

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 AB company that tells you how it really is. Now let's brew something up.

Nick Borelli:

Hi everybody. This is Event Brew and my name is Nick Borelli from Borelli Strategies. We have a really great conversation coming up that is kind of a holiday centric because we're thinking about gifts. And I'm signed in today as old Saint Nick, so that's appropriate as we talk about chachkies and free swag. So I'm really excited to have two of The Brew crew with me today. The first is Thuy.

Thuy Diep:

Hi everyone. This is Thuy Diep with PRA Business Events. And I want to be on this like festive spirit. So Thuy think I would probably be one of the reindeers.

Will:

Oh, you definitely would be one reindeers. For sure.

Thuy Diep:

Like I'd be like vixing. Yeah.

Will:

Whoa.

Nick Borelli:

Fixing is a good one. Yeah. Well do you have a holiday brew right now?

Thuy Diep:

So you actually inspired me from the last podcast and so I am drinking-

Nick Borelli:

Red pooling?

Thuy Diep:

No, a green juice. 100% green juice, cucumber, celery, spinach, lemon, kale and parsley from Press Juicery

Will:

Oh nice. That sounds very, very fancy.

Nick Borelli:

So do you have a red drink Will?

Will:

Oh, I don't because well I guess mine is more black, like my heart. I don't know. I mean you guys can see on video? Is this like reddish kind of red, red looking? It's definitely black.

Thuy Diep:

Is it Irish red? Is it Irish tea?

Will:

It's black tea for sure. I mean, I call this Irish tea, so for those who don't know, they ... Obviously, these guys know I'm recording this live from Ireland right now. And so I'm drinking tea and every Airbnb you check into, it's so great. They just go, "Oh, and by the way, there's a kettle and tea, feel free to help yourself." So they always have tea, but it's always the same black... I just got Irish black tea because it's the same across all of them. It doesn't change. It's got black and it's good, but it looks kind of red. So we can go with the holiday spirit and say it's kind of red.

Nick Borelli:

Nice. I wish I was drinking eggnog.

Thuy Diep:

What are you drinking Nick?

Nick Borelli:

But I'm drinking the drink that I actually do drink a lot in the holidays and that's a couple of packets of emergency mixed together with water, because I have kids and that means this is also the season of being sick.

Will:

The season of giving germs.

Nick Borelli:

It is. Always giving and receiving back and forth.

Nick Borelli:

It's definitely what I think of when I think of the holidays is like, "Oh boy, I'm going to be sick for some of that. Yay."

Thuy Diep:

I wish I can give you some tissue paper right now, branded tissue paper.

Nick Borelli:

There you go. I mean if you're going to throw something away or at least help someone, yeah, for sure.

Will:

Wait, throw it away. She's not going to give you used tissues. Well, I mean I will be using it. So yeah. I want it back though you can borrow it.

Nick Borelli:

Yeah. I mean I do the same thing when someone puts a logo on a pen and hands it to me, I go, "Oh, that's nice." And then as soon as they're out of the way, I throw it away.

Will:

Oh my gosh. What a transition. Oh my Gosh.

Nick Borelli:

It's very similar.

Will:

So Nick, that was probably the most epic transition of 2019.

Nick Borelli:

I do like a good segway.

Will:

Lay it down for us. What are we talking about today?

Nick Borelli:

Oh man, I have rules. And I think anyone who's been in the events industry for a while and is also a serial attendee may have these rules too, about the things that you don't take home that you're given because you have too many of them. My big one is water bottles and there was a time where I thought that was really cool and before that I thought USB drives were really cool. And then before that, I don't know what it was, but ultimately there's a saturation point that you experience as an attendee. The amount of garbage that you're handed with someone's logo on it. And it's kind of like frustrating from a lot of different angles. There's the sustainability angle. There's the marketing guy angle where I look at this and I'm like, "This isn't the point. You're missing the point."

Nick Borelli:

So yeah, the whole idea of chachkies and free swag associated with attendance. On one side I believe in kind of a legacy artifact of an experience. I think that it's a valuable thing that you can incorporate in design. On the other hand, I think it can be a wasteful opportunity to miss the mark if not done strategically and holistically and having an understanding of, who you're giving it to. Do you guys have passionate about this as well.

Will:

Thuy I just see passion just lighting up in your eyes right now. Full of love, hate relationship with chachkies and free swag. What's your opinion?

Thuy Diep:

My rule is I don't keep chachkies. It would be really-

Will:

Period.

Thuy Diep:

I don't bring them home unless I love it. Unless I'm like, "Oh, this is such a creative idea, this is something that is functional that I need." A lot of times when people do gift us or me things, because a lot of it is just things. I actually just keep them in the office or I'll put them in our common area, our conference room and I just say, "Have at it you guys, whatever you..." I actually just recently did that. I said, "Whatever you want, please take it."

Will:

It's surprising how many of people will end up taking it too.

Thuy Diep:

Yeah. Everyone is a little bit of a hoarder and I feel like doing this for so long, I don't want ... Like at least when I come home I'm also ... Designing my home, I try to keep everything to a minimal anyways. I don't like the knickknacks and things like that, but if it's done, what Nick was saying, if it's done well, it's leaves a really lasting impression. But I just don't understand why do you have to brand something like for it to be a gift, right? Like there's gifts that we give to clients that are like essential oils, little mini essential oils that aren't branded with our names on or anything like that. And that's always been a big hit. Especially-

Nick Borelli:

Yeah. I think that's it too. That's such a great question. Why do you feel the need to put your logo on everything? I don't know, Will, have you had a conversation with John Ruhlin?

Will:

Yeah. We had him on Event Icons actually. I don't know the number off the top of my head, but it's only maybe 20 episodes ago or so.

Nick Borelli:

Sure it'll be in the notes. John Ruhlin really changed how I look at a lot of things, when it comes to gifts and artifacts for events. The fact that I use the word artifact as an association between something that is given to a company, a live experience that has lasting impact. It comes from him and his book Giftology speaks to the idea of not putting the logo of yourself on something

that you're giving as a gift. In fact, it should have the name of the person or the organization on that because it's a gift, it's for them, it's celebrating them. It's not celebrating you. It's not a selfish thing. It's a gift and it's a really great book. Like I recommend it to a ton of people, I've got a lot of them. And I've given them to people. Hit me up if you're a producer of events and I can introduce you to John and make sure he gets you a book.

Nick Borelli:

All that fun stuff. By the way, getting gifts from the gifted guy is really great too. He gives great gifts too. It turns out. I have some really cool stuff. But that's problem.

Will:

It's interesting, I mean a lot of these times these chachkies and free swag, I don't ever feel gifted. I feel forced upon. I can feel like, "Take this, you have to take it." You have no choice, right?

Nick Borelli:

We're in a thoughtless exchange right now and we're going through the motions of two people being in the same room with each other. So here, have a pen, that's what makes me mad about it is the lack of strategy. So explain to me how much mental horsepower went into this idea? Like I want to shame people so much when I see them do these things.

Thuy Diep:

Mostly they're not even the nice pens right now. Like the ones that come in the case, it's like, Oh, here's ... I don't know about you guys, but I'm very particular with my pens. There's a certain kind, certain colors, certain point that like that I'll use.

Nick Borelli:

I barely use pens. It's been, it's been a week since I've used a pen.

Thuy Diep:

Do you use pencil?

