

Will Curran:

Hey everyone. It's Will Curran from Endless Events. Welcome back to another edition of Event Brew. I'm joined today with only one other host, and the question is, before I say this, can you guess who is on the other line? All right, now you've guessed. Who's joining me on the other side of the line today?

Nick Borelli:

I hope this isn't disappointing, but it's Nick Borelli.

Will Curran:

Oh, I mean, I'd be really sad if someone's like, aw, dang. Oh man, it's Nick?

Nick Borelli:

Someone's probably thinking that. That's all right. I mean, I'm sure people have their favorites and they're different.

Will Curran:

That's true. Just like we were saying, who's going to be like the Whoopi of the Event Brew since we equate ourselves with The View.

Nick Borelli:

I like Whoopi. I'm a fan actually.

Will Curran:

Well, before we talk about The View, let's talk a little bit about what we're drinking today. Nick, what do you got going on in your cup?

Nick Borelli:

Before we talk about The View, we're talking about our brew. Yeah, so from view to brew, man, I am going to disappoint and also not surprise lots of people by my choice of Monster Energy's Ultra Sunrise. Like a sunrise, it contains pantothenate and acesulfame.

Will Curran:

Oh, and there's salt in it? That's not what plants crave. Like a Sunday morning, like does it just taste like orange juice or something? Like what makes it-

Nick Borelli:

Oh boy. It's a fun house mirror at an insane carnival's orange juice. Yeah. No it tastes like chemicals that are approximating things, but it gets the job done. I don't pretend to like any of this stuff. I just drink it.

Will Curran:

I thought you at least liked it. At least it's not bad for you.

Nick Borelli:

I've gotten used to it. And I know that-

Will Curran:

It's not like you're drinking green juice and you're like, oh, I just pretend to like it because it's good for you. It's like you have to at least like it if it's horrible for you.

Nick Borelli:

Yeah. It's not good for me, and I don't particularly like it. It's a big question as to why. That's I guess how much caffeine I need to operate waking up at like five in the morning and the kids and still trying to work and watch Watchmen.

Will Curran:

Being back from Thanksgiving.

Nick Borelli:

Yeah, oh my gosh, yeah.

Will Curran:

We'll talk about Watchmen. Oh, you haven't seen this episode.

Nick Borelli:

Oh I know, I know.

Will Curran:

Oh my gosh. Okay.

Nick Borelli:

It's crazy.

Will Curran:

We'll talk about this offline. See this is what happens.

Nick Borelli:

Who watches the Watchmen? Will and I will watch the Watchmen.

Will Curran:

Yeah, exactly. This is what happens when you don't put Thuy and Dustin in here. Will and Nick go full nerd.

Nick Borelli:

It's going to be really difficult to have a segue that takes us from Watchman to this. But like first what are you drinking? Hopefully it's something that's not horrible.

Will Curran:

Well, watch out, because I got a different drink today. I'm drinking, down the street, this is one of my favorite places in Phoenix called Pop and Tea. And they don't have pop, they don't have tea, but it's like a Boba place and they're really, really bomb tea, like that's the first star is good tea, but then their Boba is really good. But I'm drinking what's called the Sun Devil Sweet Tea. But this time I switched it up. I did white tea instead of black tea. So it's white tea peaches... Oh there's a bunch of other things, strawberry bits, and I think probably maybe like something else in it, but I get not sweet because obviously I love tea so much, but super duper good. So that's what I'm drinking.

Nick Borelli:

That's good. I had iced tea for lunch with a bunch of fruit in it, and it was really good. And then I-

Will Curran:

Did I take you to Pop and Tea when you were in town?

Nick Borelli:

No, I didn't. I went to your old place, that coffee shop.

Will Curran:

The pressed coffee.

Nick Borelli:

Yeah, that place was great.

Will Curran:

Well transition into news-

Nick Borelli:

Sure, the reason there's only two of us on here and we jumped on really quickly is that it has been almost an hour or not much more since the announcement, at least in the time that we recorded this, that Connect has announced that they have purchased BizBash, which is a pretty big loud deal considering the platforms that both of them have.

Will Curran:

Absolutely. I mean like it's, yeah. I was left field, didn't see this coming at all, and I actually thought when... So shout outs to Alex Plaxen from the Event Icons team. He caught this first that it actually, they posted it on their Facebook page at first, and he caught it, and then I was like, well show me the press release. Where's the news? I'm like Googling to try to find the information. It turns out it was accidentally posted a little too early. So I thought it was a prank at

first. I thought it was like, not necessarily like that is bad or anything, but I was just like, whoa, I didn't see this coming at all.

