

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.

Will C.:

Hey, everyone. Welcome back to another Event Tech Podcast. My name is Will Curran, and I am sitting virtually right across from the didactic, Brandt Krueger.

Brandt K.:

Wow. That's an amazing adjective...

Will C.:

Do you know what that word means? Because I had to Google it.

Brandt K.:

I've heard it, but I could not tell you off the top of my head what it is. So why don't you let me know.

Will C.:

So it means, it's an adjective meaning intended to teach, particularly in a moral instruction or an ulterior motive or sometimes, in the manner of a teacher, particularly as to treat someone in a patronizing way.

Brandt K.:

Okay. I see now why before the show you said don't take it personally.

Will C.:

And so, also, apparently, so kind of just looking a little bit more about it, it's mainly means that you're trying to teach someone when they don't want to be taught, something, or it's in an annoying way. Like, oh, hey, please repeat that.

Brandt K.:

That is so funny for reasons that we won't go into right now, but reasons that we were talking about literally right before the show. Okay.

Will C.:

Always. Always.

Brandt K.:

Well, you, you, sir, that guy... yes, I am Brandt Krueger of Event Technology Consulting. That guy over there, he said his name, Will Curran, but he didn't tell you that he is the harmonious Will Curran.

Will C.:  
Ooh.

Brandt K.:  
So very, very nice.

Will C.:  
I'm feeling a little raspy today, so I don't know if I could hit the harmoniously amazing notes that I usually do.

Brandt K.:  
Okay. I can go a few down and you can be the grotesque Curran if you'd like.

Will C.:  
Oh. I'm feeling a little grotesque today.

Brandt K.:  
All right, so what are we talking about today besides adjectives?

Will C.:  
So big news hitting probably the whole kind of every major news is, obviously, everyone's really excited about Disney+. So we figured it creates a great opportunity for us to talk a little bit about what's going on with Disney+, its effect on the events industry and some things kind of going on with it, which I'd stick with us. It sounds like you might be thinking to yourself, I'm sick of hearing about Disney+ or maybe you've been watching every single episode of Mandalorian and you're like, okay, I can't get enough Disney+.

Brandt K.:  
Both of them.

Will C.:  
And so stick with us, we got some good stuff rocking and rolling. So Brandt, hit us with some of that news about what's going on with Disney+.

Brandt K.:  
Yeah. Well, first off, I did just want to say, because you kind of mentioned, hey, stick with us, that kind of thing, we're actually really happy with some of the responses we've gotten regarding these, hey, let's take a look at the tech news of the day and how does it affect events. So we're going to continue kind of doing some of these episodes mixed in with our, hey, let's have a guest on and talk about event tech as well. So it sounds like that that's something that you guys are enjoying and as always, please do continue to let us know, Event Tech Podcast at [helloendless.com](https://helloendless.com), or [#eventtechpodcast](https://twitter.com/eventtechpodcast), what you like and don't like there regarding the formats of some of these episodes. We did also just have a little bit of a milestone. Well, I just

wanted to kind of let you know that we have actually topped over 16,000 downloads for the year, which I think is pretty darn good, considering we basically fired this up in January.

Brandt K.:

We had a few people that came over from the old podcast with John, but a lots and lots and lots of new people subscribing. So really want to thank, take out just a quick moment to thank all of you out there for subscribing. And, yeah, hopefully, we'll hear from you soon regarding some of these things.

Brandt K.:

So onto Disney. Yeah. I mean, the big news of the week over the course of this last week as we're recording it as Disney+ went live. And there's a few things worth talking about in that context. One was I thought it was really interesting, a lot of the kind of immediate headlines and things like that, saying, "Disney fail. Epic fail," that there was this kind of immediate backlash because there were some bugs. Now I happened to wake up early because I was working on site the very day that it went live. So at 5:00 in the morning, I was like, "Oh, hey, Disney+ is live, I'll download." So I downloaded it right away, didn't have any problems downloading it and had access to it right away, and I was like, "Oh, well, crap, I got to go to work now. So I can't actually do anything with this."

Will C.:

And I'm curious, did you get it for free as part of any promotional packages? Did you already have Hulu? Or I had Verizon unlimited so I got it for free. Did you have anything like that or you decided to pay for it?