Nick Borelli:

I didn't have any paper in my office.

Will:

I'd pose a potential question here. I'm not sure if this is just weighed at further down this conversation at all. But let's say you get a bunch of free stuff, right? like you're probably not going to say no screw you. Maybe we talk about that at some point. It's like, what is the appropriate response to getting this stuff because, but what happens when, like for example, if you're just giving it to someone else, are you just not, is it just making the problem worse or is it better? Do they find value in it? Like, I'm wondering if there should be like some sort of case study on like the life cycle of a chachkie to show like how many people gets handed off to where

it goes and shows that maybe like you think you're giving it to someone and they're really going to like it, but turns out they're just trying to be nice too, or they decided to take it home and their wife immediately says, no, throw it away and then it goes in the trash.

Will:

What do you guys think the life cycle of a tchotchke is?

Thuy Diep:

This next to Toy Story? Toy Story.

Will:

Quirky going down the-

Nick Borelli:

That's awesome, I'd watch that. What a fun video. Like a piece of content that would be to have two stories like the story of the logo, pen who lives in the trash heap. Then the story of like the thoughtful, gift that is lives on someone's desk. What if I was in that business where I basically had access to a catalog and a discount code, and then I set myself up as an entrepreneur who pollutes, puts logos on things. I wouldn't ... Not that I, some of them are great, but some of them are, it's like a zero barrier to entry a job. That would be a fun content piece to just tell those two different stories of like how someone ended up there.

Will:

Totally. I'm just imagining this future movie called chachkie Story. If you're out there and you know how to animate a movie, please, dear God, make a chachkie story. We must have that.

Nick Borelli:

I think if you were to do like a contest, that they didn't know was coming. Let's say you did a campaign of a year's worth of exhibiting somewhere as an example, and you gave out a certain thing. Then months afterwards you were to say, "Hey, take a picture with that thing and you'll get this thing." Just to incentivize people proving that they haven't thrown it out. But again, they wouldn't have to not know it's there and other to do it. I mean, it would be just kind of like a social experiment, but that'd be kind of fun.

Will:

I'm imagining someone who's really good, like just wants to win our things, has like all these storage bins, perfectly organized of all the things.

Nick Borelli:

After that.

Will:

Yeah. It's like almost like a morgue.

Nick Borelli:

I'm going to let that ... I'm never going to let that happen again. So then we just like, Oh yeah, that would be great too. Like a trigger, somebody like that with some kind of a specialized OCD. I don't how you prove it. I look around my desk, which is the opposite of a minimalist. I have stuff that I was given at, at booths that I was given by people at live events. For sure. It's not a high percentage of the stuff I've been given, but I have two coasters here. One's from a MPI foundation, the other is from a PCMA convening leaders. Those are two different coasters that are probably, not their competitive coasters.

Will:

I'll give you the ... Not the other extreme. Not the extreme of having lots of stuff, but I'll do you the opposite. I do these like what I'm doing right now. A week and a half, two weeks of travel, sometimes a month of travel. I'm gone and I live out of a backpack and just like a little duffle bag and that's it. I have absolutely nothing in it that I was given by somebody I think.

Nick Borelli:

I would. That's the kind of stuff that I travel with that I keep. When people give me travel accessories, that's the kind of stuff that I end up like-

Will:

You know what, I lied. I have a luggage tag on my backpack that is engraved with a satellite view of my neighborhood. And it has my name and says back in a flash.

Nick Borelli:

So cool.

Will:

It's super duper cool.

Thuy Diep:

Wow, that is cool.

Will:

I wanted this thing for like so long and I was really lucky enough that someone bought it for me. and now you can't find it anywhere, but it's like that is something that's really, really cool. Other than that, I don't have any like gifted pens-

Nick Borelli:

Do you remember the event manager blog? At that a tech event at IMEX years ago. Like they gave up branded tiles when Tiles was a company ran out of battery though.

Will:

Yeah, they ran out of battery and it went in the trash.

Nick Borelli:

True. I mean the new tiles.

Will:

Chargeable or replaceable batteries. I have like 10 tiles in my life right now.

Thuy Diep:

A bathroom tile?

Will:

No, it's a little like Bluetooth thing that essentially you pair it with your phone and whenever you lose something you can either ring the tile or you can use the tile to ring something else, like ring where your phone is. What's great about it is if something ever gets lost or stolen, it doesn't use GPS to constantly track it. If someone else, it's about this, like kind of a social network effect that more people have tiles, everyone has that on their app. If you get within range of a tile and it's been reported as lost or stolen, it'll notify you that you're near it so you can help the person track it down.

Thuy Diep:

That's like black mirror.

Will:

Yeah. I mean like kind of opting into this network.

Thuy Diep:

Can you use that to solve crimes or until I kill someone?

Nick Borelli:

kill someone? I mean, you could use anything.

Will:

I mean, if you really want you to you can hack someone's cell phone. There's way easier ways to hack somebody.

Nick Borelli:

Follow them on their Instagram stories.

Will:

Exactly, just follow them. I literally said where this Airbnb is. Come and murder me. I'm in the middle of nowhere.

Nick Borelli:

It's so easy. Yeah. It's never been easier to be a predator.

Will:

Back to the topic. The tchotchkes is not murdering people.

Nick Borelli:

I got that from a vet manager blog. Even though that I eventually, after a year, but for a year, that was on my key chain.

Will:

Mine too.

Nick Borelli:

That's pretty great. Right? A year of someone seeing it every day. It's one of the few three things that are in my pockets at all times. That's pretty impressive.

Will:

I will say too, I mean like we talked about the John Ruhlin rules and he always has this idea of high valued gifts too. These were all people who were influencers and judges for this sort of thing. People like Nick.

Nick Borelli:

Somebody must have snuck me in.

Will:

John Ruhlin has a rule, is it 20%, 5%, 5% of whatever you have made money off of somebody, for example, like a client or a referral or whatever it is, you should give that back in gifts. and again, go check out the event icons episodes so you can learn more about this. I thought about that though, is that those tiles were expensive. They're normally like, I think they're like 40 bucks, 30, 30 bucks. I remember getting and being like, wow. And obviously put the branding on it too. Is there a certain point where there's a threshold of cost that it becomes impressive to you and you want to keep it? Thuy what do you think?

Thuy Diep:

Yes. But again, it has to ... I feel what Nick was saying, it can't just be like, here's just a bunch. I feel like that makes sense with that company with the audience, they understand who they're gifting it to. Right. Then that's a, "Ooh, wow." There's some gifts that I've gotten, I'm like, "Wow, that was really expensive." There is that little perk like, "Oh wow, it feels like really exclusive." I think it's so cool. And Nick talked about it and this good for the season, especially the gift-giving season is people have been asking me like, "Oh, what do you like?" Even in my personal life, anything branded with my name on it. I know we talked about that during an episode when Nick was talking about his, his Coke can having Nick on it.

Thuy Diep:

If someone puts my name on it or even better, like even my company logo versus their logo, that would make me more incentivized to actually keep it versus theirs. There's something about just walking around with other people's company's logo that I might potentially work with. That's just like, I'd rather not have that. But more expensive gifts I would say. Yeah. If I had to choose physical, physical gifts and chachkies it would be something that's of value.

Will:

So how do you do that, in a-

Thuy Diep:

Can I ask you guys, one thing is like, do you ever gift. Oh, go ahead Will.

