

Speaker 1: Welcome to the Event Tech Podcast, where we explore the ever evolving world of event technology every week. This show is brought to you by Endless Events, the Event AV company that doesn't suck. Now let's talk tech.

Brandt Krueger: Hello everyone, and welcome to another edition of the Event Tech Podcast. That gentleman right over there, he is Will Curran of Endless Events, but he's not just any Will Curran. He's the wacky Will Curran of Endless Events.

Will Curran: Well, over there we got the very sweet Brandt Krueger from Event Technology Consulting. Aw, sweet. But guess what? I'm really wacky today.

Brandt Krueger: Well, you were also this close to being the unarmed Will Curran of Endless Events, but I couldn't vouch for that personally since we're in different locations.

Will Curran: Okay, well let me just disarm you.

Brandt Krueger: Maybe because you're so wacky, it is disarming.

Will Curran: Yeah, that's true.

Brandt Krueger: So today you brought an article to my attention that I really liked, and I'm glad that you did because I think it's worth talking about. It's from our buddies over at G2Planet. And it raises a very interesting question that's worthy, I think, of a little bit deeper discussion. And the question that they asked is why costs shouldn't, well that the statement, I guess, why costs should not be the deciding factor in choosing event technology and what it should be instead. So it's a great opportunity for you and I to kind of chat a little bit about, okay, what are the factors that you should take into account in choosing event technology and hit some of the points that they've hit on, on why cost shouldn't be one of them.

Will Curran: Absolutely. First let's definitely talk about the 9 million pound gorilla in the room, which is that it's an event technology company publishing an article about why basically you shouldn't worry about price at all and you should just pay for the more expensive option, which I do think begs a good question that should always be discussed as well. But just so you guys know, there's probably a little bit of bias potentially in this article, and as event technology people, we might be a little bit biased too.

Brandt Krueger: Sure. It's like when you and I do a session on in-house AV versus third party, you're going to have an opinion about third party AV.

Will Curran: Absolutely. Absolutely. That's very true. Very true.

Brandt Krueger: It brings up some legit points that I think are still worth diving into.

Will Curran: Absolutely. So, I guess kind of starting off, I think there's a cool statistic to kind of kick it all off with is basically they surveyed a bunch of planners and they found that when helping choose an event technology

providers, so this could be everything from apps to engagement to I'm guessing AV to digital signage, whatever it may be. But when one choosing one technology provider over another, the largest there, 65.3% of planners cited cost as their deciding factor. Wow.

Brandt Krueger: It's one of those statistics that's like it sounds kind of amazing, but at the same time like I can't help but ask, "Well isn't that always one of the factors?" I mean if you did this survey about anything, cost is always going to be one of the major factors. I mean, if you said, "What are you concerned about when you're looking at vendors?" I feel like cost would probably rank pretty highly. It's not the end all and be all. And are there -things that you should consider regarding vendors other than costs? Sure. But it's always going to be there. So I think it's kind of interesting that that seems to maybe be more so when it comes to event technology.

Will Curran: Yeah, totally. And I'm kind of looking at now too, and I'm guessing the survey question too was based on a multiple check box, like people could choose multiple reasons because I'm looking at the graph of kind of the data and it's showing that 65.3% cost, 49.1% support, 42.9% integration, 36.9% all in once. So obviously it's a top one that everyone picked, but this is obviously not like a pie chart of like what was the number one thing? I think that's probably the question I'm going to look for next. I'm going to keep looking through this data and see what was the number one thing, the only reason, like if you had to only pick one reason, what would it be?

Brandt Krueger: Right, right, right. Obviously cost is a factor and that's the question that they're posing is, should it be the deciding factor? And so there's a few different directions that we can go on this. And one of the first ones, at least for me and something that I keep kind of hammering home, is really at this point, in most of it, especially when it comes to event apps, right? We talk about event apps. There's literally hundreds of providers at this point of event apps. And so there really are good quality providers at just about every price point. At some point though, you're going to give up something, right? So if you're going to go with one of those lower price points, maybe it doesn't have as many features, maybe it doesn't have kind of white glove service where you know you're having to do more work on your own.

Brandt Krueger: So there's always going to be a trade-off there when it comes to price. I get really nervous though when we start talking about free event technology.

Will Curran: Oh yeah, yeah.

Brandt Krueger: That at some point companies have to make money. And so the phrase that I always kind of work around, and I'm not the one that coined it, but basically if you can't figure out what the product is, the product is you.