Brandt K.:

We paid for it. So that's one of the things that I think is worth talking about. So let me put a pin in that and come back to it. So what was interesting to me was that, like I said, there was this backlash of, oh, it's a fail, it's a fail, because there were some bugs. And so some of the tech press was quick to say, "It's only the most hyped launch ever. How could they not know how much demand there was going to be?" Well, you just don't, I mean, right? You've got some idea of how many people are already signed up, have already paid for the service or are going to get it, but you don't know what kind of internet connections they're going to be on. You don't know if they're going to be watching it on an iPad or streaming it on a 4K television. You just don't know until it launches. And as far as I could tell, all of that kind of seemed to get flushed out within the first couple of days.

Brandt K.:

So it just seemed like a much ado about nothing. And we're so quick these days to jump on the fail train of if something doesn't launch absolutely perfectly or if something isn't 100% bulletproof the second it gets launched...

Will C.:

Well, tell me about it with the Samsung Galaxy Fold. It was 100% that way.

Brandt K.:

Yeah, yeah, yeah. And as a recap, go back and listen to Will's review of the Samsung Galaxy Fold a few weeks ago, which, by the way, is one of the most popular episodes that we've done by a fair chunk.

Will C.:

Oh, thanks, guys.

Brandt K.:

Yeah, yeah. I was looking at those stats as well. So, really, I think people were really interested to find out what your take on that was, and it sounds like you liked it. Is that still the case?

Will C.:

Oh, I still love it. Yeah. I mean, the fact that now, as phones now, two months later, are starting to come out more and more. And I'm saying to myself, "Nope, don't want to change."

Brandt K.:

I'm ogling that Motorola Razr, and we can be foldsy twins.

Will C.:

Yeah. There you go. There you go. I'll fold out to be fatter and then you can fold out to be a little smaller.

Brandt K.:

Yeah. I can fold in to be thinner, if only it was that easy. So, that's all I kind of wanted to say on that point regarding, let's maybe just not be quite so quick to jump on things and say it's the fail train and how everything sucks because that basically, I've always been a fan actually of Disney's digital technology. Going back to when Movies Anywhere was Disney only. As far as I was concerned, they were the only studio that was doing digital rights the right way. There was none of this garbage with you have to download a special magic this or a magic that, and half the time, the codes didn't work. It was the only one that was like, yep, buy it once and you can watch it anywhere. They were the first to do that. And then when they rolled out Movies Anywhere to the rest of it, that's been fantastic.

Brandt K.:

What a great way now. I don't have to worry about when I buy a movie, which service did I buy it on? Did I buy it on Amazon? Was it Google+? It's just there. And so they've really done a lot of good when it comes to streaming. Now you asked me, did I pay for it? And the answer is yes. So this is another thing that I kind of like that they did. There's a certain amount of free, based on other services that someone might have. I do, well, okay, I'll come back to that. Now, so there's a certain amount of free services that people can get it. There's people who just wanted

to start it right now, you could pay. But they also, and this is one of the things that I have been thinking about a lot more lately is respecting and giving bonuses and incentives and things like that to your existing customers.

Brandt K.:

When you go to get new cable service or something like that, it's always cheaper for people who are just getting the new customers. And you as a paying customer have to beg, borrow and steal in order to keep your rates from going up, you have to call back every month, all this kind of stuff, I'm just, I'm kind of going through that right now with cable and internet stuff. So this has been a bit on my mind. And so one of the things that I loved is they went to their insider club, so the D23 Club, which is the hardest of hardcore Disney fans and it's merch and inside and backstage tours and all this kind of stuff, and said, okay, anybody who's in the D23 Club can get this founder's rate where if you prepay, you got 40% off. So if you prepaid for I think three years, you got 40% off the regular price.

Will C.:

Oh, wow.

Brandt K.:

And so I jumped on that for a couple of reasons. One, because it was cheaper. And two, I've now prepaid for that. I don't have to think about that subscription for three years. And I really like that idea. I am so 599 and 699 to death at this point that I'm really excited about having a service that I know the family's going to love, all the Marvel, all the Star Wars, all the Disney, all the new stuff that's going to come out, and I don't have to think about that subscription for three years. So I think that was really smart of them to do. So having these different price structures, giving a little incentive to the folks that are your hardest core fans, I think there's really a lot of positive things that came out of that rollout.

Will C.:

I think some people can take some event-related ideas from this as well is that look at also your big hardcore super fans for your event and maybe figure out a way that you can roll out something special for them as well. Maybe it's some technological add-on or, yeah, or who knows? It could be even just like, hey, you have been coming to our event for the last five years since we came out, we're going to give you seats in the front, or, oh, you get the opportunity to pick the color of your badge. Who knows? Whatever it is, you know what that's going to be, we don't, but figure out ways that you can tap into your super fans and get them to commit earlier and then, boom, they're saying, I'm already going. I'm good to go.