Nick Borelli:
I mean-

Will Curran:
You know.

Nick Borelli:
Yeah, it wasn't written on the walls like some other acquisitions that I've seen where I'm like, this is inevitable. Especially in tech where I've seen some things where I'm like this is just going to build a certain saturation and user base and then one of the two people we're going to buy them. That said, the more I sit down with this, the more I realize, yeah this is actually, to me at least it's a pretty logical move. I guess for a couple different reasons.

Will Curran:
Maybe if, real quick for any of our viewers that don't...obviously we know those are two... People might be familiar with BizBash so maybe we start with that and then we explained what Connect is. So BizBash, if you had to sum up BizBash in one sentence, Nick, what is BizBash?

Nick Borelli:
It's tougher in one sentence. BizBash is a publishing and event company that covers really the wide gamut of live events in North America from everything that is kind of on the trendy side and upcoming to, I guess probably with a little bit more of a focus on what's next, and a little disproportionately into the sectors of kind of like the the awe and wow stuff, if that makes sense, like the non boring parts events.

Will Curran:
I think they try to cover as much as possible to other events to show, kind of like peek behind the curtains so planners can see behind the scenes of like the Oscars and things like that.

Nick Borelli:
Yeah, I would say that there's probably... Let me think about this before I make a statement. I would say there's probably nobody in North America that does that better, that will send a journalist out covering an event for the intended audience of event producers. I think they own that space pretty well.

Will Curran:
I kind of give people a background too. Like if you want to know more about ow how the company got started and everything like that, we'll link down below to the Event Icons episode. So I think it's Event Icons episode six, like one of the first ones where we interviewed David Adler talking about the history of BizBash and everything like that. So we won't have to dive too

deep into it. But you're right. I mean definitely they're a powerhouse when it comes to publishing. That's why I think I was surprised as, I almost thought it had been like the other way around rather than-

Nick Borelli:

Oh no, not me. So here's why. Connect is part of a portfolio. That's the difference, is like Connect itself is part of a parent company of Tarsus, which, they have a pretty broad spectrum. As broad as I think BizBash can sometimes be for me, because I'm a little bit more niche. Like they'll cover things like wedding trends. Like where to me, I'm like, okay, you lost me there, but because I'm nicher than that. But they have a little bit of something for everybody. But really there's areas that I think that Connect's parent company goes into that BizBash doesn't really as deep, things like medical and faith and sports, are live event centric, but they're not... I think most people think of for some reason I guess just because they've been always separate, the idea of a like a Monday night football as not a live event. And it is. So they have broad, broad, broad, broad and multinational. So for me, I think they're bigger just because they own a ton of shows in North America and they own a ton of shows, I think couple of shows in Europe as well, which is where they're based.

Nick Borelli:

So yeah, I think that that's the pecking order. I also think that you can't talk about BizBash for more than like a minute. I think we made it like a minute without saying David Adler.

Will Curran:

Yeah. Yep. Totally.

Nick Borelli:

BizBash is like a one man show. But his fingerprint's on everything. And he's the visionary behind it, and also, his background really edifies and guides the entire piece, which honestly reminds me a lot of the most recent, up until this, acquisition in the world of event industry publishing, which is Event Manager Blog with Julius. I see parallels here.

Will Curran:

Definitely, definitely. If you want to catch our reaction to that, Event Brew episode three-

Nick Borelli:

Human back link.

Will Curran:

Yeah, exactly. Exactly.

Nick Borelli:

You're so good with this stuff.

Nick Borelli:

I just read both of those, actually and watched that video again this week. In your emails, you had that as a... That's actually really, I mean honestly, maybe that's why it's so top of mind.

Nick Borelli:

I re-read that as far as what Julius wanted from that acquisition and from his a standpoint of being acquired and being kind of a... Like he's a louder person in his smaller operation than the larger operation had an equivalent of him. Does that make sense?

Will Curran:

Totally, totally. I, I, yeah, absolutely.

Nick Borelli:

So I think that like at some point you kind of outgrow being the, I don't know, not just the visionary. Yeah. The face. Yeah. And you need to be, not only, I mean, look, again, I'm not saying BizBash is one person, it's not. But boy, at least from a perception standpoint, from where I'm sitting and where people I know are like, it's very much a product of his mind. So, yeah. I don't know.

