of education for NPI. My director of business development is heavily involved with PCMA.

Dustin Westling:

And then people that are not event related or members of the chamber, the local tourism bureau. We know as a business that when associations are treated with respect and when you put into them, they can really, really turn out for us. And it's been a huge part of the way we built our business. And it's a part of our culture. And this is, this is something that's really important to us, but we invest and we invest and we invest and we invest in our people. We sponsor, we show up, we make sure that every ask is taken care of because it's, that's our responsibility. We know that we are better because of those associations in our city. We know that when push comes to shove, this is the group of people, the association members that we work the best with. We know that when shit needs to get done, those are the people that we call on. So for us protecting those associations and making sure that they're here for the longterm is a part of our business strategy.

Thuy:

I have actually a question. Do you think it would be beneficial if there was an umbrella? If there was like one big association-

Dustin Westling:

No.

Thuy:

... because they've all say flipping it on the other side is, I think there's too many associations, like to the point where I don't know these acronyms anymore. Like what's the difference? Like they'll say certification from a CSEP to SCPC, and that's like through nascent directly.

Dustin Westling:

That's a whole other episode. I think we could talk about certifications and I mean, we're we're going to run out of time on this one, but I do think that we should have a conversation about certifications and what they mean and we can dig into... to what each of them are. But yeah, that's a big one. But no, and I think to your point, I think the problem... one of the problems or challenges that we're having right now is we've got a lot of associations that are trying to speak to everyone and everybody is all shopping for the same members and that's something that we need to get better at.



Dustin Westling:

And the big associations, they need to do a better job of declaring who their best member is, who they have the resources or the leadership to serve and go after that market and quit trying to be the association for everyone because it feels like every association is trying to be the association for everyone and that's what's not working. And that is what's creating diluted education where you're trying to speak to such a broad audience that nobody's getting anything out of it. And that-

Nick Borelli:

I agree. I don't think... while I know that there's... I mean I know so many, if we put a game where each of us had to name an industry association and then the next person went and the next person to see who the last one, I would play that game and I would bet on me.

Thuy:

That should be our new drinking game? There'll be categories.

Nick Borelli:

Sure.

Will Curran:

Can we just try to do it real quick right now? I mean I am curious, so I'm going to pick the one that we all know. So I have the easy bet, but I leave that-

Thuy:

If you lose you get the drink.

Will Curran:

Just the event industry.

Thuy:

NACE?

Will Curran:

Industry, event industry. All right, so Thuy you got some NACE. Dustin you're up?

Dustin Westling:

MPA? PCMA.

Will Curran:

EIC, Events Industry Council. WIPA.

Will Curran:

I'm trying to think of what WIPC.

Thuy:  
Mm-hmm (affirmative). WIPA.

Will Curran:  
Yeah. I would chose this side.

Thuy:  
Yeah. Drink. There you go.

Will Curran:  
That was a couple of DJ.

Nick Borelli:  
Oh, there's a DJ one that I... Oh man, I don't know-

Thuy:  
You have to take a drink.

Nick Borelli:  
... them off.

Dustin Westling:  
That's a-

Thuy:  
Mm-hmm (affirmative).

Dustin Westling:  
Okay. Thuy.

Will Curran:  
Are we playing until the death and that or just until we drink.

Dustin Westling:  
Didn't-

Will Curran:  
Or I just keep drinking.

Dustin Westling:  
... anybody say ILEA?

Will Curran:

Yes. First day I got six days, one year of drinking again, drink again.

Dustin Westling:

About the International Bridal Show Producers. They just... it's just an association of bridal show producers.

Will Curran:

You're still going to win this. Spin Senior Planners.

Nick Borelli:

Let's do all the, let's do all the minority ones, because there's ladies. Yup.

Thuy:

Oh, Women and Events.

Dustin Westling:

GMIC.

Thuy:

Which one is that?

Dustin Westling:

Green Meeting Industry Council. I'd like to thank social tables for their blog that's sponsoring that right now.

Will Curran:

Oh, that's cheating. Oh, my God. Yeah, you're totally out.