Will Curran: Or if they can't figure out how they make their money.

Brandt Krueger: Right. They make their money off of you.

Will Curran: Yeah.

Brandt Krueger: Exactly. So, when you're dealing with registration services that are free or audience engagement platforms that are free or mobile apps that are free, you have to ask yourself, "How do they make their money?" And if you can't find a good answer to that, I'd be a little leery about that. And so I really try and make a point of even in like iOS apps or Android apps or anything that I buy or get for my computer, I really try and pay attention to how do they make their money. Because if it's free that means they're looking at your data or they're selling your data or they're aggregating your data or something usually data related. And so that's kind of my initial and most important caveat, which is why I wanted to get that out kind of kind of right at the beginning.

Will Curran: Yeah. I think it definitely proves some really interesting points about, yeah, like you have to be worried about sometimes the cheapest thing isn't always the best. And I get that that's probably the same conversation can be applied to not just event tech, right? Like it's not that just event tech we should always spend more money on, right? But same thing can be provided for entertainment and catering and all these things like that. But I think a lot of times too, because it used to be just more of a tact on add-on, we tend to forget a little bit more that, hey, we can just throw it on at the last minute. It's not the main professional event. But now tech is getting so central to what we do. Do we want to use it more than that?

Brandt Krueger: Yeah, I think that's, that's a fantastic point that a lot of times the budgeting process for the event technology is something that is kind of pushed to the last minute, and it's not being thought of in the budget early on. And so then as a result, it's like, "Hey, why don't we get an app? We need an app. Why don't we have an app?" And then, "Oh, well we don't have any money for it. So I guess I got to use one of these free platforms or low cost platforms." And so I guess in that context, that's why cost is such a big factor potentially because we're not planning for it in advance. And I think that's some of what these guys are trying to say.

Will Curran: Definitely. Definitely. And one thing I would definitely want to do too is give a shout out to Event MB. The original data came from an article they wrote called the Role of the Event Apps in the Age of Change, where they surveyed planners about kind of their event app needs and things like that. So if you're curious a little bit more about this data, feel free to click on through into the show resources section where we have links to all of these articles for you to check out as well. Should we move on to kind of the... They had a section called the dangers of price shopping in event tech. I love these headlines. So awesome.

Brandt Krueger: Yeah. Great job guys. So yeah, go ahead.

Will Curran: Go ahead. No, I was going to say you go ahead. There's so much to uncover here.

Brandt Krueger: Well, I mean they start with a fairly nightmarish scenario, and it's definitely one that I've been in. And so everything's running great at

your event, the food is great, the WiFi is mostly working, the attendees are mostly engaged. And then suddenly something goes wrong with your tech, and they don't know where they're supposed to go, and speakers are confused, and the guests are frustrated, and the presenters are furious. That can absolutely happen because you try and contact the tech vendor and no one's home or it's a recording or something like that. And I blend think part of what they're kind of trying to get at here, and again, I kind of agree, is that the more lower costs you kind of push things, the less likely you are to have like really good support. They've got them save money somehow.

Brandt Krueger: And I kind of alluded to that earlier that you're not going to have that white glove support. I can't tell you the number of times early on in my consulting career that I was talking to an event technology company and they had this great idea and they made this product and they're ready to bring it to market and they're ready to start putting it in front of event people. And then at some point in the conversation they say something to the effect of, "And then we can just sit back and watch the money roll in." It's like, "Wait, so this is all them doing it?" "Oh yeah, it's all them. It's all DIY. That's how we're able to do it so cheaply is because it's DIY and they go in, they put in all the information."

Brandt Krueger: I was like, "Okay, so, there's no support team?" "Well it's me and this other guy." And it's like, okay, so you guys are going to be fielding a phone call at three o'clock in the morning because you've got an event on the other side of the world that's having problems? No. They just want to kind of sit back and have the planners do all the work and then rake in the money.

Brandt Krueger: Now I have opinion. We've talked about this on this show before, that the really good tech companies are starting to realize that, "Hey, we've forgotten about the service side of software as a service" and are starting to provide more of this white glove like, "Hey, we got your back. We're going to make sure that it goes well and we're going to make sure that you've got 24/7 tech support." And I think planners are willing to pay for that to be perfectly honest. So I think when you're starting to factor in your costs and factor in your budgets, I know plenty of planners that are willing to pay a little bit more in order to have that comfort.