Will Curran:

What's interesting is while you're talking about David too, maybe I'll read a quote while, and then maybe we can talk a little bit about what's kind of going to happen now with BizBash for all the fans out there who are like, oh my God, I love BizBash and Events. What's going to happen? But quote from David Adler on the press release says that, "After nearly 20 years of building the BizBash brand, we are thrilled to be joining forces with Connect to create a next generation event and media company to serve organizers and marketers of all type." Very interesting that last little bit of it. He says, "It is a marriage that will inspire collaboration, not only in the meetings and events and event marketing spaces, but it will have an impact on the 60 million people who attend the events, conferences, festivals, meetings and gatherings planned by our diverse organizers." So I think it's funny, people who read.

Nick Borelli:

Yeah, I mean you could go... It's like what's the biggest number that we can associate in anything that we do? I guess you could list how many attendees attend the shows by the people who read their magazines, right? But I mean, whatever.

Will Curran:

The whole population of the world basically at that point.

Nick Borelli:

You've gone, yeah. It doesn't matter who you are, you've been to an event that someone's planned that someone's read these pieces. So yeah, I think for most people-

Will Curran:

Yeah. I mean I think it's really, really interesting. Obviously I think that obviously really, David's going to, it says on here on that press release that he's going to remain within the business and continue as the capacity of chairman. Not to dig at another acquisition that happened. I mean, we'll see how long that that all happens. Yeah, I'll see, yeah, I mean like, I think it's one of those things where-

Nick Borelli:

It's natural.

Will Curran:

Maybe we end up talking about this separately, but being someone who has gone through processes of acquisitions before, you put in there like, oh Hey, yeah, you have to stick around for three or four years. Always, someone ends up breaking and is like, nope, I'm out. I'm done with this now. I'm no longer an entrepreneur inside of it, but I don't know. We'll see-

Nick Borelli:

Did you read the exity thing in Event Manager Blog that... So there was an interview that came out this week with Julius and Don.

Will Curran:

Yeah. And he talked about... We'll have to do a reaction to that one too.

Nick Borelli:

It's interesting. I mean, there's parallels here obviously. He got into this really interesting definition, which I would love to definitely put out to everybody else. He defines entrepreneur very specifically, that he considers himself not an entrepreneur technically until he sold the business. And then he believes that most people in the events industry are wantpreneurs, like want to be entrepreneurs.

Will Curran:

Oh, wow.

Nick Borelli:

Yeah. And he has a very narrow definition of his own for that, which is fine I guess. He's very much an ideologue. So I get it. It's always interesting, and he definitely doesn't say things half cocked, but there is something, there is a parallel between a Julius Don Berger and a David Adler, three people I've probably seen at the same show a million times-

Will Curran:

Personalities in the events industry.

Nick Borelli:

Yeah. Right? For sure. Like they're not just, I mean, not to say just, they're not just captains of their ships or visionaries or creators, all that kind of stuff. In addition to that, they happen to be people who are probably at the tippy top of... I know there's a million lists of these things as we've talked about, but in the influential world, outside of what they created, the words that they say inspire lots of people.

Will Curran:

Definitely. So speaking of inspiration for anyone who hasn't quite read the press release, I mean literally this press release is the only thing out yet. There's no other coverage at all on this. So I have no idea if there's going to be any more articles or more light that gets shed on this in the next 24 to 48 hours before we release this. But what's interesting, and we are live streaming the recording of this, so some people are catching this news as it's happening, but for those who want to know kind of what's going to happen-

Will Curran:

... watching this news as it's happening, but for those who want to know kind of what's going to happen, essentially, Connect basically has a ton of events. If you've never been to a Connect event, they're fantastic. Go check them out. I hear they have great speakers, Will Curran, the Nick Borelli's of the world. No? Never at a Connect event?

Nick Borelli:

I'm the same as a lot of associations. People assume I'm a member of it just because I say my name a lot. No, I would. I'd be happy to speak there. Honestly, I have been in a position where I haven't... and this is my fault... I haven't been going out really. I've been taking the requests that come in. I should probably do some outbound, but...

Will Curran:

I'm going to bring you up. You can be my personal assistant at one of these shows.