Brandt K.:

I love those ideas. I mean, I just, I love the idea of doing something a little nice like that. I love the surprising people with front row seats. I love, maybe you surprise people with a meet and greet with the speaker. Looking back, who does that? I mean, I can't think of anybody ever talking about this, what you just said, of going back and looking at your attendance records and

seeing, cross-referencing that and seeing who's been our most loyal fans, who's been the ones that have been here every year, year after year, and then doing something nice for them. I think that would be an amazing, amazing thing for somebody to do at an event.

Will C.:

I concur 100%. Well, I know there was also a little bit of controversy as well and the rollout related to passwords, which I think is a good chance to send out a little reminder to our audience as well.

Brandt K.:

And this is another one that kind of cheese me off a little bit because of the headline. So the headline was Disney+ accounts hacked, Disney+ accounts hacked, hacked Disney+ accounts. And it's like, okay. When you actually read the article, what happened was is that people, and this is something that you and I have talked about over and over and over again on this podcast and in person, in our sessions, people were reusing passwords. And so, all people had to do was look up the email password combinations for folks and start guessing that they were going to try and be Disney+ customers. I mean, millions of people signed up for the service. So it was worth a try for hackers to try some of these username-password combinations that were from other breaches. And so just, please, quick reminder, soapbox, Brandt gets on the soapbox moment, please, for the love of God, use a password manager so that you're not using the same password over and over and over again.

Brandt K.:

And so as soon as I read these articles, I knew I was safe. I didn't have to worry about it because I don't use the same password on every site because I use randomized passwords generated by a password manager.

Will C.:

I do want to say, if I remember correctly when I signed up though, my password manager couldn't auto-generate password. The form they had set up wasn't picking up my password manager to auto-generate, so I had to take a couple extra steps to generate a password or, ah, I just remember something weird being with that set. But that aside, I also think it's interesting that you talk about this because basically, imagine this, again, we kind of get our soapbox for a second about the hacking, you think to yourself, well, who cares if they can, some dude in some part of the world can watch my Mandalorian, but this is what they'll do, they'll test your account, they'll see it works, they know your email's active, they know you have Disney+, then they're going to send you an email and say, oh my gosh, there's an issue with your credit card, with the Disney+ account. Please click this link and update your credit card. You click on that link, takes you a fake page, enter your credit card information. Boom. You're done.

Brandt K.:

There's that one and there's one other one. And so, that's kind of the, we're going to leave everything in place and try and phish you in a different direction. The other thing that these

hackers have been doing is then immediately changing the password. So they go in and do a password change and then they're reselling Disney+ to other folks. So they're saying, hey, for, I don't know, I'm just going to make up a number, 50-

Will C.:  
A dollar.

Brandt K.:  
... for \$50, you can just have this account. And then, hoping that someone, they won't cancel the credit card or whatever, or...

Will C.:  
Or they bought a lifetime membership because they were D23 member.

Brandt K.:  
Or, yeah, like me. Exactly. They bought the three-year thing. Great. Okay. I just paid a quarter of what it would normally be and I've got three-year access. Woo-hoo.

Will C.:  
Ooh, that's a good point.

Brandt K.:  
So, yeah. Just a friendly reminder, don't reuse passwords, use a password manager, LastPass, Dashlane, they're all good, or at least those two I can vouch for. And so, yeah. That was interesting.

Will C.:  
Well, there's also this really other interesting thing that happened at launch as well that I thought was, I realized, as we were starting to record this, I was like, man, we have to talk about this, so Brandt have no idea what this is, might have an idea what to talk about, but essentially, at launch, Simpsons are a part of Disney+, which is pretty cool. I mean, the fact that you can literally access a show that's been on the air for so long. I mean, maybe Brandt can Google it real quick, but how long Simpsons has been on air, what? Since...

Brandt K.:  
It's the longest running television series of all time.

Will C.:  
Yeah, absolutely.

Brandt K.:  
And it's, I mean, it's got to be 20 years at this point.

Will C.:

Absolutely. And if you remember how did Simpsons look totally differently, and I'm not just talking about animation style, coloring when it first started, but also, the original Simpsons episodes, up until probably early '00s or so, was all in 4 x 3 aspect ratio. And I don't think we've talked about aspect ratios a ton on this show yet.

Brandt K.:

No.

