

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 a night in host hotel lobby bars during industry conferences. So relax and drop in on what event pros really say when no one else is around. This show is brought to you by Endless Events, the event AV company who tells you how it really is. Now, let's brew something up.

Will Curran:

Hey, what's going on everybody? Welcome back to Event Brew, where we stir things up, we heat it up, we give you that cup of tea to spill, cup of coffee, or even if we want to have a nice cold brew at the end of the day or if you're listening to us on the weekend. Welcome back again though, we love having you guys all listen. I'm getting, virtually, to sit across from quite an amazing woman who has officially dubbed herself my hype woman. Thuy, thanks for joining me today.

Thuy:

Thank you. Hey everyone. Hey brew crew.

Will Curran:

All right. Well, it's just the two of us today. I know, we've been losing numbers. Every episode it feels like one person's been missing for a little bit, so.

Thuy:

That's the event industry in itself though. We just adapt and we make it work.

Will Curran:

That's true.

Thuy:

And it's actually really fun. I like doing these one-on-one conversations. These lobby conversations that we always spend this off of doesn't have to be a group of people. Sometimes the best episodes are made with just two.

Will Curran:

I mean, I would love for this to be one of our top downloaded, most hyped up episodes, and it's just us two and we can shove it in Dustin and Nick's faces. But yeah, we-

Thuy:

Take that.

Will Curran:

Take that. But yeah, for all you regular listeners, you know, but for anyone who's a first time listener, usually we're joined by Nick Borelli and Dustin Westling, but they are both absolutely

slammed. As you all know, it is the winter time. In the events industry it seems like everybody descends upon the two weeks available to have their holiday parties, which is keeping us all so busy. But, we could go on and on forever about talking about how busy we are, but you should instead go listen to the episode where we're talking about why you shouldn't say that you're busy.

Thuy:
Yes.

Will Curran:

Instead we're going to talk about what we're drinking today, because you're hanging out with the two tea homies in the house and were sipping on, hopefully some tea together. I'm hoping you're drinking tea, otherwise I just really hyped this up for nothing. But what do you got in your cup today Thuy?

Thuy:

Well talking about the holiday season, and yes you know me way too well, I am drinking tea, but I'm drinking it from my new YETI mug that I received from my Secret Santa.

Will Curran:

Nice.

Thuy:

We had our company holiday party. So, it's the same Yogi organic green tea with a little bit of honey in it.

Will Curran:

That tea's so good though.

Thuy:

I love it.

Will Curran:

We need to get them sponsoring because you're always drinking that one specific tea.

Thuy:

I think I've given a lot of your teammates, that I've left some tea packets. I have them all the time. It's just-

Will Curran:

Every time I see you I ask for one and then I hang onto it and I bring it back home and I'm like, when I miss Thuy, I just want to, I drink the Yogi green tea.

Thuy:

What are you drinking over there.

Will Curran:

I'm still in Ireland and I'm drinking that generic black tea. I'm not going to lie, I didn't even try to find out what they had, but this time instead of being in the Airbnb, I'm actually on an island called Arranmore. I almost said, era more. Arranmore and it's this farming town that essentially was losing so many of its young population to Dublin and Garway to go work at tech companies that they were like, man, how do we get future populations to come back to Arranmore? And so to turn this into the coworking capitol of Ireland, and they build a coworking space, and they outfitted it with superfast internet. And I'm in that coworking space right now, and they gave me a nice pot of tea before I came in to start working at 5 PM while everyone else was leaving. So yeah, I went way off topic. But, generic black Irish tea again and I'm drinking this from a nice little fine, so we're talking about where we're drinking it from, a nice little fine China set with it looks like-

Thuy:

That's adorable.

Will Curran:

I can't say if it's China, per se. I can't tell if it's, looks like it might be Ireland's stuff, but it also might look like it has, I don't know what's on-

Thuy:

Yeah, it has a cool design on it.

Will Curran:

There's birds and stuff, but this, yeah, this building. I don't know. Would you say this has Asian influence and design or so?