Nick Borelli:

Yeah. Sure. Pure humility. I mean, look, I hear great things. I truly-

Will Curran:

Great events. Over 30 of them regionally and also one big national show, probably more than that. Basically, BizBash's events are now going to fall under there. Who knows if they will still. I'm guessing they're going to keep the brands completely separate. I don't think it says that anywhere on the press release quite yet, but I can foresee it that BizBash will be focused maybe more on social.

Nick Borelli:

That is my vision of it with, again, being on the outside looking in. Again, I'm not even affiliated with either group as far as at any level other than just being a person who is aware. My guess is

if you look at the portfolio of Connect... I was looking at it today even... and it's got Connect associations, corporate, faith, sports, medical, tech, and the Midwest, which that's where I live.

Will Curran:

The Midwest show was in Grand Rapids this year. It was actually the first time in Grand Rapids. It was pretty nice.

Nick Borelli:

I would argue that it is interesting. I've written for like Midwest Meetings magazine and I'm in the Midwest and I attend a lot of conferences in the Midwest.

Will Curran:

Just because Chicago? Chicago is like-

Nick Borelli:

Yes, it's disproportionately Chicago. The other reason is is that there's a little bit of what works on either coast. It works for either coast, but there's eccentricities to the Midwest based on budget, based on a lot of other things. I mean certainly menu size. I don't know. Things that work in the Midwest that only work in the Midwest maybe. Right? I think honestly it's probably just likely that there is a competitor that has a Midwest representation that they're probably just jockeying for market share.

Nick Borelli:

But, but anyway, so I look at all this and I'm like, "Okay, so where does BizBash fit? Does BizBash really appeal to associations?" Now that that's something I can speak to very easily? No.

Will Curran:

Oh, you think? . I also see people that are like, "Oh, I saw this on BizBash."

Nick Borelli:

I shouldn't say that. Yes, all the cool stuff. The ones that like the cool things or whatever.

Will Curran:

From the bleeding edge.

Nick Borelli:

Right. But I'm going to tell you this few and far between on the percentage, I think you-

Will Curran:

Oh, for sure.

Nick Borelli:

... meet the cooler ones.

Will Curran:

There's more like the turnkey people who are just like, "I need my meeting. I need to be on budget. It has to happen perfectly."

Nick Borelli:

Yeah. Dude.

Will Curran:

I do 30 of these a year.

Nick Borelli:

Yep. BizBash is not for them.

Will Curran:

They're like, "I don't care about the dude with fireworks coming out of his hands."

Nick Borelli:

The donut company can use as a flame thrower to make the donuts... none of that stuff resonates. So in the classic sense of ASAE and, to some extent, PCMA and other groups that I often deal with, not as much. Corporate, it's so broad. Yes, sure, there's enough corporate that would be interested in BizBash, for sure. Faith? Probably not. Sports? Probably not. Medical? Probably not. Tech? Yes, but less on event tech. I think that their tech focus is more on the tech industries events of which-

Will Curran:

Yeah, because it's all like Google's and GameStop and all these more techie companies.

Nick Borelli:

I worked for event tech companies that main client base is tech as an industry and I can tell you that their focus is less so on the razzle-dazzle, surprise and delight. More so on things like data capture and security. So again, I think that from a publishing standpoint and from a content standpoint, probably not. Midwest? No, actually. I mean, just if I'm putting everybody in a stereotype. Social, like you said? Yeah, I think so. Not to say it would just just be social, but I think of it as probably a competitor to like a TSE. Is that fair?

Will Curran:

Well, it's interesting. Yeah, definitely I think for a TSC for sure. I think interestingly enough though, Midwest will be good for both of them because though, because if you've been watching kind of the moves that BizBash has been doing these last year or so, they pushed really hard into Canada and now they're covering a lot of Canadian events in Vancouver and Toronto-

Nick Borelli:
Smart.

Will Curran:

... and things like that. They cover lots of New York, naturally, because that's where David is and that's where a lot of the biggest events are. L.A. because that's, again, where all the biggest events are. They have a reporter out there. But covering Chicago's events? I don't think they really have any. I think if I remember right, one of their people used to be in Chicago and then moved up to Canada, if I remember correctly.

Nick Borelli:
Vincent?

Will Curran:

Yeah, I think Vince was in Chicago originally. But we have a couple of people who are listening from BizBash who are in the comments of the live stream. So, I do want to give some shouts so they can correct us in the comments.