Will C.:

But as AV nerds, we constantly run this issue where presenters show up with 4 x 3 more square style presentations when really, they should be using the widescreen 16 x 9 aspect ratio. Well, with the Simpsons being 4 x 3, well, Disney tried to do what I have seen so many AV companies do, and they tried to stretch it to fill the 16 x 9 and just chop off the bottom and the top. Well, you can imagine what happened. So they chopped off the bottom, top. Well, Simpsons has a lot of visual comedy where in the corner will be an object that's related to the joke they're telling, well, all that got chopped off. Fans were outraged that they couldn't watch the original Simpsons episodes and they're missing out on jokes that were getting chopped off because they tried to convert it from the old school 4 x 3 to 16 x 9. So I figured it was a good cautionary tale for anybody in content for doing presentations to be aware of that sort of thing.

Brandt K.:

Yeah. It makes me so happy that I don't have to deal with that quite so much anymore. Those in-between years where it just seemed like everybody was just, it was just a jumbled mess of 4 x 3 versus 16 x 9, standard definition versus high definition. I feel like I had to talk about it all the time in my classes and stuff, and so it's nice to not have that be an issue as much. But it's really funny that now, it keeps rearing its ugly head in different places. And it's because, by the way, I looked it up, the Simpsons have been on for 30 years.

Will C.:

Wow.

Brandt K.:

30 years. That's ridiculous.

Will C.:

That's how old I am.

Brandt K.:

Really, really ridiculous. The first episode was in 1989.

Will C.:

Wow. Wow. That's crazy. That's crazy. So.



Brandt K.:

So anyway, but what that means is it spanned the digital transition. It spanned the transition from SD 4 x 3, standard definition 4 x 3, into the HD 16 x 9 episode, and I actually kind of remember them making out a joke about that and stretching out for the first episode that went 16 x 9 in high definition. So anytime you're dealing with older content, anytime you're dealing with content that is going to be 4 x 3, just use the pillars on the side, let it be the way that it's supposed to be rather than trying to stretch it, squeeze it, cut it off into a 16 x 9 format. Because literally, some of the jokes like you were talking about and because they were being posted online was they're touring a brewery and they're showing off the three different types of Duff, Duff Dry, Duff Light, Duff this, and what got cut off by doing it this way was the fact that it was all one pipe.

Brandt K.:

And it was one pipe going into the three different giant vats. But, here's our three different kinds, so literally ruined the joke because it was cut off. So there is some hope that Disney's going to be redoing it because I guess this goes back to the Fox days. And there is another lesson in here, I'm not 100% sure how to tie it back to the event industry, but maybe you can, because this also kind of happened with the Star Wars movies on Disney+. And so there was a change that George Lucas made before turning over the properties to Disney to this infamous hand shot first scene in the first Star Wars that has been changed multiple times over the course of the years. And as kind of the last thing, one of the last things that Lucas did to this scene was add Greedo, the green guy who shoots at Han Solo going, Maclunky, for no apparent reason. There's no translation, there's no captions...

Will C.:

Some people think it's just cry for help or something like that.

Brandt K.:

He just go, Maclunky, and then he shoots. And everybody's all mad at Disney+ for footing this out but apparently, it was actually done by Lucas as one of the last things to do on the film, and that's just the version they inherited. And same with the Simpsons episodes. It was the versions that they inherited from Fox that were already cut. And so, and then the third one of those, it was actually the X-Men cartoon. They're all out of order apparently. And that, also, was because that's the way it was given to them from Fox. And so the people who were actually saw it when it was live and have figured out what order you're supposed to watch them in, and apparently, Disney has also said, "Yep. Okay, we'll rearrange those as well." So like I said, I'm not sure what the lesson there is for events-

Brandt K.:

... but it's inheriting someone else's problems and then being blamed for them.

Will C.:

There you go. There you go. That's a good one too. I was going to say also, don't underestimate the power for fans to get mad when you change something. I mean, just look at the Comic Con events that we used to do. If you can't have some big star cancel or, we did a, I can kind of keep this anonymous enough, we did a Comic Con event where we had a big star on stage and long story short is we were not the stage managers, we were just the AV company and the stage manager was working for the event itself. And he had strict orders to start everything on time. This star want to keep going. Well, the stage manager had to walk up to the side of the stage and be like, "Hey, we got to cut it down," and he's like, "I'll finish when I finish." Fans start getting riled up and excited. But obviously, the star has seen it at that point, right? Well, what ended up happening is the stage manager ordered us to turn off the microphone.

Brandt K.:

Ooh.

Will C.:

And the celebrity definitely riled up the audience and just don't underestimate fans' power to cause some chaos as well.