Thuy:

Yes, that looks more Asian. That looks like a-

Will Curran:

Well I'm drinking out of Asian China in Ireland off an island. Anyways.

Thuy:

Nice. Nice.

Will Curran:

So, too far deep down that rabbit hole.

Thuy:

Well you mentioned something, a good segue is just, you were saying everyone's going to these bigger cities, the millennials, for tech companies and they're trying to cater towards that. And so, this would be great between you and I because we are millennials and what are we talking about today?

Will Curran:

Yeah. Today we're talking about kind of social media's place in the events' industry. And I think this one might end up becoming a multipart episode because this is such a big topic to talk about. But, you and I are very, I think, very passionate about this specific topic and kind of how social media and sometimes technology, I mean, hopefully we didn't go too far down the rabbit hole of everything that affects us. But, social media and it's place in the events' industry and how it kind of affects us personally as well. I know this is super duper passionate for you and before we got on to this about what you just, you told me right before we got on, hey, I don't know what we should talk about because I've done this thing. And I want you to explain kind of what you did.

Thuy:

So, I will be completely vulnerable and honest, I struggle with social media. And because it has so much goods, but it also has these bads. And so, because we're getting so much content thrown at us, sometimes the way that, especially with Instagram, that it's presented, it just got really overwhelming for me and being so productive I really wanted to keep that positive state, mental state. And so I went on a hiatus and I said I'm going to take a break from social media and this was right after Thanksgiving. And so as of yesterday, I was with a bunch of colleagues who wanted to follow me and I deactivated my Instagram and my Facebook, which by the way, it's really hard to actually completely delete-

Will Curran:

I deleted a Facebook account once before.

Thuy:

... your accounts.

Will Curran:

It's almost impossible.

Thuy:

Yeah. So I deactivated it and as of yesterday, so it was a little over two weeks. I was going to do it for the rest of 2019, but I ended up jumping back on it. And so, it made me start pondering last night, well, how do I identify and what is my online branding? Personally and then professionally because we can talk about there's, I mix and match mine. If you follow me on social media, then you get to know me professionally I put things up about the work we've achieved together as a team. But then I'll put in, you'll get to see my world, see my avocado toast at brunch, that kind of thing. And so, yeah, I think will be a really great and honest conversation to dive in about

because with you, everyone thinks you're the AV guy, right? You're always online and you're always putting out content. So, what's your take on it?

Will Curran:

Yeah, I mean, I think yeah, there's definitely an assumption that Will loves social media and that I am, yes, I just referred to myself I the third person, apparently. But there is definitely the thought that, hey, Will really loves this stuff. Yeah, I know a lot about it. I know how to use it for business. But to be honest, I have said this and I have a good friend who also does a lot of social media marketing, we both say, if it wasn't for our work we wouldn't have social media. Maybe one channel that we really passionately believe in. But, the fact that I have to try to juggle LinkedIn, Facebook, Twitter, Instagram and sometimes multiple of these at a time, it's stressful for me. And it's funny, for example, a lot of people think I really, really love Facebook because I use Facebook Messenger as my primary way to communicate with friends. I mean, yeah, yeah, yeah, yeah.

Thuy:

That's how we met-

Will Curran:

I like it because-

Thuy:

... on Facebook Messenger.

Will Curran:

... all you have to do is just add someone on a friend and then, boom, you can start messaging, you have this rich communication standard, you can send voice messages, I mean, all those things like that. But honestly, if it wasn't for the fact that it's such a good app and there's nothing else that I like it that everybody's on, I would not use Facebook at all. Messenger is the only reason I really, really use it. And you guys will see, I post stuff, yeah, but honestly, it's there for, let's be honest, marketing purposes. It's hey, you know what the new Event Brew episode's about. Hey, we have a new blog post out. Or hey, I need a survey filled out. I mean, I probably would push LinkedIn a lot more if everyone was on that one as well. But it's just, everyone's so segmented across it and I think that adds to a lot of stress. Mm-hmm (affirmative).