Nick Borelli:
Yeah. We're just two guys.

Will Curran:

But John Diamo, who actually works for BizBash, said also, "We're so pumped that we're talking about this and they're all very, very excited for the news." So I think generally everybody's really, really stoked for it.

Nick Borelli:

Yeah, I would say that the biggest thing for me is, again, as an outsider consumer, just an event industry person who consumes their content and has met and talked to a number of times David Adler, David has more ideas than he has any idea what to do with. Having an organization with more octopus-like arms where he can feed groups or impact more events and impact more publishing initiatives, that's going to be exciting for the events industry because the guy can really... two things. One, he can really tell if an idea is a good idea or not very easily, very quickly, which takes a lot of experience. He had this whole methodology about that explained to us once a Calgary.

Nick Borelli:

And he also comes up with just tons of idea. There's nothing that is more frustrating than that quality when you don't have unlimited means. Again, no one has unlimited means, but he has exponentially more now than he did before, as far as people under him who would benefit from his vision and guidance. Again, he's just one person. He's not the whole organization, but for me that's exciting to see, oh, maybe more of the ideas that he's had in a parking lot for a long time actually get to see the light of day.

Will Curran:

Yeah, I think definitely. I think that constantly. One interesting thing I think about BizBash's events is they do because they have this captive audience and people trying to show off the freshest, newest stuff. Their events actually have a lot of new, fresh things in it. I know that Connect is also always trying to stay relevant to the corporate association market and keep it fresh. I mean, this year they revamped their entire setup of their event from typical GS room, breakout rooms, expo floor, and then the meeting or the the speed session, speed dating sessions. Now, it's one big gigantic floor.

Will Curran:

I know that definitely I think a lot of real cool, crazy ideas will come from the BizBash team to keep those events really, really fresh. I think it's definitely some really, really good synergies when it comes to this, for sure.

Nick Borelli:

There's a lot of groups that have great content and design around content and there's also a fair amount of organizations on the event producing side that I've seen that are really good at the surprise and delight and the designed moments and and kind of like ah ha's and wows and emotional beats. My gut feeling is is that they're, while I don't think either one of them was necessarily super weak in either side of these things, I think one was stronger in one and one was stronger in the other. I think the marriage of the two might breed some more even and some bigger results because when they work in concert, those are two pretty powerful ideas.

Will Curran:

I'm wondering if... I mean, this is me totally speculating and throwing out crazy ideas... but I'm wondering if Connect will keep the brand. It makes sense, I think, for them to... they obviously put Connect in front of everything so the brand is really important to them. I'm wondering how long. I mean, let's be honest, I think how long BizBash as a brand will still exist. I can see... maybe this is just a crazy prediction... that in maybe three, four years we'll have Connect Social and it will basically be BizBash then at that point.

Nick Borelli:

It's possible. I think that their faith magazine was a different name at one point as well. I don't know if that was an acquisition or not.

Will Curran:

Rejuvenate. Yeah.

Nick Borelli:

Rejuvenate. Yeah. I don't know if that was an acquisition or if that was a branding difference in order to appeal to that demographic. Not sure. Again, not in any inside. But yeah, I mean there's a streamlining that happened there. Yeah, I don't know. I'm sure there's lots and lots of ways

to... and I've worked with organizations that have done this before many times to pull and have a good thumb on the pulse of what is in the strategic advantage.

Nick Borelli:

I'm going through one of those now with a pretty large company that is going to be sunseting their brand name and adopting their parent's name. We're just working through all the storytelling in order to communicate the value to the brand and put away myths and debunk things before that's happening. It's a process. Usually it's like test the waters, do something like this, everything's going to stay the same, everyone's going to stay on. I'm not saying I'm jaded and cynical and whatever. For all I know everything-

Will Curran:

Oh, I'll be jaded and cynical for you.

Nick Borelli:

... I mean, I've never experienced those things happening. Not to be negative. Just like that, things evolve and change either way. But we'll see I suppose.

Will Curran:

Yeah, totally. By the way, I looked it up to try to see if I can find out if Rejuvenate was an acquisition and then obviously rebranding it Connect Faith, but I couldn't find any info. But I'm sure we will be able to track it down while we're writing this article and update it as news comes out we'll find out a lot more as well.