Will Curran: Absolutely. Absolutely. And I think that's a really good takeaway from this section is all about the support of everything as well. I love that we have decided that that's a big trend in that, that's a good point, that cheaper sometimes leads to a less support. One interesting thing I think they kind of put it in here and it's a very slight aside portion, but I also think it's very important because I see this a lot in AV world, but also the tech world in general. But is this line where it says when something goes wrong, the event management software blames the app developer and vice versa. Because we're in this confusing world of you don't know quite.... Like let's say for example the entertainer says the F word. You know who exactly to blame and you know that that went poorly.

Will Curran: But if the app has an issue, "Oh it's just WiFi." It's this blame game of like there's this convoluted mess that you can kind of hide behind. And I

think far too often I think again talk about good support is a admitting when you find an issue in there is an issue and admitting it, but this blame game stuff, and I tend to find that a lot with lower cost suppliers across all boards is that they don't know when to admit a mistake because they're so afraid to lose their client versus saying, "We screwed up. Here's how we're going to fix it."

Brandt Krueger: It's absolutely true. And I'm not going to lie. I've been on both sides of that where I've been the the one that says, "I'm just going to blame the WiFi for that." But at the same time I've also been in the situation where it definitely was the WiFi and it's like, "I'm really sorry that this isn't working for you. This solution that I'm presenting to you and that we're working with is really low bandwidth. There's no reason it shouldn't be working." And yet it's not because it's not getting connectivity or the WiFi is dropping depending on if the wind blows. And some of it is voodoo. I mean we've talked about that before as well, that like a lot of times network connectivity, you feel like you need to sacrifice a chicken and turned a circle three times and maybe it'll work.

Will Curran: Especially with the 5Gs coming out now.

Brandt Krueger: Exactly. And so like literally I was just on site where I had a bunch of kiosks that were running off of laptops and they were all connected to WiFi and they were all updating. But there was one that no matter what laptop I put there, no matter what I did, it was just like a dead zone on the show floor where it would just disconnect from WiFi every half hour or so. And I would have to go in and like manually reconnect, disconnect and reconnect to the WiFi whenever kind of nobody was around to refresh that kiosk. Never did. I was there for a week and I never did figure out why. And like I said, we tried swapping out laptops and all that kind of stuff. But guess who gets blamed for that? It's the vendor. It's the supplier. It's the person. It's the technology.

Brandt Krueger: And even though it had nothing to do with what we were doing and what we were providing their on site, you know that, "Oh no really? It doesn't work? Oh, why isn't that one updating?" That kind of thing. I love one of the sentences that's in this article as we were talking about when things go horribly wrong and you said everybody starts blaming each other. They say, at this point, do you really think your boss is going to care what kind of a great price deal you got on the event technology?

Brandt Krueger: And this is an age old thing in business. It's the old "nobody ever got fired for buying IBM" thing. And so this idea. I think honestly, and, Will, I'll be curious to get your take on this, I think honestly that's why a lot of times folks are going with the known name, right? So you're going with the known names in mobile apps, in registration, without calling anybody out in particular. You probably know the ones I'm thinking of. The big names that are out there. And part of the reason those names are getting bigger maybe is because it's the safe name. It's the one everybody uses.

Will Curran: Definitely safe. Yeah, absolutely. I couldn't agree more.

Brandt Krueger: Regardless of the quality of the product.

Will Curran: That's very true. That's for sure. I think a lot of times too, yeah. People feel the need to feel to go to the safe bet. And I do think that there's a lot of... Like you said, this is an age old business question in general. So like we're not going to solve this on this episode and this might not ever get solved. But far too often, there's definitely some issues with just choosing cheap. But there's also the psychology of like, "Oh, if I choose the expensive option though, the Lamborghini, the Rolls Royce, I'm getting the most of high end." But yeah, you just have to kind of decide. But what's interesting is they kind of then serve up four factors for potentially things that you should look at when it comes to your event technology.

Will Curran: I think they're worth kind of bringing up and kind of unpacking a little bit. You think so, Brandt?

Brandt Krueger: Absolutely. Bring it.

Will Curran: All right. So it sends off the first one that you need to look at instead of looking at cost, your first one, is looking at power, you can say like functionality. So things like features, are you looking for more in all in the one. We'll reference the episode where we talked about all in one platforms versus kind of piecemealing it.

Brandt Krueger: I was thinking of that one. Yeah.