Thuy:

It's so professional too. And it's so great that you say that because I know, especially our generation, we're all on the IG now and I actually like Facebook a little bit better than Instagram even though a lot of our network is on Instagram. I feel like there is more engagement and that's the thing, it's not about the likes. I feel like that, it gets superficial and that's the part I don't like about it because there's no, the purpose should be engagement.

Will Curran:

Mm-hmm (affirmative).

Thuy:

The purpose should be connecting with others and it's kind of a cheap way just to engage with someone by just liking it and moving on, right? I want to be, and a lot of times... Now, I've structured and I'm actually going to re, I don't want to say rebrand, but rethink how I'm going to present myself online for 2020 because I want to have those deep conversations. I really want to know individuals. So I tried this thing out when I was doing my later grams on my story-

Will Curran:

When you say later gram-

Thuy:

... of my Asia trip-

Will Curran:

... scheduling it-

Thuy:

... I actually decided not to post anything during. No, post posting it, especially on my story. So just not in the moment. I really want to be present in the moment. So what I did was when I came back from my Asia trip I started doing my little highlights, my Vietnam highlights, my Thailand highlights. And so, that was great. It confused a couple of people because they-

Will Curran:

Yeah, totally.

Thuy:

...thought I was still [crosstalk 00:11:08].

Will Curran:

Oh my God, you're still there.

Thuy:

... in Asia during that time. No, yeah, but just back in the day I feel like we were... posting instantly was necessary, especially if you're at a conference, you want to let people know you're there and what you thought about some of the sessions. But that was something... From that I was able to be a little bit more vulnerable and to say, "Hey, here were some bad parts of my trip." Or, "These were some of the, I had a hard time trying to figure out this. I actually ended up breaking out into these hives when I got my first Thai massage and so, it isn't as pretty as it looks when I send these highlights out." But having those conversations with people really built our relationship and I think that's the thing that I love about social media is that you stay connected with people and from high school or from all aspects.

Thuy:

My cheerleading friends, I have a whole spreadsheet of the holiday card address list and I have of course a section, because I'm just extremely organized of how I know them. And I wouldn't have sent probably half of those invites, or not invites, my cards out if it wasn't for staying connected with them on social media. I feel like I probably would have just fizzled out in our relationship because there was no other way to really keep in touch and are we really going to be texting and calling each other? Not saying that they're not important but there is, I get to see how their family lives are when they update and things like that. So that's a positive that I do like about social media.

Will Curran:

I mean, definitely-

Thuy:

What's a positive for you, Will?

Will Curran:

I mean, yeah, the connecting piece is really, really important. It's that, let's be honest, phone numbers can change really, really easily, but if you need to find somebody, you can find them on a social media network and then reengage and reinvolve yourself in their lives. I mean, I'm not going to lie, I think it's a really great marketing channel for sure. I mean, if I talk about it from off the personal standpoint, if I want to reach people, it's the place to be. Everyone's on it, I find people, attention is cheap and I don't have to... I don't feel like... I feel like the way we market where we share content is not interrupting people even though in some ways it kind of does and in some way, depending on the purpose of it. But I think that's one definite positive of it, but maybe it's getting overcrowded now. I do think, oh man, I do think there are some channels that are better than others, too. So when I think about social media, I think it's hard for me to say, oh, what's one positive that all social media has.

Will Curran:

But I mean, I was going to ask the question, maybe after I explain what mine is maybe you can tell me what your favorite kind of network is and what you've been enjoying about it. But for example, it's almost not considered social media but YouTube has been, I think, life-changing in a lot of ways. I was just starting to kind of reflect on it and be like, you're talking about how you try to be in the moment as much as possible and I do a lot of Instagram stories when I'm traveling. So for example, through this Ireland trip, just because I know the place that I can show it to the most amount of people and show some clips is Instagram Stories. But to be honest, if I had it my way I would just tell people, wait until my vlog comes out on YouTube and watch it there because I'm, A, I'm getting better footage, I am thinking about what I want to share.