Nick Borelli:

Yeah. I remember when... So, I started speaking I think 2005 at... 2005 or 2006, I'm not really sure which one... a Catersource, which was the idea of Michael Roman. A one person. A visionary person. He spoke at it. He drove the magazine. He drove a lot of it. Got to a certain size, got purchased by UBM, and there was a competing show that was not catering specific, but kind of in the social a little bit tilted, but just generally events called Event Solutions. I used to go to that show as well. Then eventually they co-located and then they kind of sunset the magazine for Event Solutions and it was just one magazine for Catersource. Then, it became just Catersource, a little bit of event stuff sprinkled into it. Then eventually they kind of got rid of the event track completely and doubled down on culinary. Then, they got purchased themselves. Then, TSE was owned by the organization Penton that was purchased, so they were all under one umbrella.

Nick Borelli:

This year, for the first time, TSE is co-locating... similar to how Event Solutions used to be co-located with Catersource. Will they become one show? Will they continue co-locating? I don't know. I mean obviously there's not a ton of these things in the events industry to look at, but this stuff happens. Publishing ends up existing for a little bit and then maybe it's digital only and then it's just different markets and different abilities.

Nick Borelli:

I think there's a lot less opportunities to thrive as a print publication these days without other avenues of revenue. It seems like this is mostly focused on the event side of it more so than the publishing side or the print publishing side because I think that just has a little bit longer of a lifespan potentially, but these things happen. I think they're happening more for a reason of a benchmark of maturity of our industry. I think we're finally reaching some of those marks where years from now we'll look back and say, "Yep, yep. See? These were the points where zero barrier to entry sort of gave way and it didn't make as much sense for smaller organizations to do what they were doing because they either sold or they got destroyed because the larger organizations were just too powerful and the smart ones merged and got bought and then the other ones went away."

Nick Borelli:

I think this is just one of those lines that we'll look at in this age of acquisition.

Will Curran:

Yeah. I think that I'm really excited too for the future of where this is all going with the acquisition of media companies specifically too because it means that media companies are going to gain more and more serious about how they do things and it's no longer going to be just, oh hey, we're going to publish an article. It's going to be more journalistic integrity, all those things like that. Right? We're going to have these CNN's and MSNBC's and, sure, even Fox News' of the world. In the events industry, we're going to have big players who are all covering major stories of what's going on and so people will have one source to go to.

Nick Borelli:

Yeah. I mean, validity is going to be the only thing that they really have as a unique selling proposition. I am guessing that you personally, your brand, your audio visual company, out clips, volume wise, content more so than a lot of industry content producers. That's my guess. Or, you're close. The threats are everywhere. You're a "threat" for attention. Right?

Will Curran:

Yeah. Of course.

Nick Borelli:

Yeah. To me, that's exciting because a rising tide raises all ships. If everyone is trying harder... If you are pushing...

Nick Borelli:

... Ships. If everyone is trying harder, if you are pushing the media companies to do more in depth and things that you don't have 100% focus to do because you have a business to run, great. If you are a catalyst to push them in that direction and if these smaller media companies

are getting bought because they're pushing the larger one ... I mean, it's all good as long as we're going in less of a direction of homogeny and more in a direction of raising the bar.

Nick Borelli:

Because you can see that the threat on the other side is less independent voices, was a lot of the success of, let's say, Julius for the last 10 years based on his independence possibly. He's less "independent" now as an example under a Skift, but he has more tools and he has more ability to reach a larger audience and maybe be more thoughtful or have more access to things where he's been going in the direction of more data oriented and more polling. So there's pluses and minuses on both sides obviously. I just think that as long as we're getting more quality out of it, as long as the marketplace is pushing organizations to do what's best for the industry, then I'm all for it regardless of how it looks.

Will Curran:

Yeah, for sure. I mean, as long as it makes the industry better, I think I'm all for anything that happens. I think everyone knows some of my opinions on certain mergers of the happening on the AV side of the things that are not making the history better. Well, we've obviously talked about that.

Nick Borelli:

Tech, too. I mean, the tech people I know are pretty passionate about their negative criticisms of the idea of acquisitions just because they believe that there's lack of focus that's happening with mergers. So if you become under an umbrella of an organization and you're just one spoke in a wheel, then you're not really ... You're not the whole focus and therefore you find yourself one day the dog and the next day you're the wagging tail and you're not as important. I hope that analogy tracked. I'm not sure. But then the ... Yeah, so I think that that's a fear that's real. Staying in your lane and having a real focus. But the thing is is BizBash in my opinion, was never really a niche media anyway.