Will:

Yeah, for sure. No, mine's a new topic. But Nick do you re-gift?

Thuy Diep:

I was going to say, do you guys re-gift your-

Nick Borelli:

I mean the majority of my stuff has association acronyms on it, so that'd be a weird thing to give to people.

Will:

I mean you just got to find someone who's in that association where they probably already have the gift though then, so no. I mean I do it sometimes. I don't know if this is like a weird thing to say on air, so I apologize if I'm just feeling kind of self conscious saying this, but my friends make fun of me for being a guy that's hard to buy gifts for because like if I want something, I'm going to figure out how to get it. If I want a drone, I'm going to go get a drone, right? Like that sort of thing. If I wanted tiles, I would go out and just buy tiles. Right? It definitely is hard for me to be bought for. I think that's also what makes it hard to do, to, to re gift sometimes too.

Nick Borelli:

Makes sense. Personalization I think is the ticket. I'm showing you guys, this doesn't work for the podcast, but this is a sticker on one of those reusable Starbucks cups that look like a disposable one. If you've ever seen those, they have them everywhere and they put a sticker over that says Nick's coffee. It's like a sticker. It's not even a sticker. It's something that can like go through the dishwasher. So they just placed it over that to make it look, like it was personalized. I was like, "That's cool. Probably didn't cost a ton of money." I was way more interested in that as a gift because they cared and they were paying attention and I'm, not just like ... I have a lot of those cups. So like whatever.

Nick Borelli:

I'll show you one of the coolest things I got, which again doesn't work for audio, but I got this thing where it was in a booth and you could get your face done in three etched into this crystal.

Will:

Okay. Yeah. Describe this because we're seeing this on video, so we're-

Nick Borelli:

It's hard to explain. Yeah. So it's a cube. It's a crystal cube. And then it's ... I was in a 360 degree photo booth and it took a 360 degree picture of my face and then it etched in the on the inside of this crystal cube. I had a million questions with them afterwards about the process and they're like, they can do it all from the photo to the actual cube in about three or four minutes. So I was like, man through the threshold of acceptability for certain tiers of events.

Will:

What did that cost? Like Dean? Did you find out how much it would cost each year? I think at one point I knew it's been a couple of years.

Nick Borelli:

You can see my search pin on it. Super cool. Stuff like that.

Thuy Diep:

It's great that they kept it for that long.

Nick Borelli:

I know, right? This has been years. And I have like a three D printed statue of myself and I have a bunch of other things that I've got. Because I'm at conferences that are usually technology based and it's really tricky to get people to pay attention to remember who you are. These things exists at booths even. They can move at an event's pace. Because that's what I want to know. I'm like, it's really customized and that's super cool. But how long does that take? Because at events, you have a very limited amount of engagement opportunities. That's a thing that matters.

Thuy Diep:

What I love about that is it doesn't even have the company ... You remember who that company was?

Nick Borelli:

Yeah, I have their flyer.

Thuy Diep:

But there's no mention on that cube.

Nick Borelli:
No.

Thuy Diep:
There's no-

Nick Borelli:
Everybody wants to know the answer to it.

Thuy Diep:
That's great.

Nick Borelli:
I was with Kate Patee and she got ... I don't know how they gave her like 10 of them.

Will:
She has one in every room of the house of her.

Nick Borelli:
No. I mean maybe. But I just remember I showed it to her and she's like, "Take me there." She got the picture done and then she just had a conversation with them and then all of a sudden she had 10 of them and I'm like, "Huh, cool."

Will:
Interesting.

Nick Borelli:
She's very persuasive. I even had this, which was a thing where they had all these Lego pieces and you could make yourself as a Lego.

Thuy Diep:
That's cool. That's something. That's very you too. I feel like now you're a part of your display of schottisches. Actually not schottisches because it's all-

Nick Borelli:
It's plastic junk that I live in. People need to see a 360 degree photo of my nonsense someday. But yeah, Will I mean in the world, are there things that you get as an audio visual provider at events that are ... That you would want to get? That would be cool. If somebody gave you a logo dongle?

Will:
Yeah, if I'm at an AV conference, you mean specifically?

Nick Borelli:

Yeah.

Will:

Oh my gosh. Don't, don't, don't hate me, but I'm going to AB conferences. I like to stay in my industry.

Nick Borelli:

Fair. I went to InfoComm.

Will:

Yeah, it seems like the number one gift that gets given at our conferences is alcohol. Not like bottles, alcohol, just here's a drink, let's get you drunk right now. Let's have a party. The dongle thing's not a bad idea. I mean, we're going to need it either way, but then at some point too, the dongle's going to break because you're not going to give us the top of the line one and you want to save money and then I'm to be like-

Nick Borelli:

That's a good point.

Will:

It's kind of like getting a wireless mouse with someone's logo on it. But I think that what would be more interesting to me would be almost if you could ... If we're talking about booths period is how can you turn that booth that ... For example they create that crystal thing for you was part of an experience and it's almost where that facial recognition and boundary that we're getting towards is that we could walk into a booth and knows who you are and then could create an experience or do something for you based on that. That was one of the things I was going to ask as a question, was we're talking about how we want to have personalization and these, swag, but like how can you do that at scale? Sometimes it's really hard and obviously the crystal thing is a total bomb shelter and my theory of being, "This is like almost next to impossible to do." But then it might also then tag into my theory of it's doing the right thing costs money and you can't be cheap about it.

Nick Borelli:

That is a John Ruhlin thing from Giftology. Don't do it or do it, and if you're going to do it, go all in and protect yourself. But if you, if it really matters then there a lot ... There is a level of risk. If you do things and you say this is an expensive and it might not work but there's no real risk cause it's cheap, then why do it?

Thuy Diep:

I disagree with that. I feel like that has a negative effect. If you get a really bad gift, it's the opposite of what they ... I'm like, "I don't want to-

Nick Borelli:

I think he means risk like money risk. Spending the money. He gives an example of one where he was like prospecting with a person who came into town and they only had like an hour and they said, what did you want to do if you had, two or three hours. He goes, "Well, I'd really like to go to like I don't know if it was Neiman Marcus or something like that, but I don't know if I have the time." He said, "Okay, good to know." So what he did is he got like ... He found out his measurements from that person I guess their assistant and had bought all of this clothes. All these different things and then rented mannequins and then had them in the space where this person was going to be and then said, you can pick out whatever you want. Pick out your own outfit, try it on. I brought Neiman Marcus to you. That sounds really expensive, but it ended up being this multimillion dollar contract where that obviously worked out.

Nick Borelli:

But did he have 10 but didn't before that? And then how do you protect your ... You know what I mean? There's a ratio.

Will:

I'm wondering if it really was that expensive though too. I think the fear also is-

Nick Borelli:

Take it back.

Will:

Yeah. That it probably was not as expensive as I thought because probably what he did, he hit up Neiman Marcus said like, "Look, I really want to sell some of your products. Help this out. Can you do this for me? Can I borrow some of your mannequins? they're like, sure, can you do this? Maybe Neiman Marcus says we can't give you one employees to do it. But then he just found someone locally that he knew who ran over to the those store and he gave him a hundred bucks or whatever it was. It probably wasn't as expensive. I think it was probably more of-

Nick Borelli:

The thoughtfulness and the creativity of that is probably the story more so than the pending. You're probably right.