Will Curran:

But because not everyone uses it, and that's the problem I think I don't like about social media is that it's a platform war at all times. And like I was saying, I wouldn't use Facebook Messenger if there were someone down on some other platform. But YouTube's been, I think, really, really good. And then beyond just like the what I've posted and I've shared, and I've seen, it's also just been hugely educational. The content on YouTube makes my life better, it entertains me better than an Instagram story ever did or a Quick Post. But yeah, it's definitely difficult. What sort of network has been, do you think or platform do you think has been your favorite, and why?

Thuy:

It's so hard because I would say, I don't hate anything in life, but there are moments where I passionately dislike Instagram for how it makes me feel for me letting it disturb my peace of mind, because I do fall into this comparison. Especially here in LA, it's the influencer community. And so, I would say, which is why I feel like I do more engagement with Facebook and I do like how they send memories of previous years and there's more ability to comment and engage. But I do use Instagram more, it's just now filtering it and now saying, here are the accounts I want to follow. And I do love the story aspect.

Will Curran:

Snapchat.

Thuy:

I was a really big Snapchatter back in the day.

Will Curran:

I didn't ever really use Snapchat at all.

Thuy:

I was the queen of Snapchat, I loved it. Oh, really.

Will Curran:

Mm-hmm (affirmative).

Thuy:

Well, yeah, I ended up deleting it because I said, I'm on too many platforms and I ended up choosing Instagram over Snapchat because then Instagram started doing that. I think Instagram wanted to buy Snapchat and Snapchat said no, so they said, we're going to do. Yeah. But I guess it's also the reach. A positive for social media for me is professionally. The fact that I am keeping in touch with so many professionals and they get to see a glimpse of my life outside of the office, that to me is so beneficial because they really get to know my personality. Of course my work ethic is there when we partner and all this stuff, but it gives us online the ability to not have to sales pitch each other or to talk about work all the time and it's a nice glimpse. Actually, I'll admit, on Instagram, actually because Facebook also has the story thing, but I don't watch

people's stories or there's a handful of people I'll watch. But maybe that's also the thing. I put out the content and people watch my life, but I don't time-

Will Curran:

Well maybe it's a matter of filtering them-

Thuy:

... really to sit there and look at other people's stories.

Will Curran:

... like you were saying with that [inaudible 00:17:48], because Instagram for example, has the ability for you to even hide people from stories. I find myself, it just becomes some mindless activity though. And that's why I think I'm honestly almost on the verge of just getting rid of mine because it's just like every single time I'm sitting, I'm bored somewhere, I become a really quick and easy thing. And it becomes so apparent with my new phone, it's huge, so when I pull it up I'm like, whoa! Oh wait, why am I really? It's not just easy to flip through this. And yeah, I mean, it's kind of crazy how you become mindless when you're doing it, right.

Thuy:

Yes. Do you ever, I'll move my apps around so that... It's second nature to, you don't even think about it, you end up just going... When you have a moment of that downtime, you end up just going on it just for mindless just killing of time. And I think that's the other thing is it makes, especially when I'm in person with other people who do decide to not use the opportunity to connect with me in person, really getting to know one another, they go and try to connect with the rest of the social network. Because, like I said, it's easier to reach more people and I think that's the other thing that makes me have a bad taste in my mouth too with social media is, I see the benefits of it but then I'm also struggling with just the relationship building because I really want just that time, that quality time with individuals. And it can be on social media too, like I said, there's a lot of DMs that I'll get where I'm really just engaging in something that inspires me or reminds me of something I do. Because I'm a millennial, all I do is send memes.

Will Curran:

Have you sent any Baby Yoda memes yet?

Thuy:

I'm like, that's the reason, actually that-

Will Curran:

Yeah, totally.

Thuy:

... be the reason why I'm on social media.

Will Curran:
There's good ones.

Thuy:
Yes, there's so many. There's one where, what Nelly song was it?

Will Curran:
Oh, got it. Oh, yeah, yeah, yeah, yeah. When he's pointing to the ship and he pushes random buttons and now they make it where he presses it and-

Thuy:
Have you seen that one?

Will Curran:
Yeah. Rick rolled via one at one point.