Nick Borelli:

They had broad appeal as far as, I mean, it's niche in the publishing spectrum. Obviously it's event industry producers primarily that are going to want to consume their content. But it wasn't hyper hyper. I always think of FICP. Okay, this is conference producers, but only in the financial and insurance sector or the pharma ones. Those are super hyper niche and that's fine. But BizBash has never been that. I think there's been a little bit something for everybody. I think a little bit more for certain groups than other groups. But I will be curious to see where they find their place with as broad a portfolio as Connect already has.

Will Curran:

Absolutely. Well, I was curious to know, maybe we can end this episode unless there's anything else on the news specifically. I was going to say if we want to speculate on the future and I figured we are controversial podcasts a lot. Let's throw some knives on the walls and see what

sticks. But when it comes to media specifically because obviously we can talk about acquisitions all day.

Nick Borelli:
Media's tough.

Will Curran:
Is there any ... I mean, basically now at this point, so who do we have left of major players? Immediately comes to mind, smart meetings, meetings net, on the meeting side of things.

Nick Borelli:
Yeah.

Will Curran:
Is it one of those things where Skift's going to pick up meetings net and smart meetings and then boom, look at this. That end, is Skift going to buy Connect? What could happen?

Nick Borelli:
Yeah. I don't really have my thumb on the pulse of size of organizations as far as speculation of who's bigger than who would be by whom? My gut says that, yeah, that there's no world where Skift has enough liquidity to buy. I mean, it depends. Their parent would have to shed it.

Will Curran:
Maybe Connect by Skift or something.

Nick Borelli:
That's more likely to me. But yeah, I don't know. Again, it doesn't seem like a play they would do because seemingly they're buying for industry, having a broad industry specific or a corner of the industry specific publications and shows. So I mean, I don't know. I think they would build another brand before they would buy one of the other ones because they're starting to get ... I don't know, geez. Corporate associations, faith sports, medical tech, Midwest. I mean, they could buy a wedding magazine, a travel magazine, maybe yeah. Travel, sure. I could see that. Or incentives. I mean, incentives is kind of like Connect does pretty well at that crowd, too, in as much as the incentive events, not so much the broader incentives industry. Yeah. I don't know. Publishing side, it's tough. I mean, it's really ... It's shrunk quite a bit recently. I haven't seen a scrappy publisher that's smaller outside of Adam in event industry news in a while. I mean, he's been around for a decade plus.

Will Curran:
Yeah. Good point.

Nick Borelli:
That in a way ... I would see somebody would buy him.

Will Curran:

Adam, they're coming for you. It's going to be Connect UK.

Nick Borelli:

Yeah. He's in London, too, right? He can make that decision and look they have a great event with Event Tech live. I mean, that gets international resonance for sure. I mean, I would be interested in having those conversations if I was a larger media company just because to be owned ... I mean, look, Event Tech News is a pretty great name, right? I mean, so on top of all that and they have pretty reliable sponsors as far as like I can close my eyes and think of the brands that work with them and that Event Tech live, it's one of the premier events honestly. To me it is. It's not the hugest event but the quality of content and specificity and also impact. People talk about that event for a year even over here in the States. So I mean, he could do a one of those over here and crush it in my opinion. I mean, you should do that.

Will Curran:

You hear that, Adam? You should do one in the United States. Adam and I have talked about this.

Nick Borelli:

Yeah, me too. He would crush it here. I mean, it's so much ... I mean, he's got an Island and he's doing that. We've got tracks of land. He could do a Midwest one for all ...

Will Curran:

Yeah, there you go. There you go. Yeah. Event Tech Midwest.

Nick Borelli:

It's going market, I guess.

Will Curran:

Any other speculations on media company purchases or anything like that?

Nick Borelli:

Tech I could think of a lot of purchases.

Will Curran:

Yeah, we'll go to that one. When another company gets acquired another company, we'll speculate on that one.

Nick Borelli:

Sure. Sure.

Will Curran:

So should we wrap this one up? I feel like we might be dead.