Will:

Did he turn this around in 24 hours or was this-

Nick Borelli:

No, he had a week. He just said, "What are you going to do when you're here for a week?" Yeah. He had the time. I think maybe, maybe the thoughtfulness of asking that question. What would you want to do if you could spend more time here? Where would you want to spend your time? What matters to you? Not just, here's what I think matters to basically everybody. So I got you this thing. No, it's, you show me what success looks like, for your attention and your time.

To win you over. Like tell me what would be good. Then most people if you phrase it in a way that this still has an element of surprise and delight they'll give you the rules of engagement that, that results in success. You just have to be ask and most people don't.

Will:

All right, so let's do ... I'll do a little thought experiment real quick with us. since Nick kind of posed that question. Two part. What would be an ultimate kind of thing? People maybe that are thinking, "Well, okay, how can I do this for some people?" What would be something that you would want to see as terms of a gift. Maybe from a client or something like that. Then also what is also something that you would love to see as a chackie given to you in a booth at an exhibit hall? I know those are both really separate things and big questions.

Nick Borelli:

So what's the first one?

Will:

Because we're kind of mixing between gifts and also these chackie thing. Let's talk about ... Maybe do we want to departure from maybe the gifts and we focus just on the chackies? Sure.

Thuy Diep:

No, I think we should do both right now because I would say it should be more about-

Nick Borelli:

Just similar ideas in my mind, I don't, I don't see the big separation.

Thuy Diep:

I do gifts like experiences. There's been thinking that now really having my wheels turn. We had a like a gala, an installation before ... It was through MPI and one of our hoteliers or no, it was the beer out of Santa Monica ended up inviting a bunch of ladies to dry bar, which is blow dries and to get our hair done and invited their clients and there was like, I think 10 of us, they had champagne, they had these fruit platters and things like that, little snacks to munch on and you were in a seat and you couldn't go anywhere and that's when they had the opportunity to come and talk to you and get to know you. That to me is brilliant.

Nick Borelli:

That smart.

Thuy Diep:

Because it was an experience and it was functional and it was acts of service. Like wow, now I don't personally have to sit and do my hair before this event right before, after work, that to me I was like, "Oh, that's so smart." They had a time to engage in. I love when, especially like concert halls and even if you're not even a part of a venue when I get invited to events, I get to spend time with them. I actually went to a concert with one of our contacts at that certain venue.

That to me is brilliant because you get to experience something like, Oh, here's a band that we both like and now we're spending time together. On top of that for me, now I know how this experience is in this venue. Now I'm like actually an attendee and thinking about programs for clients and having their attendees in there, especially if it's a positive.

Thuy Diep:

Then of course at that point it's not that much money for them, just getting someone in. I actually was just at another concert and it was so cool because we were like in the VIP section and we got to sit and like they wined and dined us, but we got to enjoy music and get to know each other personally. So that's been really cool. I would say on a gift giving level experiences is ... I would rather that than a physical gift because that is what the industry we're in. To answer your question Will, that first portion, what about you? Old st Nick?

Nick Borelli:

No, I mean that's a drinking the Koolaid for sure on live events. I think an opportunity, the exclusivity and the personalization aspect, if you could have the ability to weave those into the experience in some way as far as giving it as a gift I think that's a pretty powerful combination. I just was fixated on this whole artifact idea just as a separator. Because I hadn't really thought of the idea of you're at an event give him another event. I was just hadn't ... I'd been kind of rigid in that for some reason and there's really no reason to be, that's a good point. Yeah, for me again, I like the personalization aspect of it. My trick when prospecting or meeting people or giving gifts is to just have a conversation organically, listen to things they're into and then get to use business card once I get it as a way to send them a Amazon book about something that we talked about.

Nick Borelli:

That way-

Thuy Diep:

I love that.

Nick Borelli:

It's inexpensive, it's immediate. Sometimes before I land once a conference is over those people have already had that ship to them. Then everything is all there. It's fast, it's pretty effortless. I like that idea. I mean I've thought about expanding on the idea for a period of time giving people a couple of different books. And then having like a different times in the year where I pre set up a discussion about those books. So the idea it's sitting in my head for a while is like picking four books for the year. Having conversations with people ahead of time when I meet them or wherever. Then in saying, "Hey, I want to get you this book. And then also I want to see if you are available, on July 7th at 2:00 PM because we're going to have this group discussion online on this webinar platform and we're going to talk about the book and what we thought about it."

Nick Borelli:

Just as a kind of study group book thing that they get to be invited to and get to meet other people with similar interests and similar ideas. It just seems like a ... I've not experienced anything like that. Again, for me it's that are you paying attention to me? Are you listening to me? Are you in a problem solver? Because that's what I do as a consultant is try to help people solve problems. So if I can express what I'm what I'm about that helps them but also proves that it's about them not about me that I find it to be a successful exchange.

Will:

That's awesome. I too agree with both of you. Your guys' are I love giving books as well as receiving books. Especially if someone's like, "This is the book." It's not just like, Hey, I'm giving you a book. Dear God, please just don't give me your book.

Nick Borelli:

I have a lot of those.

Will:

Unless I've already read it and I'm like, I love this book. like yeah, I'd rather you'd be like, I really think you're, this is going to like change your life or change the way you do business. And then the same with the experience side of things as well. I think what's ironic about me as a technology guy, because I don't, I don't like being given tech because most of the time people don't ... I just can't-

Nick Borelli:

It's just probably not that same level for you.

Will:

Yeah. I'm totally ... I'm in the weeds again. I also will get things that I need, but if it comes to making sure that I get the latest and greatest technology, I'm just going to get it and I'm not going to wait for someone to give me a piece of tech, which by that time they'd probably give it to me. It's already too late anyways. I don't know. But tchotchkes I am curious on. Obviously the crystal thing is pretty darn cool. What do you guys think is like your go-to favorite thing?

Thuy Diep:

I will say here there's two things that like if I had to get a chachkie, I still have this, I actually brought it from Vegas and it's a blanket and it's so cold in my office. I use it every single day and it was really cute how they packaged it-

Will:

If you gave me a blanket I would never use it.

Thuy Diep:

Really? It says we got you covered. I was like, "Oh, that's so ... But for me I was like, Oh yes I can now ... I always have this blanket on me.

Will:

Wait, do you have it on you right now?

Thuy Diep:

It's in my office. I'm working remote today. That's one thing. And the other thing recently is we want-

Will:

They should have given you two blankets.

Thuy Diep:

Yeah, I need two blankets now. The other one is recently we went ... We had a potential supplier partner. We went out just to like grab coffee with them and they ended up ... We ended up taking a photo with them and they wanted the photo, we're like, "Okay, that's fine." But they recently we got in the mail a framed ... It was a framed picture of that, of us four, myself and my colleague and those two and with some chocolates and things like that. But I was like, that's so brilliant because going back to ... I don't have a framed photo of my colleague and I and now of course they're in it too, so that's on our desk and that's going to remind us to use them. I thought that was so brilliant. What about you Nick?

Will:

Can I talk on to that one really quick.

Thuy Diep:

Yeah, go ahead Will.