Thuy:
The different songs go on. Oh my gosh. Yeah, they're so funny. So I would say and my advice would be, one, I moved my, I have an iPhone, so I moved the whole entire app to a different page so that I'm not mindlessly just going and clicking it and saying, why am I on this platform now? I was in the middle of work and that's a subconscious thing. And then second, is filtering. So, you have the ability to choose who you follow and who follows you. You can make it public. You can make it private. And it's all about what your objectives are. So, because it's different, that's why everyone has different favorite platforms and things of that nature. So for me, I don't really follow celebrities, I follow people that inspire me, events, there's a lot of event companies that post a lot of great content, a lot of memes, close friends and family. And not so much the influencer unless they have a good brand behind them, there's this one girl that is bigger set but she talks about that, she's very vulnerable and she talks about that struggle.

Thuy:
That's how Lizzo got famous, right, she's just very honest and it's all about self and love and things like that. I love fashion, but I won't follow fashion accounts, most of them, because it's usually just really pretty girls on the beach not even really wearing their clothes. And I'm like, wow, I don't feel that great about myself because here I am trying to make a positive impact in our event industry and it's harder to work on being morally sound and to work on my character. Could I just put on a lot of makeup and be kind of skimpy and go out?

Will Curran:
Yeah.

Thuy:
And I'm sure there are great people-

Will Curran:

Well it's interesting that you bring up the idea too-

Thuy:

... but, that is not how I want to gain my attention is using how I look.

Will Curran:

I'm going to use the word critical, it's become mass appealed in the events industry too because it's where a lot of people go to get ideas. I was just recently interviewing potential employees, one of our culture questions is, what blogs, books, resources do you use to keep up on the industry? And they say, I don't really read any blogs, I just follow specific accounts on social media. And so it's kind of become needed almost in some ways. And I definitely think Instagram and Pinterest, if they didn't exist, our events industry would look totally different. I think it's probably interesting too, I bet you BizBash has seen a huge issue where they're like, it used to be that you had to go to BizBash-

Thuy:

You make a good point, yeah.

Will Curran:

... to see pictures of the coolest, greatest events, but instead now, oh, if you just follow a curated Pinterest board or a really good Instagram account they might just repost it. And I think it's really, really interesting too, and I kind of wish Dustin was here to share his opinion on this. Maybe we'll bring it up in part two of this episode. But Dustin, does a really good job at curating cool stuff to share with people and at first I thought it was his stuff and then I realized, I was like wait, I saw that on a blog I was reading on an outside industry thing. And then I was like, oh, hey. And then I kind of hit him up and was like, hey, how do you create these? And he's like, it's just personally stuff I really want to share with people that I love. But yeah, I'm wondering if we'll always forever be here or if it will, eventually something else will replace it.

Will Curran:

And so my kind of followup question to that too is, so, we've seen this rise of this new social network TikTok, and obviously I think... I don't either, but I'm curious to know if maybe do our viewers or listeners-

Thuy:

Oh my God, I don't have TikTok, but I hear about it.

Will Curran:

... do any of you guys, are you guys trying to stay up on trends on social media?

Thuy:

I feel like I'm too old for TikTok.

Will Curran:

I just feel like we're at this point where we're craving what the next generation's social's going to look like and whether it's a new network or a Facebook reinventing themselves, right.

Facebook's talked about how the industry is dead, we're going to reinvent it into messages and groups, and things like that. But, I don't know, I just feel like there's this wave coming. We're just in this, this is a horrible word, cesspool of crap right now and what does the future look like for social that returns it to being social and engaging, and everything like that?

Thuy:

That's a really interesting point. I do ponder that. I think TikTok, what Apple put out-

Will Curran:

Yeah, probably 50th to number one.

Thuy:

... the top 10 apps, most downloaded apps of the year, and TikTok jumped from, I'm just making up stats now, I think it's top five. And it's insane. And actually, that's actually a little fun thing that I do to gain inspiration, is i always love talking to the younger generation because that's the people that we're going to cater to moving forward. So I'm always asking, what's the latest, what do you do?

Will Curran:

What, a finstagram?

Thuy:

Some apps that you-

Will Curran:

No, no, no, no, tell me. Oh my gosh.

Thuy:

... are into now. And do you know what a finstagram is?