Will Curran: Looking at all those different things and even references on here too. Does it have future features you want, like facial recognition or a CRM integration or things like that. Which is really, really cool. And I think that's very, very important. I feel like honestly most people look at that. Would you agree that most people are at least looking at features and the kind of obvious stuff?

Brandt Krueger: I do, it depends on the tech. I mean I'll be honest with you. At this point, like I said a second ago, there's 200 different versions of mobile apps, and 98% of what they do is the same. It's got the schedule. It's got the agenda. It's got the speaker bios. It's got maybe a map. It's got... But figuring out what that extra couple percent is, what that extra maybe we'll save even 5% of what they do differently is huge. So I guess what I would say is not only looking at the power and the functionality, but what are the specific needs of your event? What makes your event a little different from the event that was in there the week before? So medical meetings have a different set of standards and requirements than say an internal corporate meeting sales meeting for somebody that sells widgets, or an insurance meeting is going to have different requirements than that medical meeting.

Brandt Krueger: So yes, paying attention to power, paying attention to functionality, paying attention to features, but also paying attention to what are the specific needs of your event versus somebody else's. And then yeah, roadmap. Yeah, you take a look at the roadmap. I've definitely recommended products based on where I think the client is going to want to go in the next couple of years rather than what they need now because of the fact that, like I said, that 95% is the same. Okay, great. But here's where I think they're going to want to go in the next few

years based on our conversations. Great. That's why I think you should go with this product because they're going to be the ones that are going to do what you need not now, but next year and the year after.

Will Curran: Well I think that's a perfect transition to one of the other factors they recommended, which is flexibility. So they talk about flexibility in the ability for it to flex to what you want it to do. But I also think the flexibility for it to scale with you as well. I think a great example, and I know I use this as an example so much, but I haven't gotten any flack for it quite yet. So feel free to tweet me if people want to give me a flack for this. But HubSpot does a great job at this. You can start their low free plan, get some features, but as you scale, you can get all the way up to their enterprise level. All the features does revenue reporting, analytics, blah blah, blah. It does all day, but you don't have to start with the \$4,000 a month package. You can start with the free package and move up as you need more and more and as you need scaling and going.

Will Curran: And I think flexibility is huge now. And I think that's the thing most people take for granted. They can say, "I'm going to work with the DIY option. We're small. Save money. We do that." But what happens when your event goes from being 300 attendees to being 10,000 attendees? You can't do it. Well now you've got to switch. You've got to move data. What if you could build a system that's flexible along the way?

Brandt Krueger: Yeah, and it leads directly into the third one of which is some simplicity. So finding that balance between flexibility and simplicity. I love what you just talked about with the different scaling of price plans. I see so many companies that have like two price plans, and it's like everything under here costs this much and everything over here cost this much. And that's so frustrating because frequently that initial plan will be designed to get you in the door. And then if you need any of the features that are in the premium plan, whatever you want to call, it's an enormous price.

Will Curran: Oh my God.

Brandt Krueger: I would love to see more companies having this kind of gradated scale of okay. But as soon as I say that, I'm like, I hate being nickel and dimed.

Will Curran: You bring up a good point.

Brandt Krueger: Something in between zero and premium.

Will Curran: Yeah. A great example I have of that is that I have the software we use and so we switched over using Rippling to manage all of our employees and Rippling is like a single sign on service. So it means that my employees have one account, and then I can start connecting other tools to it. And then when they go to that tool, it automatically logs them in. Well, I can't tell you how many gosh forsaken tools I have that are like, "Oh yeah, you can totally set up single sign on, but you have to go up to our top tier plan." And I'm like, "But I don't need any of the other features. I just want single sign on, which is already working." Ah, it's so frustrating.

Will Curran: And honestly, as much as I don't like being nickel and dimed, I would rather maybe pay an extra. Let's say that software tool is 50 bucks a month. I would rather bump into like a \$75 a month, but most of the time it's moving to the enterprise level, which is like \$300 or \$400 a month. And I'm like, I'm absolutely not paying an extra \$300 for a single sign on. It's not worth it for me. Thank you.

Brandt Krueger: No, I'm 100% with you. I mean, there's literally a platform that I use every day and I'm on their free platform. I don't need any of the tools that are in the advanced platform, but I want to pay them. There's value for this product. I want to make sure that you keep developing it. And so I literally sent them like a \$200 gift card and was like, "Here, buy some pizza for the engineers" because their premium plan was like \$200 a month. And I was like, I don't need, but like maybe one feature of that premium plan. So finding that balance between flexibility and simplicity so that you're able to, as the planner, going on the back end and not have your eyes glaze over with all of the options right away. Yes, you want to be able to expand as you grow and change and your event evolves.