Will:

I definitely think the photo one is fantastic. We do that too at the end of every single photo. We always put the entire AV team along with the client. We get on stage, take a picture and just do it on your phone. We all have really nice cameras in our pockets and then what we do is we just use a thank you card service to literally print it out and then it has a written message on it. Then we can even have everybody from the team sign it and then send it to somebody. We're talking like \$2 to do that. If we were fast enough, honestly we could probably get it sent out before the last day of the event or before we even finished load out. But a lot of times I'm sending it, like two weeks after, but people always comment on it and then, it's a photo with them and their team that hopefully the AV team that they thought made everything successful. Then my hope is they keep it on their desks forever.

Nick Borelli:

Yeah, I did a-

Will:

Framing it though. It's nice

Nick Borelli:

That is nice actually. I did a trade show booth design where when we met with people we would have one of our team members hold up a sign that was a dry erase board with a wooden kind of cut out of a thought balloon. So they would hold that above their head. At a certain point they would ask them what their main problem is this year with audio visual. Then they would tell us and then we would write that on there. We would put it above our head and then say it next to that person, take a photo. And then that was it. It was just like, they're like, "What was that about?" "We'll tell you later." Then we emailed them back, we emailed them with the photo and it said we're thinking about you and it would be like we're thinking about your problems right now and here's our solutions.

Nick Borelli:

But it was mostly the idea of like having a photo of our team member with them that they would see to reinforce the exchange that happened in the face to face this small period of time that they met at the trade show. Because I got really into that idea of taking photos with people at events as memory markers. I like your idea though. It's a good way to celebrate the partnership.

Will:

Definitely. Definitely.

Nick Borelli:

Do you remember Sylvia?

Will:

Did Nick give ... Oh yeah. Wait, tell this story. This is actually, I stole this idea.

Nick Borelli:

Sylvia is just genius. She had events uncovered for a long time. Her a business card, I'll show it to you guys here, but maybe I should share a picture of it for the notes or something. It was, she would take a picture with you with her Polaroid camera and then it would print out, and then she'd put a sticker with her contact information on it and hand it to you.

Thuy Diep:

Oh, that's so brilliant.

Nick Borelli:

Yeah. And I was like, I have this photo of us together at IMEX years ago. I kept it, I mean, it's still here. This is ... Eventually I ended up like working with her on Events Uncovered and doing all the stuff. Yeah, it was super cool. Like I just thought that was one of the ... I keep a pile here of my favorite business cards I've been given in the last like 20 years. And that's on there because it's so outside the box, but it really is here's a thing, here's an artifact of a moment in

time. I found that that's like one of the smartest ways that I've ever seen someone exchange momento to underline this experience.

Will:

I got one of those too and I, I remember being like floored that I just straight up bought a Polaroid camera right afterwards. Pro tip is they now make Polaroid printers so you can use your phone to still take the picture. It's not as cool as you have a big ass Polaroid camera but you can print it out on there and yeah. And then she just yet used a sticker to stick her contact information to it.

Nick Borelli:

That's great.

Will:

One of the top 10 ideas.

Thuy Diep:

That's so clever and so smart. Because one that brings you back to the times when we were using those. Right. I was actually ... I saw Trevor Noah at the staples center, he recently, and he opened his whole comedy act out with just taking pictures, how we always take, take, take, take pictures and we don't even look at them anymore. That was like purposefully and creatively done where it's what you were saying, a moment in time, the connection that you just formed with this individual. And then not only is it ... I actually all my event photos. All of that stuff, I have this whole entire list of just photos and I will eventually hang them up in the office. But just to take a sticker and just put that contact information there, I would keep that, that would be a tchotchke that I would actually keep. And it's a business card of anything,

Nick Borelli:

I mean it's a de facto business card, right. Because it's like it has content information and someone gave it to another person. I'm putting it in that category but it's not expensive. it wasn't, about the person giving it. it was about, maybe the idea of a collaboration, maybe the idea of a new team. It just, it was hopeful about something that could happen. That as an idea around giving somebody something to remember you I think is really sound. It's fun. I mean, bottom line is, it's super fun. I don't know I just put this into our notes. I want to do an episode about business card design. Because I have thoughts.

Will:

Oh my gosh, we call it the American psycho episode.

Nick Borelli:

Is this bone. It's so good.

Will:

Should we transition into the-

Nick Borelli:

Do you have anything that you keep Will that you can think of? Just close your eyes and think of stuff that you have in your house. I know you're not there. I know that's really hard.

Will:

I mean obviously everyone knows the Funko pop collection that I have over on the wall. That started as a gift from one of my clients and then they eventually knew that I was a flash fan, so he's kept sending me fun flash pops. That was one.

Nick Borelli:

Any chachkie stuff you've kept?

Will:

It's funny that Dustin's not here cause he gave us some awesome chachkies that I think we all kept. I keep the coaster on my desk. I use the mug all the time. The only thing I didn't use was the headphone cable organizer. But it's because I don't have any headphones.

Thuy Diep:

I have. I use mine.

Will:

I know you guys probably use it more than I do because all my headphones are wireless now. But still really cool. I ended up, don't kill me. Dustin re gifting it to someone who I knew had wires on their headphones and it worked out pretty well because they were really excited. Other things that I ... I'm not going to lie, I have a pile of stuff people have been giving me, sitting on my like charging desk area right below my board games. I'm just imagining all the things that are sitting there right now that people have been giving me. other things that I'd been given.

Nick Borelli:

I had a wireless charger on my desk from Glycer.

Will:

Oh, there you go. I have a couple of things. I like it when someone gives me a unique kind of ... I don't want to use the word figurine because that like implies it's only comic books or something like that. But for example I was in San Francisco and a fellow, AV person was like, "Hey, I really want to meet with you. I'd love to grab coffee with you." And I was so happy. I was happy to obviously take the conversation, chat and just in thanks for having a conversation with me. He gave me this ... If you ever been to San Francisco, they have like the big kind of like a container stacker robot looking. They look like ATA Ts essentially from star Wars. He gave me a wood one of it and told me, he was like, "Hey, apparently George Lucas got the inspiration for the

ATAT. I've also been told that's incorrect. Now I've told that story. Don't kill me if it is incorrect, but it's cool.

Will:

I put it on my shelf in my bedroom in these spots. I like stuff like that because then I can tell a story behind it as well. But if it's really small, a lot of times it ends up getting kind of just lost in the shuffle and that sort of thing. But no, it's I can't think of a lot of things I've been given unfortunately.

Thuy Diep:

Yeah, I'm seeing you're really looking around and pondering. I would say two things, but it's not even in my home. It's in the trunk of the car. Is a survival kit.. No, a body of the, of our competitor that we won the bid over. No, it's a survival kit. It has waters and flashlights and things. It's actually kind of funny because hopefully I won't ever have to use it, but it's really cool. It's heavy. And just goes in the back. It was one of the studios out here in LA that gave it to us last year or the year before. And I thought that was brilliant. I was like, especially here with all the earthquakes that happen and things like that. Having that. And what was the other tchotchke. The previous owner of the PRA Vegas office.

Thuy Diep:

We had our incentive in Cancun oh my gosh like four years back. Everyday she gave us a gift, a room drop. She gave us this bag that was ... You can unzip it and it turns into a beach blanket. Being here in LA, I use that all the time. But it doesn't make it into the home. It makes it into the car. You

Will:

You brought up a really interesting term. I think we brought it up in our ... Did we talk about it during our acronyms and jargon conversation, but a room drop. I just recently learned what a room drop was and I-

Thuy Diep:

Really?