Will Curran:

Yeah.

Thuy:

A fins-, mm-hmm (affirmative). So the younger generation, right, and we used to be the ones that were really young-

Will Curran:

Right. Focus, finstagram.

Thuy:

... the millennials that was constantly getting tattered on for all the stereotypes that we have. But, a finstagram is a fake Instagram. So the younger generation will have two Instagram accounts, one that looks just top, I want to just say whatever, top 10 pretty photos of them and it's what they have their parents follow. Now the parents are going from Facebook and downloading Instagram, including my mom, who's by the way, incredible at posting on Instagram. She is really good. Oh God, Nina Deniz is quite the-

Will Curran:

Oh my gosh. Oh wow, so-

Thuy:

Ooh, my name dropped off there. Quite the Instagram poster. But yeah, they have two accounts now.

Will Curran:

Well part of it-

Thuy:

And I'm like, that must be crazy to even keep-

Will Curran:

... you can definitely relate to that. Most of them are used to-

Thuy:

But that's what they're used to.

Will Curran:

Having two Facebook accounts.

Thuy:

They're used to just constantly keeping track of all their accounts, but that gets me so tired.

Will Curran:

But I had a Facebook account, it had like 50 people on it and that was the one I posted my favorite articles, I posted my movies, I posted a lot of really personal stuff. And then I had the, Will Curran, Facebook page. And again, towards the middle of this burnout cycle I felt like I was spending on social media, I deleted the personal one. I said, look, if I'm not willing to, yeah, I'm not going to post maybe the F word on my professional Facebook page, as I called it.

Thuy:

Really?

Will Curran:

Yes, for sure, for sure. And, but with this now is that I've gone a little personal on it.

Thuy:

Is the F word, finstagram?

Will Curran:

I think it was because I started the second one? That was primarily when I started the company, we were doing high school dances and high school kids would want to add me. And I also used Facebook to market to the kids, so I didn't want to show my, and I was in college at the time, I didn't want to show my 21st birthday photos with the kids that I was doing high school dances for. So, I kept two separate accounts, but now I'm like, look, I go drinking with clients and I will go have fun and I'll share personal stories with clients. And so I'm like, okay, maybe there needs to be a blend of the two, for sure. But, man, two Instagram accounts sounds insane. Yeah. And that's just so interesting, yeah. Maybe a topic for another podcast to talk about parents' perception of social media, but I feel like it's... Yeah, for sure. Oh, well here's a good question for you too is, we talked a little bit about the blur between the public perception-

Will Curran:

And that's really what I always worry about with social media is, how you perceive yourself and how everything looks. I feel like I don't have time to really show people who I really am all the time and not necessarily with the messages I use, but I can't constantly share everything in my life so everyone knows everything that's going on. And I feel like that's why people think, A, I travel a lot and B, that I am constantly... It's because it's, yeah, most of the time I'm... And when I'm traveling, that's what I want to share with people, but that's not true. I mean, I travel only 60% of the time, I think you're going to get bored seeing my home office the 40% of the time that I'm at home though, right. So, what's your opinion on especially, how can event professionals blur that line between professional and personal? Should they lean more personal or should they keep it strictly professional?

Thuy:

Here's the thing that I think people forget about, is you have the choice and you can dictate what you post on social media, and that is going to be people's perception of you, right, because it's what you put out. And I remember when this whole, all the social media accounts were coming out and platforms. People, I don't know if you remember this, they had a professional account and they had a personal account too. Remember that, what you were saying. And so, when people were asking me that I said, well it's all about how you want to brand yourself online. For me, I want people to know as much of the whole story as possible. And I think what, my first burnout when I was in Vegas started happening was because I was putting out only positive things, only achievement, only the awards I was getting, and all really the highlight.

Thuy:

And I wasn't letting people in, which I do now, into the behind the scenes. So I'll post when I'm leaving the office and someone will be, or they're like, ill, why are you there that late? And so, that helps me give that whole picture. And your question was, how do event professionals is... I would say first, just like a company, figure out what your vision is, the mission and the core values. Who are you and how do you want to get that across through social media?