Dustin Westling:

Listen-

Nick Borelli:

Yeah, that's true. I think of FIC.

Dustin Westling:

... we are at 58 minutes. Can you just...

Thuy:

That's a good one.

Nick Borelli:

Financial-

Will Curran:

Right. So, there's PCMA, which is just conference planners and then there's conference planners for different industries. There's a... but you have to...

Dustin Westling:

You need a drink-

Will Curran:

... I'm giving you examples like there's PCMA, which you would say, "Okay. They have a lane. They are just... they focus exclusively on people who produce conferences, the planners and only conferences. And FICP says, "Yeah, but we do that, but only for the financial and insurance industry.

Will Curran:

And likely there's one that's one below. So, there's lanes and lanes and lanes, but I am all for the idea of like as niche as possible but what really needs to happen to satisfy the two things that, that Dustin started off with that I didn't come up with as far as what associations can do are the idea of accreditation and advocacy and the little niche groups that are really powerful, they can never do that.

Will Curran:

So that ultimately means we can have our cake and eat it too. If the EIC is really strong, which you know-

Thuy:

Add me.

Will Curran:

Wait, you still naming associations?

Nick Borelli:

Sure.

Thuy:

I'm...

Dustin Westling:

I think you want to, you can have...

Will Curran:

All right, well that's the Event Brew drink at home game for everyone and see how many associations you can name until you run out and-

Dustin Westling:  
Just any event related acronyms.

Thuy:  
Yeah. That was fun.

Will Curran:  
Oh yeah, just an acronym like BEO to... Now, that could be it. That or whatever. Yeah-

Thuy:  
COI or RFK

Nick Borelli:  
That's true. That's true.

Will Curran:  
Well, I'm going to win this one guys. I'm the AV dude. I have so much lingo.

Dustin Westling:  
I'm calling in sick for that one.

Will Curran:  
Well, let's start to wrap this up. We are at the hour mark, so we want to make sure that we're not keeping people off for too long. Let's got a little extended commute. So I figured we could wrap up really quickly with one sentence of something that we learned or something that we're going take a home today. So yeah, I think the thing I learned and thought lot about that changed my mind was Dustin bring up the idea that associations really do... are the best way to get a strong unified voice for one topic issue for advocacy. I don't think small groups, I don't think individuals have as much power as those have. Well it might take longer. They're still the best, I think route for that. So, I think that was something that definitely changed my mind.

Dustin Westling:  
I'm just thinking along the lines of where you are in your career. Because I think that like potentially there's different things that associations are stronger or weaker at depending on where you're at. If you're early in your career, there is no accelerator that can get you the opportunity to prove yourself, to stretch yourself, to challenge and also create a fast bonds of community, like an association. As you go down the path, there's either things for you in the association or there's not, and it depends on what you want.

Dustin Westling:  
So if you, if you decide that you want to make change and you're beyond just your business and you're talking about the industry and you want to make an impact, there's a lot of challenges

associated with that simply because you can't be a dictator, right? Like you have to be part of a group and no one's going to listen to you exclusively. And there's a level of frustration that can come with what one considers half measures if they're fully committed to their point of view. So it's very difficult to survive that system forever. But like ultimately you can't do it by yourself without a group of people. So it's the only way. I'm just fascinated by the idea of what associations mean to people at different points in their career. Thuy, go for it.

Thuy:

I was truly trying to listen to everyone. And the whole time I keep thinking of that time Will fell down and running down to get his tea and he said he would bomb to the garage from a previous episode. So Dustin you go like... continue the thing.

Dustin Westling:

I think maybe a take away that I have from this is, as associations and as somebody that's in, in leadership and association, we need not to fear these smaller groups. And some of these small groups are not small anymore. We need to not fear these free gatherings. We need to start to learn from them. We need to figure out how do we get the best of what they're doing and how do we start to partner with these organizations that are doing really great work on a grassroots level. I think there's a... I think there's an opportunity for us to blend these worlds together and that... and it doesn't need to be a threat. There's actually nothing threatening there. If anything, there's something for us to learn and there's an opportunity for us to build those organizations or movements up as well as taking something back for ourselves. So that'll be my takeaway and I'll work on that.