Will:

I don't book hotels though. I'm probably the furthest removed from what you need a room drop for. My room drop is that all the presenters need to make sure that they bring their dongles. Like that's what my room drop would be Apple adapter. So then that way I don't have to keep getting them stolen from me.

Nick Borelli:

I'm on the receiving end of them all the time, which is a great thing to be just because I'm with a lot of planners at ... It's small shows that are, that are usually CVB related. Here's a paperclip which I'm showing you in video of a polar bear from Ottawa. I have all this destination based

stuff. My cutting board says Reno Nevada on it because it was from the Reno CVB. CVBs have been ... A lot of the stuff I have is from them.

Will:

I don't know if I want my brand near a knife. A cutting board. John Ruhlin gives great knives. Consider.

Nick Borelli:

Nice. Makes sense.

Will:

Yeah. I literally use a John Ruhlin knife on a cutting board that says Reno.

Nick Borelli:

Yeah, I don't know. I've always found like the room drops are usually ... Again, just going back to chachkies and swag in general ends up being like a lot of times just so generic, and I don't feel like abusing it and this year I can't take another metal straw. I have so many.

Will:

I have so many metal stress. It was a cool idea guys until everyone gave me them and now I have to sit here and be like, "I can't tale this home. Or do I just leave it in my room and hope that the housekeeping wants it. But then they're going to have I'm sure housekeeping at the end of every major event. Is, look, I have 4,000 metal straws."

Nick Borelli:

I just got a better metal straw. And I forget there's certain amount of times that you have to use a metal straw before it actually becomes something that is not good for the planet.

Will:

Just like the water bottle that you use twice and then lost it.

Nick Borelli:

Yeah, exactly. Proving it.

Thuy Diep:

I love all these things throwbacks to previous episodes.

Nick Borelli:

I just got like a telescopic wattle straw.

Will:

What? It also works as a telescope.

Nick Borelli:

Well, whenever that, what is it, telescoping or whatever the-

Will:

No you're right. It is called telescoping. I'm just ... I was just trying to think of how to make it interesting beyond just being the straw.

Nick Borelli:

Sure. I had a four seasons one before that, which was just like the mental stride I'd been using in places where I feel like I would get shamed if I wasn't. And that had like a bunch of different sizes and a cleaner. A pipe cleaner that made of metal. What was the story?

Will:

Telescoping straw.

Nick Borelli:

The straw had been carting around specifically to places that I thought that, it felt like I would be an outlier if I didn't have a metal straw. It was from four seasons, I believe, which had a bunch of different sizes. I still have it and a pipe cleaner to clean it. Which I thought that was a cool idea. Then I a telescoping one that he goes really, really small and has its own little container and then can clip on to things and I was like, "Oh, that's my new go to metal straw." But I don't know how many I really need in my life. I think I just need to ... I know you talked about this earlier Will. What's the way to say no, that's polite? How do you that? Do you do that? do you just take it?

Thuy Diep:

I say no.

Nick Borelli:

You say no?

Thuy Diep:

Not no, but especially if it's a conference, I'll say, "Oh, I don't have enough space in my luggage for that. But thank you so much." Especially when people try to give me like, physical ... Yeah. Actually and mostly even if I somewhat like it, I'll even say, I'm just so ... It's like, Will and his personal life being really particular with gift-giving, I'm really particular with accepting things. A lot of times people do drop things off though and I'll take them and I'll just bring them back to the office for anyone else that might want to use it. But yeah, I honestly, I just think rule number one is just put some thought into it. Right? Because I actually have two baseball caps. One of them is from Fenway. Well, I was saying how I'm a big Boston fan, I'm from Massachusetts. And then she said, "Hold on for a moment." She came back with a Boston Red Sox hat and I said, I will absolutely take this. Right. I will keep this and I will wear it.

Will:

I'm not even a Red Sox fan and I love red socks hats.

Nick Borelli:

I got a tour when Jen was doing the events there at Fenway and yeah, that's a pretty amazing place. It's steeped in-

Will:

So much tradition.

Nick Borelli:

Yeah. Tradition that getting something from there really brings you back. I have here's a Nashville hat and I got this as a room drop when I was there for something.

Will:

Let me describe this for everyone who is not seeing the video. Nashville hat, they actually don't have a baseball team so it is just an N.

Nick Borelli:

Yeah. So I was like, do I want that? And I was like, Oh my first letter of my name is N, so I'm keeping it for that reason. And I remember it's Nashville, but it's like accidental. One in 26 ended up being sort of personalized.

Will:

If I got it I'd be pissed because I'd be like, it doesn't have a P or a C on it. I'm out. N is the furthest letter from my name.

Nick Borelli:

I look around and I'm like, "Man, there is a lot of stuff laying around here from events." I have some stuff in the X games because we met all the people that produced that and they gave us a bunch of stuff. It's a lot.

Will:

So I think one ... And I'll add an additional tip as well. Because I probably wouldn't say no. I don't have room for that. I mean, most of the time I think I say no because I don't think I'd come back with law stuff. But if I come back with ... If I did have to take it or as a room drop, I immediately try to think who in my life would really benefit from this. Because I do think that, I'm surprised that when we bring stuff back to the office, there's so much stuff just disappears off. Literally having this conversation with someone this week. And I was just like, people really take this stuff? They're like, yeah, like literally I put it in and I say, if it's not gone, it's going in the trash.

Will:

But it's funny she said that she forces them to take it and move it to their car immediately. So it leaves the whole entire office so it doesn't somehow circulate back into the break room. But one thing I think I try to do is I immediately try to figure out like who would want this and maybe someone who doesn't get free stuff all the time. I'm not sure yeah, too. We might also be a little spoiled in some ways that we go to so many conferences that we are buyers and influencers. But there's definitely people I think in our lives that don't get that kind of stuff. The question is again, yeah though, are you just exacerbating the issue by giving it to someone and then they're like, "Oh, I don't want this either thanks." No one ever tells you to your face because you're actually gifting it to somebody and it's not a marketing thing that you're trying to do.

Nick Borelli:

You're right. You did hit the nail on the head. And as much as we're probably up there as far as some of the more jaded people that are complaining about the things that we get for free. I think that the majority of people who attend stuff probably don't have as many opportunities for this kind of stuff. The novelty probably is not as worn off as it is for us. It just reminded me like, so we were thinking about ... At merits for the design studio. We were thinking about an item that would be cool to do as a leave away. That's when the idea of creating this experience design persona game with these cards came into play. The idea of it is that you do an exercise with people with these cards about how to create personas and these cards have a bunch of them already on there and then there's opportunities for you to create your own.

Nick Borelli:

You teach somebody something and then you give them it and you tell them to do that with other people. It's active and it's also ... It has an experiential element to it because it's participatory. I don't know, there's another angle I suppose. I like participatory. I had to slow down saying it because I was like ... In the middle of saying it, I'm like, I don't think I'm going to be able to pull this off and then I landed it somehow.

Will:

We were talking about this pre show, but I'd love to do this section. Are you guys cool to transition to our game show of the day.

Thuy Diep:

Game show host.

Will:

Do I have to do it? I'm 100% ready.

Nick Borelli:

Then yes.

Will:

Well ladies and gentlemen, welcome back to another issue of junk or not junk. I'm your host Will Curran. And today I have our two contestants, old st. Nick and Thuy Deep.