Nick Borelli:

Yeah, yeah, for sure. All in all, and I left field Monday after a holiday announcement that the more it sits with me the more it makes a lot of logical sense, and the more I'm frankly excited about it. I mean, I don't know about you. Man, do I attend a lot of event industry events and I cut them out right lately because there's too many. There's good regional ones where there used to not be good regional ones. There were some good international and national ones but not so many great regional ones. And there's some even association chapters that band together with other chapters, produce some great events. I mean, the volume of quality events in Canada right now is really, really high in my opinion. And not that I'm surprised by that, but it just seems like they've been moving fast at producing solid events.

Will Curran:

We'll have to get our token Canadian's take on that one when he gets back.

Nick Borelli:

Yeah, I'm sure he has one. But yeah, I think I'm for consolidation and less event industry events that are higher quality as opposed to cash grabbish, kind of like let's saturate the market. It's a play a market share game. I'm excited by the opportunity of having a lot of really great minds in one room focused on one event versus splitting them up and having them in two.

Will Curran:

Absolutely. Absolutely. Well, I will tell everyone that we're working on getting an interview with all the peeps between BizBash, Connect, and everybody. I'm hoping that we can pull it off on a bit icon, so stay tuned for that one to happen. Obviously an icon takes a little bit longer to than Event Brew, which were just the reactionary leg knee jerk of the events industry news. But we do want to give a huge congratulations to Chris, Doug, and David for awesome news to come into on a Monday afternoon for sure. So congratulations, guys, and we look forward to seeing what the future looks like. Nick, any other sound off thoughts at all?

Nick Borelli:

No, I mean, congratulations for sure. I mean, these are big deals that take a long time to make. Obviously I think there's a period I've been in it with a bunch of different companies of fear. Sometimes I think honestly don't think about that. This is an opportunity to lead. If you're in one of these businesses that is being acquired and you feel ... I have no inside information, but if you feel like you don't know what's going to happen, this is my positive spin on this that I've just shared with another group recently. Take this opportunity to lead, push your ideas out, get excited. This is the peak of excitement and and get in front of it because the people with the best ideas and now's the time where people are making or breaking things to change it for the better. So take advantage of it and again, I'm saying that selfishly because I want to see what you do.

Will Curran:

I love it. I love it. Well, Nick, thanks so much for joining me. Literally on a moment's notice, this news literally broke like an hour ago for making this happen. We're sad that [inaudible 00:40:21] and Dustin couldn't be here, but maybe everyone can poke fun at them on social media for not joining today. Tag them, let them know we missed them.

Nick Borelli:

You have to see what Dustin's holiday parties look like that he does for his clients. They are insane. This is crazy. I'm not sure if they have the holidays in Los Angeles, but in Calgary, boy they do.

Will Curran:

I know. Definitely the holidays be happening. Well, Nick, thanks so much for making it here and being on on this show today.

Nick Borelli:

Yeah.

Will Curran:

Well, for everyone who tuned in, thank you so much for listening to Event Brew. All our people who joined us live for this one, we're broadcasting it live because we thought this was such breaking news. We want to share it with everybody. But if you catch in the tail end of this, or maybe you're listening to this podcast on a friend's ride up to work or something like that, always go to eventbrew.com. That's where we're going to get the show notes. We have the links to the press release, all the past episodes of EventIcons, where we've interviewed, all the different people a part of this. Oh, my gosh. So much good stuff. And if you're watching this on Facebook, YouTube, LinkedIn, and you'd want to listen to it on iTunes, well, it's not iTunes anymore. Apple podcasts, Google podcasts, whatever your platform of choice is, we have all those links.

Will Curran:

Just go to eventbrew.com and if you enjoyed this, give us a review. Let us know that you like it. That really helps us and people being able to discover us. So just give us a little thumbs up, some five stars on Apple podcast, pocket cast, Google Play, Spotify, all those things. And as always I think we did a little call to action last week for the Thanksgiving little mini break episode, but feel free to email us. We want to hear from you. What do you want us to cover? Let us know what sort of topics are burning your ears in the events industry and let us know.

Nick Borelli:

Dare us.

Will Curran:

Dare us to do it. We will get crazy. We'll do anything. Yeah, we'll do anything pretty much. I mean-

Nick Borelli:

I have very little crews. I'm a one man operation. I'll say whatever I think.

Will Curran:

So hit us up eventbrew@helloenlist.com, hashtag Event Brew. Let us know what you think. Let us know what episodes do we want to see you there. But hopefully you guys enjoy this breaking news. Thanks for listening. Nick, thanks for joining me again and we'll see you guys next time on Event Brew. Bye bye. Bye bye. Bye bye.