Will Curran:

Mm-hmm (affirmative).

Thuy:

Because again, you have the choice to put out whatever content you can or you want to. So it might be motivational quotes in the morning or it might just be complaining about politics on Facebook, but you get that choice. And here's the other thing, there's a choice to not do that as well. My significant other is more private in the content that he puts out. His page is private and he's more artistic and creative, so a lot of the content that he shoots and that he will post is not of us, it's of an article or a photography shot that he wanted to share. So it's more about the surroundings that influences him and that actually has influenced me saying, okay, when I look at my page currently, it's a lot of photos of me, right? Maybe I should put more content out. I am the person that puts food photos out because I get really excited about the things I do eat.

Will Curran:

Don't let social media-

Thuy:

But yeah, I would just say, know who you are and how you want to really have that brand identity online.

Will Curran:

I mean, we talk about this, Instagram getting rid of the number of likes so them that way people weren't always going, I loved it too. I think that people far too often try to let social media's people's perception, they take, but I mean, let's go let the age old thing of be yourself.

Thuy:

I love that

Will Curran:

Be who you want to be and don't let anything else dictate it on that end. And I think that no matter even if we're using it for social media for branding purposes, let that be the deciding factor too, because if you're not enjoying it and you're not liking what you're sharing, it's not even worth it. I mean, life is about happiness, it's not about social media.

Thuy:

Yeah. And here's the bad, we let that get to us. Or at least to me, I get sometimes overwhelmed and I feel, I put so much pressure on myself saying, oh, I have to put that content out or even just with promoting Event Brew, I haven't really been pushing that or anything because I just wanted to step away and I'm saying, I'm stressing myself out. Because on top of everything else I do on a day-to-day, which is why I get very extreme. I'm like, I'm going to go cold turkey and then I'm like, okay, I'm back. I feel much better now, I feel like it's just about the purpose and being meaningful in what you spend your time doing per day, right. Everyone has the same 24 hours, so for me it's inspiring, motivating, connecting, truly relating to others, being that social connector, that to me is really important.

Will Curran:

Maybe we turn this into a part two and then we can flip it on Nick and Dustin, and see what they think as well.

Thuy:

Yeah. Dustin actually does a great... He mentioned in a different episode that he actually doesn't post anything professional. He said, unless it's an achievement from the team which he feels like is personal, but I love that. Because that's really me getting to know Dustin on a personal level. And yes, we know each other through being a part of the brew crew and doing this podcast, with being involved with AILIYA.

Will Curran:

I agree 100%. I definitely think that-

Thuy:

But, I love that. That to me is a great way that he brands, so we should totally do a part two.

Will Curran:

Well, that's something that I probably am going to reflect on for sure is, what does the future of the next level of social media look for me. Last year I decided, I was like, I wanted to create more content, so that's why I got really active in, other than watching YouTube, but creating content on YouTube and a lot of these stories kind of came out of that. But I think figuring out what to get rid of might be the next reflection, for sure. So, I don't know, but for sure.

Thuy:

Oh, I'm unsubscribing, unfollowing. It's so relieving. And we won't get into emails, but that's something I'm definitely doing. And then also, it's a good thing going into the new year for 2020, because I was thinking about-

Will Curran:

Oh yeah, for sure.

Thuy:

... I'm not sure if you ever felt this way, but especially on Instagram, when I'll post something and I quote, unquote, only get 45 likes or something, I'm saying, that's not enough, I need three digits. And I'll delete it, and I'm like why did I do that? Why do I feel so bad about myself because only X amount of people like, and I don't want that anymore. Going into 2020 I actually want to do 12 posts of the highlight of my 2019 and then start fresh. And so, I'm really excited, I'm getting into the planning process of that. But yeah, just know also, you don't have to do certain things, it's not as big a deal. And life actually is okay offline. The last two weeks I thought about it and I said, there's a saying, oh, if you didn't post it, it didn't happen. And I was like, my life is actually still grand. I'm still going on these adventures and going to all these launch events, and being inspired, and doing all the things that fulfill me. And I didn't post online, yet it still happened.