Brandt K.:

Oh, I feel your pain on that. I can't even imagine the anguish that had to go through the headsets at that point-

Will C.:

Yeah.

Brandt K.:

... when you're being told directly by your, basically, your client to cut off this person who is then going to cut you off at the knees in front of however many people. I've been in that position as well and it's no, no fun whatsoever.

Will C.:

Yeah. Definitely. Definitely.

Brandt K.:

So, yes, inheriting someone else's problems, and then being told by the client, and then messing with the fans. Yeah. Yeah. Ouch.

Will C.:

Yep. Yep. One thing I was going to tie us back into with the aspect ratio portion too is that the thing that I think that wasn't done is kind of a rushed decision to do this cropping that end up happening, just keep in mind too, if you are, for example, you have a big financial institution, all your presenters come in with 4 x 3 presentations, just make sure that if you want to confirm a 16

x 9, it takes time. And that's what Disney, basically, was like, "Look, we're sorry, we'll fix it, but this is going to take time." So something to just keep in mind.

Brandt K.:

Yeah. Yeah, exactly. I mean, and that's another one of those things that you don't know is going to rile people up until you launch.

Will C.:

Absolutely.

Brandt K.:

And then you've got millions of people looking at it and then there's going to be a certain subset of those people that get riled up.

Will C.:

Definitely. Definitely.

Brandt K.:

There's always that subset of people.

Will C.:

Definitely. Definitely. All right. So let's go on to the last one?

Brandt K.:

Yeah. Yeah.

Will C.:

So, this will, and I thought it was kind of a neat thing, but obviously, there's been, we've talked about Simpsons, X-Men, Star Wars, kind of a little bit more relevant properties, but I think what's interesting is they have a lot of old stuff. Was there any specific properties or movies that you were really excited to get to rewatch that you hadn't seen for years or anything like that?

Brandt K.:

Yes and no. I mean, it's one of those things that's, it's almost like too much choice. You know how there's a phrase for it in economics and I can't remember what it is, but basically, when you've got too many options...

Will C.:

Paradox of choice.

Brandt K.:

Yeah. Yeah. It makes it harder. It makes it, yeah. Anyway. It's, yeah, paradox of choice where you're just, it's too many options and then your brain starts to go, I don't know, I can't even. And

then, you don't want to wind up doing anything. And so, to a certain extent as that, because it is so cool actually to see all of these old movies that I haven't thought about in literally decades and decades and decades, since I was a kid, but at the same time, I haven't gone in and watched any of them, but I think...

Will C.:

It's been only out a couple of days, so.

Brandt K.:

Yeah. Yeah. And it's going to start, but I think where we're kind of going with this is that it's going to start percolating a little bit. And as some of these older movies get rediscovered by younger generations or even current generations, there's a really good chance that some of these things can kind of come back as themes and as in on back into popular culture. And so, we might start to see this come out as far as party themes and things like that that. And then maybe somebody's going to have a Star Wars theme. Well, I don't think of spoilers at this point. Have you seen Mandalorian?

Will C.:

No. It's definitely spoilers. You can't talk about it. Don't.

Brandt K.:

Okay. All right. Even though it's completely gone mainstream and Disney's talked about?

Will C.:

Yeah, yeah, yeah, yeah. But I know people that still haven't watched it.

Brandt K.:

Okay. All right.

Will C.:

Excited for it. So.

Brandt K.:

So, and including cute things in their events, then I would not be surprised that we see those kinds of things, and I know those toys are coming out for Christmas. So that's why it's not entirely...

Will C.:

Yeah, yeah. Yeah.

Brandt K.:

... those toys are coming up for Christmas, but...

Will C.:

I'm not even saying spoilers from the Event Tech Podcast.

Brandt K.:

Right, right, right.

Will C.:

They're like, I just come to learn about Event Tech and I...

Brandt K.:

Come on, man. Geez. Come on, man. And then, some of these other older movies, like Lady and the Tramp.

Will C.:

They've remastered it?

Brandt K.:

Yup. They've remastered the original and they've redone it as a live action. So you could kind of see the barrels and the table cloths and spaghetti kind of thing going on. So, yeah, I think there's a lot of things that you can mine in this treasure trove of old Disney movies for theming ideas.