Brandt Krueger: But the good event tech that's out there has managed to kind of strike that balance between here's what we show you at first so that you're not overwhelmed. It's like, what's the name of your event? And then you slowly... It's that onboarding process of not throwing too much out at you at any one given time. But then, okay, well now I need to figure out how to do this. Okay, great. We've got a module for that or go into these advanced options and you can do that. I'm always kind of fascinated by the design choices behind what's immediately visible to you as the user versus what kind of gets exposed to you over time. And so yeah. Anyway, just rambling on there a bit. But flexibility versus simplicity. I think there's definitely a balance to be found.

Will Curran: Definitely. And I think then as that you scale up and you get to the more advanced stuff, that's where, you know, the fourth one comes in which is support, right? And we already kind of beat this one with a dead horse.

Brandt Krueger: Yes, snaps. That's what I'm doing in the background. Snap, snap, snap.

Will Curran: We can actually put some snaps in there.

Brandt Krueger: Sound effects.

Will Curran: But yeah, obviously support is huge and I think that's one of the most underrated things because the support team should be a part of your almost IT team. And I think when you have good support, you can say things like, for example, like if you have a big event planning team, "Oh Hey, I'm having trouble getting this feature to work. Where do I go to do this inside the software?" It doesn't have to be the planner to be like I know everything about software. So for example, like I'm like the HubSpot guru on my team. I've used every feature. I know almost everything about it, but I don't want to be the linchpin anytime someone says like, "Hey, this is weird. This tool is acting up," or "Hey, how can I do this? Or Hey can I do this?" So I told my team, I'm like,

"Guys, utilize the support because we're paying for it. So, email them, set up calls, do whatever you have to do and utilize them all day long." It allows you to delegate and kind of have an internal IT department, which I think is huge.

Brandt Krueger: It is, and it's tough because I know some of the small companies struggle with support because obviously you have to pay people to do it or you have to do it yourself. So there's a lot of founders out there that are literally fielding texts and phone calls in support of their app or whatever their technology is, which you shouldn't have to do, but they don't want to pay somebody to do it. And then dealing with international, right? So if you've got people on different sides of the globe, you kind of need someone kind of North and South America hemisphere and then you kind of need someone maybe East Asia or central Asia hemispheres to kind of handle that side of the world.

Brandt Krueger: And it's one of those things that takes a lot of thought. It takes effort to do right and to do properly. So I can't underemphasize how important it is. And yet we still see people struggling with it and still see people kind of doing it on the cheap, which I think again goes back to the point of this article that you, to a certain extent, get what you pay for. So if you're going with one of these kind of low budget technologies, there's a very good chance that you could struggle trying to get ahold of someone at you 10:00 AM on a Saturday when you're having issues.

Will Curran: And yeah, I mean like that's one thing I think we have to keep in mind too is that when it comes to our events, everything is so time sensitive. So usually when we run on issues, it's onsite or it's right before event or it's when you're launching tickets. So if your support is lacking on that service on the technology side, you're going to run into a major issue that they can't answer fast enough, it could mean life or death for your event or not using that technology at all. So I think you bring up a super duper solid point.

Brandt Krueger: I'll also be honest with you. It's why I always highly recommend having someone from that technology onsite. I mean even if it's just babysitting, you know what I mean? It's the just in case something goes wrong, you've got someone right there, that you can talk to about. I think the more that we see tech companies doing that and just providing that as kind of part of the package, obviously there's travel costs and things like that, but that "Hey, as part of our package, we're going to include someone being there on site to make sure that your event goes off." I think the better and the more that we can kind of negotiate that into contracts and just think of that as being part of the budget.

Brandt Krueger: Again, recently on a client that she was running around doing all the technology herself when she was nine months pregnant last year. And I was like, "I think next time we're going to bring somebody in and manage the technology for us." And I felt like it went much smoother and clearly she was a lot less stressed mostly by not being nine months pregnant and and being able to, I'm sure she wasn't nine months pregnant, but being able to actually just sit back and manage the event as opposed to having to stress about. And I've said this before on the

show as well, that a lot of times I judge my value when I'm onsite for a client by how little they have to come into the ballroom. And I think that's saying something about the support level that you can get with your event technology as well. You can value how little you have to worry about it by letting their team take care of it.