Thuy:

So, there's faith. I have faith in the world and I think, if we can shift our mindset a little bit and I think having this conversation so openly might help others too.

Will Curran:

Yeah.

Thuy:

Because I definitely feel like other people feel that-

Will Curran:

So you're cool with kind of wrapping this one up with a nice little bow? Yeah, I'm also really curious to know, I mean, definitely as we start to wrap this one up, what's your opinion on social media as an event professional-

Thuy:

Let's wrap it.

Will Curran:

... do you love it, hate it?

Thuy:

Yes.

Will Curran:

How do you use it as well? I mean, do you use it for business or do you use it for personal? Is there networks that you like more than others? We'd love to hear from you. You guys know how to reach us, just use hashtag Event Brew on social media. Also, thank you to everyone who's been emailing us eventbrew@helloendless.com, you can email us anytime you want and we respond to every single one of those emails. I was responding to a couple of emails coming in

from you guys earlier, so I thank you guys. But yeah, Thuy, thanks for joining me today and having a cool vulnerable conversation about social media.

Thuy:

Of course. I mean, that's why these events, all these episodes are so great because a lot of its newsworthy and the latest that just happened. And some of its important issues. And then some of them are just, it's really just an opinionated piece, right? And getting this kind of content out is important to me because it's not just perfect Will and perfect Thuy doing perfect things all the time, it's us saying, no, were struggling too. Or, I had no idea, that mass shooting episode, I was so engaged because I was so curious. That was an element and a topic that wasn't even in my consciousness.

Will Curran:

And for those who don't know, Thuy and I are both wearing hoodies and I'm assuming that we're both wearing our comfiest pants ever, Thuy.

Thuy:

Yeah, I love the way that our-

Will Curran:

I was wearing a ball cap today-

Thuy:

... brand with Event Brew is forming. This is so great.

Will Curran:

I know what you are talking about. I know, I just wish people can see you, see how it is. But, it's all good though. Anyways, thank you Thuy for joining and I'm super happy to have this conversation. And thank you to our audience for listening in on this program, I hope you guys liked it. Did you guys like this sort of episode where we talk about larger conversations and opinions on topics? Let us know. If there's something we can improve or something you'd love for us to cover, like we said, we're probably going to do a part two of this episode and maybe include Nick and Dustin. And by maybe I mean, obviously include them. But we'd love to hear from you. But if you do want to get more Event Brew or this is your first episode, make sure to go to eventbrew.com, we got a ton of show notes, resources all there, we have transcripts so in case you like reading rather than listening. And also if you're on a platform you don't necessarily like, go check it out.

Will Curran:

Also, speaking of platforms, we are on every single platform you want to be on, Apple Podcast, Google Play, Spotify, everything like that. But leave us a review and give us some feedback on there as well. Tat really, really helps us with allowing other people to see it. So for example, if you follow us on Spotify, it actually will recommend to other people who are like you to check

out our podcast. So, super duper cool, so make sure if you haven't already, go follow us on Spotify and leave us a review. We want to hear from you. Again, reach out to us, contact us if you got episode ideas or what you want us to talk about in the next year. And yeah, I think that's going to do it. Should we get out of here? Should we unfollow ourselves and deactivate our Facebooks and say goodbye.

Thuy:

Yes. No, we'll be there to engage with you. And actually if anything just to wrap this whole conversation up is, I have actually connected with a lot of people because they'll listen to our episodes and they'll either post about it or the best is when, well two things, they'll direct message me and actually share it with the rest of the brew crew and we have our own little group chat going. And then when people come up to me during events, and that's happened a few times where they said, wow, we listened to your episode. And they want to continue that conversation, and that's the reason why we do this, is to bring our community together-

Will Curran:

Thanks everybody for listening, this is Thuy and Wil]. And we'll see you guys on the next episode.

Thuy:

That's so appreciative and grateful.

Will Curran:

Bye-bye.

Thuy:

And let's just keep talking about social media for a part two.

Will Curran:

Bye.

Thuy:

Oh, yeah.

Will Curran:

Bye, bye, bye.

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.