Will C.:

Yeah. And I think, even keep in mind too that there's so many subsets of it too that you might be thinking, Lady and the Tramp was huge, right? I think everybody's seen Lady and the Tramp. Everybody knows the story. But I'll give you an example of one that's a little bit more obscure, but again, this is going to date my age and everything like that, but Lizzie McGuire was huge when I was a kid, and I hadn't heard multiple people say, "Oh, I got distracted from doing work," or, "I lost a weekend because I decided to rewatch Lizzie McGuire or X, Y, Z." And these are things that you would never thought would be themes because they were definitely a part of that time, but they're going to resurface, right? It's almost like... did you read Ready Player One at all?

Brandt K.:

Oh yeah.

Will C.:

So in Ready Player One, they talk a little bit about how the holiday had a fan for the '80s and so therefore, those trends kind of cycled back through. I think you're going to see that same thing as well is that all these Disney stuff is now going to cycle back up. So I think it's really cool because we don't really talk about trends and design and things like that in here, but this is kind of cool how technology is now going to influence a potential, a change in events and themes and design and everything like that too.

Brandt K.:

I think you hit it right on the head. I think there's a definite potential for this to start influencing. And even some of the classics. I mean, I know there's lots of controversy around princesses and is it good or bad and should we be letting our girls watch these movies and does it mush their brain into thinking that they need to be rescued, that is a whole discussion for another day, but it is also still a wealth of design influence and talking about castles and magical ceilings, I don't know, my brain's just kind of wandering with some of the potential for that kind of stuff. And then anybody who's been to Disney knows that that's part of it, you know? But at the same time, there's just so much going on and it really is kind of a magical place.

Will C.:

Absolutely. Absolutely. Well, anything else that you think that anybody listening to Event Tech Podcast could pick up from signing up for Disney+?

Brandt K.:

I think we've pretty much covered it. I mean, friendly reminder about hacked passwords. I think we brought some interesting points regarding how you reward your most loyal event folk, your most loyal attendees and having multiple ways to pay I think is always a good idea, a friendly reminder about aspect ratios is it never hurts because that kind of thing does just kind of keep, pardon the pun, cropping up from time to time.

Will C.:

Oh, that's such a good one.

Brandt K.:

Yeah. That's good quality, eh? I realized that as soon as I was saying it. And then, using these, as these things start to seep back into our culture, a lot of people grew up on those Disney channel shows and so there really is a lot of opportunity there to mine them for theming ideas. And I think a lot of people would have a really good time with it.

Will C.:

Couldn't agree any more.

Brandt K.:

All right. Well, dude, thank you so much, as always. I enjoyed this one. Again, all of you out there, please do let us know. We've got some positive feedback on doing these kind of everyday tech and how it applies to events. So we're going to keep doing that. We do have some great interviews coming up. We're starting to sprinkle those through. We're also working really hard on getting folks to not only talk about their products but also bring their clients in to talk about how it worked using their products, what the experience was. We really do try and avoid the, like, "I'm going to sit here and talk about my product for the next half an hour." We want it be a much

more interesting conversation for you guys before we bring them to you. So those are coming. Those are sprinkled through.

Brandt K.:

We want to remind you all to go check out [eventtechpodcast.com](http://eventtechpodcast.com). There, you're going to see the show notes, the links to all the resources that are shared there, the transcripts, all the ums and ahs are going to be there. We're going to find the link so you can subscribe in your favorite podcast app, the iTunes, Pocket Casts, Google Play, the new Google podcast, the new Apple pocket podcast. I'm so happy that iTunes is dead, by the way. If I could just, if we could just have a little moment and pour one out for iTunes. That was a piece of technology whose time came and went a long time ago. So, yeah, we'll stop mentioning iTunes in the ends of our podcasts, but definitely, Spotify, Pocket Casts, all of the other podcast apps are out there. If there's a platform that you like to use and we're not on it, please do let us know and we will absolutely see what we can do to get on that.

Brandt K.:

And once again, just a reminder, thanks so much, for those of you that have reached out and offered your comments and suggestions, let us know what you think. Hashtag Event Tech Podcast and all the socials and Event Tech Podcast at [helloendless.com](mailto:helloendless.com) is the old fashioned email. I love that email is old fashioned at this point. Isn't that nice? Isn't that nice? Hey, man, thank you again. Really appreciate it.

Will C.:

Yeah, absolutely. It's a pleasure.

Brandt K.:

As always. And we'll talk to you next time on the Event Tech Podcast.

Thanks again for listening to the Event Tech Podcast. Be sure to rate and review us on your favorite podcasting app. Also, be sure to head to [eventtechpodcast.com](http://eventtechpodcast.com) and leave us a comment about this week's episode. We'll see you next week on the Event Tech Podcast.