Thuy Diep:

We're so excited to be on the show so much. Hi mom.

Will:

I know you guys have been watching the show since episode number one and had been so excited to be on the show, but you guys know what the rules are. But for those who have never listened to junk or no junk, essentially what we're going to do is we're going to quick fire out name items and we're going to say whether it's junk or not junk. All you guys out in the audience, we also have some audience participation, you know some, what do they call them out in your industry? ARS systems, audience response systems. So imagine we got one of those in your hand right now and feel free to join us at hashtag event brew as you decide whether something is junk or not junk.

Will:

So old Saint Nick, Thuy are you guys ready for junk or not junk?

Thuy Diep:

Yes.

Will:

And to potentially win some not junk.

Nick Borelli:

Let's do this.

Will:

All right, here we go.

Thuy Diep:

The winner gets junk. Gets all the junk mailed to them.

Will:

Hey don't give away the twist ending at the end of the episode for everyone. Alrighty. So starting off with an easy one. Free pens.

Nick Borelli:

That's junk.

Thuy Diep:

Junk.

Will:

All right. That's correct. Junk right there. I don't know if there's actually a correct answer, but I just felt like there has to be some sort of correct answer. All right.

Nick Borelli:

You decide.

Will:

Okay. Here we got one moleskin notebooks with-

Nick Borelli:

For me that is always going to be junk. I don't write notes.

Thuy Diep:

I would say junk too, even though that is a better idea. But I actually just got a note book yesterday on a site inspection and I'm not going to use it because I have my own.

Will:

All right? All right. All right. So has been formed as junk. All right, here we go. Here we go. Tickets to a concert happening this weekend that you don't know the band of.

Nick Borelli:

If it comes with a babysitter not junk.

Thuy Diep:

Yeah, I would say not junk.

Nick Borelli:

The thought is there.

Will:

All right. Not junk. I feel like the sound editor is going to have to add some like sound effects on these ones-

Nick Borelli:

Yeas, please do that.

Will:

For us.

Thuy Diep:

I want an air horn.

Will:

You know like. All right. All right. Right. This is getting hard for Will to host. He got so many cards of junk or not junk to choose from. All right. How about this one? Here we go. Chi wireless chargers. So it charges your phone wirelessly, but it's got my logo on it.

Nick Borelli:

The first one I get isn't junk and then they're all junk after that.

Thuy Diep:

Yeah, I don't ... Junk. But better. These are better.

Will:

Junk it is. All right. All right. All right. Let's see about this. All right. Headphones.

Nick Borelli:

Junk. Can't use headphones that somebody gave me. I care about my headphones.

Thuy Diep:

Yeah. Junk. Just after, after the first one I would say. But other than that, junk. I might like it in the moment, but I usually won't use it. That's what I'm basing it off of.

Will:

Audio engineer Will would agree that it is definitely solidified as junk. All right. How about this one? Chapstick.

Nick Borelli:

You know what, every chapstick I've ever had. Maybe, maybe I don't care enough about this, but it has been a tchotchke chapstick. I have, I think I have social tables. What do you call it? Chapstick from their cater source party from three years ago. I have a lot of tchotchke so I keep it.

Will:

Does chapstick ever expire?

Nick Borelli:

I'll tell you.

Thuy Diep:

Yeah, I think that's junk. And I actually just got one from ... I was at ski dazzle at the convention center. It's a quick little story. I got a mammoth ski resort, chapstick. I'll never use the chopstick unless it's like a nice brand because I'm picky about chopsticks. Like birth B and the circular ones. I actually have one in my bag right now from a venue, but I would say a spinoff to that is, I

spoke to the vice president of sales and marketing from the LA convention center and she said next time you go to any events here, let me know. I'll get you free passes. That to me is not junk. That to me is ... So chapstick is junk. Coming back to an event is not junk.

Will:

So indecisive. We have junk and not junk being said at the same time. So you, the audience, get to decide. Be the tie breaker right now on three. You let us know whether it's junk or not junk. If you're sitting around other people and you have your headphones in right now, make sure to say this as loudly as possible. So people like you look like you're a crazy person. If you're listening, it's on speakers and other people are joining in. Feel free to shout all together as one. So on three one, two, three. All right. And that's going to be the answer for today for whether chapstick is considered junk or not junk. All right, onto our next item. Backpacks.

Nick Borelli:

I mean it, it, there's a chance it's not junk, but it's really going to be hard. Like if it was a Dream Force, a backpack, I think it would be not junk outside of dream force, then it's junk.

Thuy Diep:

Agreed. If it's one of those like string bags, that's junk. But if it's like a nice back pack, I would keep that.

Will:

Yeah. Let's say it has the nice-

Thuy Diep:

No branding.

Nick Borelli:

Subtle branding.

Will:

Let's not say, it's not GM Sport. It's not Tom Ben, it's generic, but it's got ...It's not a drawstring, it's a step up from drawstring.

Nick Borelli:

We had a really nice bag from E4, which is an Experian show that was a really nice black bag. It was felty inside of it. Then the logo was on there but small but all black too. So it was black on black. I'm like, unless you were really looking for it, you wouldn't see it. It was, it was close.

Thuy Diep:

Yeah. I would say not junk.

Will:

Both are saying to junk?

Nick Borelli:

Yeah, especially with kids having those kinds of bags where you can just throw a bunch of stuff in it, for the kids. It's great.

Will:

All right. Not junk. It is. All right. Next on to our next item on here. This one's hot for 2019. And actually I saw it on the list for top 100 tech items for the last decade. Pop sockets.

Nick Borelli:

I mean I have an event boss PCMA one because I just really liked that campaign. I just put it on a coaster just so I'd remember it. I'm not really using ... I would never put up PopSocket on a phone. So to me that's very ... A moment in time. garbage.

Thuy Diep:

Is that really a trend for 2019? I feel like I had a PopSocket four years ago.

Will:

I know for the decade, decade.

Nick Borelli:

The decade.

Thuy Diep:

For the decade. I was like.

Nick Borelli:

I have one that would be the decade better though.

Will:

Thuy is contemplating.

Nick Borelli:

Would you rather have a pop socket or a fidget spinner?

Will:

Obvious answer. Fidget spinner.

Thuy Diep:

A fidget spinner.

Nick Borelli:

Do you guys have branded fidget spinners?

Thuy Diep:

I do.

Will:

I got a bunch of them.

Thuy Diep:

Not anymore.

Will:

It's been since 2017. I must fidget too hard because I break all mine. All right Thuy, go. Pop sockets.

Thuy Diep:

Is it Branded or it does have a cool design on it.

Will:

Let's assume. Yeah, yeah, yeah. It's definitely branded.

Thuy Diep:

Junk. I'm just, everything is junk to me. I would say for the audience, like for the majority of us, I feel like that'd be a cool gift for people. I'm just all about the bandolier now.

Will:

So Nick said it was junk. You said it was junk so it's junk. All right. All right. On onto the next one. Battery charger packs.

Nick Borelli:

That's junk at this point, right? I mean it's like the most environmentally painful piece of junk too. We haven't even touched much on that today, but like that's a give in that sustainability is an issue with this stuff.

Thuy Diep:

Wait, what was it?

Will:

Like a battery pack? Like charging your phone charger.

Nick Borelli:

Charger.

Thuy Diep:

The small ones. That's junk. But I do like battery chargers if it's a nice one. I'll keep that.