Thuy:

I think I would say mine came from what Nick said about just everyone like staying in their lanes, having that niche. Because right now, like you're right, everyone wants everyone to be a part of their group where it might not be the best fit. And so really look into each of those associations. Look into each one of those certifications. I tell my mentees that all the time. What is the purpose and your objective and how does that apply and what's the most beneficial one to be a part of. But definitely it's like social media. You got to just... it's not how if you do it, it's just how well you do it and the efforts that you give to them.

Dustin Westling:

Well said Thuy.

Thuy:

Thanks.

Dustin Westling:

You're well put together.

Thuy:

I did put makeup on today.

Dustin Westling:

Whose going to close the show out. Come on. Who's going to do it?

Nick Borelli:

We can break out. Well, I guess since Will default introing it, I can outright, but for all those people who are listening right now, if you want to hear someone else do the intro or outro, make sure to tweet Event Brew #EventBrew, email us [eventbrew@helloendless.com](mailto:eventbrew@helloendless.com) and let us know who you want-

Dustin Westling:

Democracy.

Nick Borelli:

... to close out the show. Because I'm going to start putting pure pressure on these guys. So I don't have to do it every time.

Dustin Westling:

Every person that says, Will, I'll give \$5 to search.

Thuy:

Will, Will, Will.

Will Curran:

Well, it looks like I'm going to be absent for the rest of the game. Again, I'm going to disappear in 14 days when I turn 30.

Dustin Westling:

You're going to be doing the intro and the outro from the...

Nick Borelli:

What's going to happen when I turn 30?

Will Curran:

That's what's it's like but-

Thuy:

You'll stop making references to old movies we don't understand.

Dustin Westling:

Logan's run.

Will Curran:  
Oh.

Thuy:  
Oh, really.

Dustin Westling:  
Yeah. Eight years a go.

Nick Borelli:  
I think you hit 30 a while a go.

Dustin Westling:  
Logan's run. Google it.

Will Curran:  
So Logan's run it. That's what this episode is brought to you by. Well, we'll go and wrap this one up. Thank you so much Thuy, Dustin, Nick so much for another lightening amazing conversation to our brews and our Ts and our coffees and our beers and our waters and juice boxes and energy drinks, you guys are fantastic. Thank you guys so much. So for everyone who's listening, if is your first time listening Event Brew, you got to get bored of this. We've been talking about crazy things since the beginning, so make sure to head over to [eventbrew.com](http://eventbrew.com) sign up and subscribe. That's where all the show links are, resources to where everything we share, transcripts, all that jazz. Also, if you are listening to this on YouTube or you know, iTunes, you want to find a better way to listen to it that better fits in your workflow. That's where you go to get all the links at all the way.

Will Curran:  
Also, we are still on what I'll call a breittling new podcast. So we really appreciate having rates and reviews on all the podcasting platforms. Pocket Casts, Apple podcast, Google Play, Spotify, all those things. Let us know your reviews and give us your feedback because that really helps us out a ton with discoverability and people being able to find us. So make sure that you leave us a rating as well. And let us know if you... yeah, who do you want to see outro the show, who's your, who's your fave. Is it or is it whoever it is. Vote for me.

Will Curran:  
Also let us know what you think we want to hear from you. You can always reach us directly, #EventBrew, but also we have a direct email address that we read every single email that comes in [eventbrew@helloendless.com](mailto:eventbrew@helloendless.com). So send us an email and we'd love to chat with you, but friends it is time that we go time for us to enjoy our brews and contemplate on the next most controversial topic we'll decide. Everybody have a great day. Thanks for listening and have a great brew.



Speaker 1:

Thanks again for listening to Event Brew. Be sure to rate and review us on your favorite podcasting app. Awesome. Be sure to head to [eventbrew.com](http://eventbrew.com) and leave us a comment about this week's episode. See you next time on, on Event Brew.

Dustin Westling:

See you later.

Thuy:

Bye.

Nick Borelli:

Did you hear that.

Will Curran:

Hopefully. That is it.