Will Curran: Yeah. I think you bring up that great point. We definitely share and talk about it a lot on the podcast about bringing that that technical producer, technologist role I did. Again, if you don't listen to Event Brew, one of our other podcasts, just had a great episode. Talked about the dozen or so roles that you need to have for the next decade of events. So how we talk about like now you have a food and bev person, you have an AV person, but one of the leading ones was you need a technologist as we called them. And that's the person who's going to worry about the tech and be in charge of it. And that's a huge. That was the number one first one we said you've got to have for your events coming forward.

Brandt Krueger: And I feel like I read an article relatively recently saying basically the same thing, and I'm not in any way trying to self-promote but that, hey, I agree that that's what I do. That was basically saying that one of the big trends coming up for the next few years is having someone on the team dedicated to the technology. And whether that's someone who's literally on your team as a full time or part time employee or someone that you bring in as a contractor, I can't agree more that we're getting to that point where it's not okay to just have that person who's kind of techie who, who handles all of those questions as the stuff gets more and more complicated.

Will Curran: I couldn't agree anymore. Should we wrap this one up with a nice little bow?

Brandt Krueger: Yeah, I think we're getting close. I love that this article kind of concluded with a friend of the show, Christy Lamagna. If you don't know her, she's worth a follow and worth checking out. She's a planner extraordinaire who I've known for a little while and gotten to know better over the course of the last year. And she's really funny and really smart and she's mentioned in this article talking about the need to make sure that we're looking at ROI and building the brand.

Brandt Krueger: And so they just kind of threw this out as a final criteria on selecting your technology. It's just making sure that it's really supporting your strategy, and this goes back again to something that I've said probably 10,000 times in my career, which is that most people would rather see old technology used well, the new technology used badly. So really just making sure that you're not getting the tech because it's shiny and new, but because it's going to serve a purpose. It's going to help you support your strategy. It's going to help you meet your goals. It's going to make your attendees' lives easier. It's going to really push that all important ROI for your event.

Will Curran: Yep. I absolutely agree. Well, I hope that maybe we maybe changed the minds or at least helped everyone think a little bit more further about

valuating your technology providers and, when it comes to cost, how it factors in into the larger conversation of choosing your vendors as well.

Brandt Krueger: Absolutely. And as they close the article, it'll impress your boss far more than simply saying, "I bought the cheap one."

Will Curran: I love that line. So good.

Brandt Krueger: So props to the folks over at G2Planet for a great conversation starter for us today.

Will Curran: Absolutely. And make sure that you go read the full article. We're going to link it down below in the resources. So make sure they go check that out. And speaking of resources, Brandt, where do people go to get those?

Brandt Krueger: I feel like if they wanted to learn more and maybe get access to, I don't know, things like show notes, like links to those resources, maybe even like transcripts of the show, I feel like-

Will Curran: That'd be cool?

Brandt Krueger: I feel like that would be cool and I feel like if they wanted to do such a thing they could do so at eventtechpodcast.com. That's definitely the place to find out more about the show and all of the things that we talk about on the show.

Will Curran: Absolutely, absolutely. And that's definitely the place to be. You know it as well. Brandt,, thank you so much for being on this one and talking through this. I think you shared some enlightening points and some awesome tips and tricks for everybody out there. So thanks for being on the show.

Brandt Krueger: My pleasure as always.

Will Curran: Awesome. Awesome. You want me to keep going?

Brandt Krueger: Bring it home, man. Bring it home. I'm putting the ball on the tee. I just want you to hit it out of the the park.

Will Curran: All right, here we go. Well guys, if you didn't know we're also on every single podcasting platform. Wherever you're listening to right now, if it's not the place you want to listen to, we're everywhere. Apple Podcasts, Pocket Casts Google Podcasts, also Spotify as well, which is cool. And Spotify is doing some cool stuff with podcast playlists and you can kind of check that out. We'd love that as well. So go check that out. And then as Brandt said, Event Tech Podcast, get all the resources, everything like that. Go sign up. Get the exclusive invites, the nitty gritty awesome content. But most of all, as you said, we can get a ton of feedback from you guys. We love hearing from you. Feel free to give us a shout [#eventtechpodcast](https://twitter.com/eventtechpodcast). shoot us an old school email at eventtechpodcast@helloendless.com. And you know what? Thanks so much for listening. We couldn't do this without you and we look forward to seeing you guys next time on the Event Tech Podcast.

Speaker 1:

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