Nick Borelli:

I have my nice one here.

Will:

Define nice.

Thuy Diep:

Yeah, the one that Nick has.

Nick Borelli:

Big an anchor. At least 10,000 milli watts.

Thuy Diep:

Charges at least more than twice. Like four times. Four times the ... Yeah.

Will:

All right. Even if someone slapped their logo on it. Because it's bigger now so you can put more real estate for a logo.

Nick Borelli:

A lot of ILEA ones.

Thuy Diep:

I just don't want anything branded but I would still use it. Unless it has mu name on it.

Will:

There you go. That you just took ... All right. It's funny because I mean you could probably take any of these items if you actually personalize it the right way, like we talking about, put someone's actual name on it, not put your own logo on it. It probably becomes not junk.

Thuy Diep:

And quality, the quality of it, the brand of it. But I actually do need a new charter, so not junk. I would take that.

Will:

All right. We we're talking a little bit about paper earlier and for all those millennials listening right now, we're going to talk about stamps. I'm not talking about the things you used to send out mail, but actual physical rubber stamp. And let's say this was personalized to you somehow. Maybe it says a saying that says your name on it or your name and you get stamp your name on it. I know Nick's answer.

Nick Borelli:

I mean I have one in my hand. I think that's probably what's spurring this question. I thought it was really cool. I just don't have a lot of use for it, but I kept it.

Thuy Diep:

Get out of town. You guys. I that's so [inaudible 01:06:02]. Why would you-

Nick Borelli:

I kept it because my name is on it. I'm like I don't know what to do with this. Do I put it on my arm? Do I stamp things? But again I don't use paper.

Will:

Consensus is Nick has one even though it is junk. All right, I got it [crosstalk 01:06:22] clothing items. Shirts, hoodies.

Nick Borelli:

Good luck. I mean-

Will:

Underwear.

Nick Borelli:

I give away a lot of large tee shirts that I get. I'm like, "Oh thanks for the shirt." I'm like, I haven't been a large and won't be a large, so I'm going to have to go ahead and give this to someone else. That's junk for me.

Will:

Let's assume that we're in this day and age where it's not like cheap, crappy quality tee shirt. It's like American apparel. It's your size.

Nick Borelli:

Okay.

Will:

Let's say it's not necessarily ... Not necessarily isn't a brand new, never heard of, but isn't necessarily a brand that you're like, "Oh my God, I would love to have this brand on me because I give them so much money. I'm a huge endorser of them." That in between where you're like, "I respect this brand, but I just don't use them."

Thuy Diep:

It depends on the design.

Will:

I feel like that's like the-

Nick Borelli:

The least amount of design, so an almost zero minimum. Then I'm in. But I would never wear a shirt with a company's logo on it that was not a fashion logo. Do you know what I mean?

Thuy Diep:

Yeah, but I would keep that over a lot of the things we've already said. There's like IMAX run. They had that nice workout material. I have that in my workout drawer. Have I used it? No.

Nick Borelli:

Oh that's true. I had that.

Thuy Diep:

Things like that, I would use so depends.

Nick Borelli:

A Guinness book of world record attempt for PCMA and they gave us shirts so we'd all be wearing the same shirt. I have that. But it was about the experience.

Thuy Diep:

Yeah, and how you got it.

Will:

All right, so I'm pretty sure we're on a tie between the two of you on junk and not junk. So we're going to do a quick fire and want to see how long each of you can last by quick firing items that are junk without repeating each other. So each of you has to say an item that is junk and you can't repeat what another person said and the one that go last and either repeats or doesn't have one loses. Okay. I made this all up by the way. Audience members. This is a new part of junk or not junk. I know this is not your familiar territory, but I have a feeling we're going to do routes. So who wants to go first?

Nick Borelli:

Sunglasses.

Thuy Diep:

Branded calendars.

Nick Borelli:

Oh, that's terrible.

Will:

You can also disagree with someone.

Thuy Diep:
I got this.

Will:
If you think it's not junk. Then you can disagree.

Nick Borelli:
Yeah. Geez. Mints.

Thuy Diep:
Note pads.

Nick Borelli:
Workout wristband. We literally got that recently. I was like, "Oh, great."

Thuy Diep:
I got that too.

Nick Borelli:
Like a sweatband. Okay. I got my next one loaded.

Thuy Diep:
The ones we haven't talked about. Jaw string backpacks. Can I say that?

Nick Borelli:
Sure, you can repeat one that we've already talked about, but it hasn't been repeated in this round.

Thuy Diep:
Okay. That's junk.

Nick Borelli:
Beer koozie. Have you got those?

Thuy Diep:
I get beer koozies. Yeah.

Nick Borelli:
Yeah?

Thuy Diep:

Often. That's definitely junk. I'm trying to think. I had so many and now they're all blanking. I would say.

Will:

Time's ticking.

Thuy Diep:

Darn it. Darn. You win Nick.

Will:

Thuy, I am so sorry, but old Saint Nick, you are the winner of this week's junk or no junk. Congratulations on winning. What are you going to do with all of your winnings? Of all the items you just listed.

Nick Borelli:

Max out my garbage can and make my ... People have to carry something really heavy. I broke a pair of Swag sunglasses while going through a drawer just now. That is [crosstalk 01:10:46] home with me.

Will:

I just did two. I literally need lost my sunglasses. I was like, "Oh, I'll use like my backup pair of swags glasses." Wore them once, they broke immediately on my head.

Nick Borelli:

Sorry. Visit Los Cabos.travel. Like they literally have dot travel. Hashtag [foreign language 01:11:03] Los Cabos. At least they got their message out to the world. But literally, I was like, "Oh, these are kind of fun." Then I opened it and it broke. I'm like, "Oh, that's right. This is all junk." Cool.

Will:

All right, well now we've wrapped up junk or no junk. Should we wrap up this episode of Event Brew?

Nick Borelli:

Yeah.

Thuy Diep:

Yeah.

Nick Borelli:

We're not junk.

Will:

Bring it all the way back?

Thuy Diep:
Junked out.

Nick Borelli:

I hope you don't ... So, yeah, if you think that Event Brew is not junk, then what you need to do is let us know by using hashtag event brew on all the social media platforms that you enjoy that you consider not junk. You can go to eventbrew.com. You can see show notes, links to all the resources that we share today. Maybe we'll have some pictures of stuff that we think is cool. There are transcripts and there are the links to subscribe on all the platforms. We really want you to rate and review us as not junk on Apple podcast. PocketCasts, Google play Spotify. This helps us out a ton and lets people know that our show is not junk. If you want to pitch us any ideas on shows, we're like able to spontaneously come up with things like we did today with Will's cool game show idea. Hit those up on the email address Event Brew at helloendless.com. Sorry, I need to have more vitamin C water.

Nick Borelli:

Yeah, that's it. I really thank everybody for listening to this one. I'm sure you have your ideas of things that you like and don't like. Hopefully this wasn't too personal for somebody who just made a big buying decision.

Will:

Thanks everybody for tuning in.

Thuy Diep:

Thanks, you guys. Bye.

Nick Borelli:

Bye.

Speaker 1:

Thanks again for listening to Event Brew. Be sure to rate and review us on your favorite podcasting app. Also, be sure to head to eventbrew.com and leave us a comment about this week's episode. See you next time on Event Brew.