

Welcome to the Event Brew, where event professionals from different backgrounds talk about the latest, most controversial, and interesting topics dominating the minds of the industry right now. This is a candid conversation, the likes of which can only otherwise be found late at night in host hotel lobby bars during industry conferences. So relax and drop in on what event pros really say when no one else is around. This show is brought to you by Endless Events. The event AB company that tells you how it really is. Now let's brew something up.

Nick Borelli:

Hi everyone. This is Event Brew and my name is Nick Borelli from Borelli Strategies and I'm joined with two other brew crew members today including...

Dustin Westling:

Hey everybody. This is Dustin Westling with OneWest Events in Canada.

Thuy Diep:

and this is Thuy Diep with PRA business events in North America.

Nick Borelli:

And Will's not with us today, unfortunately, because he says he lacks empathy, which is the focus of what we're talking about today. So unfortunately, you know, he didn't really have anything to add to the conversation around. No, we're just joking. We're trying to not be empathetic around a guy that lives in an airport, seemingly. If you don't have empathy for that, then you haven't spent enough time in an airport. But as always, we try to get into what we are drinking prior to, and sometimes there's little clues as to why we answer the way we answer based on what we're drinking. And that's why I'd like to go last.

Dustin Westling:

Thuy, what's up? What are you drinking today?

Thuy Diep:

Well, I'm usually always drinking tea, but this time I was in a little bit of a rush, and so I just grabbed my Trader Joe's sparkling water, and I've come to the conclusion in this lifetime of mine that I just love sparkling water. I'm not a flat water drinker if I had to choose. So that's what I'm drinking. What about you Dustin?

Dustin Westling:

Well, I'm drinking sparkling water too.

Thuy Diep:

No way! Twins!

Dustin Westling:

I feel like we're brew crew twins today. I got my soda stream bottle and I am drinking some good old Canadian H2O.

Nick Borelli:

I prefer sparkling to still as well. That's all. I usually prefer a dump of chemicals in addition to the sparkling aspect, but yeah...

Thuy Diep:

Of course.

Nick Borelli:

I'm just having simple lemonade today. Simple lemonade, well, I shouldn't say it's simple. It's GAME FUEL ZERO's charged raspberry lemonade, which addresses alertness and there's an asterisk next to that, and accuracy, and there's an asterisk next to that. So I'm sure those asterisks would probably have some kind of a note in fine print that it's probably really good for me. So I'm just going to take that as assumption and move on.

Dustin Westling:

I'm sure it's not.

Thuy Diep:

Hopefully it's all natural and organic. I was like, "Yes, I have faith in you Nick!"

Nick Borelli:

Oh no, there's not a lemon to be found in this monstrosity. It just came out though, it's brand new. It says new on it, so that's good. Ooh. Yeah. So if you have empathy for people with addictive personalities, you can definitely relate to myself.

Nick Borelli:

Unfortunately, I do lots of things that I know are bad for me and I continue to do them because things are outside of my control. That is what that kind of person is. And if you've ever experienced that, it's the reason why when I see people or hear stories of people with like a drug addiction stories, and mine is nowhere near as harrowing. I mean, I'm not trying to do a one to one comparison and I don't think that's what empathy really is. But at least I can understand the consistency of making bad choices, you know, that you don't necessarily believe in or know that are not great for you and find yourself doing it. Things like that I think are our windows into this concept of empathy. So the transition?

Dustin Westling:

Perfect. Perfect way to kick it off. I love it. Let's do it.

Nick Borelli:

Yeah. Yeah. So empathy. I look at events as you know, I really latched onto the idea of this, intentionally designed experiences as a definition of what they are and they exist to create behavioral change as far as I believe. And then that's kind of changing someone from a state into a different state. And that requires you to have a deep understanding of what the initial state is. You know, what's that environment? How does that person experience the world? What are their uniquenesses to them? And then when you design something, be it the strategy, the design phase or the execution phase, you should have an awareness of your audience and all of their eccentricities. Because without that, you find that you're only resonating with some people and you're missing out on lots of opportunities.

Nick Borelli:

And also, you might just be talking to yourself. And I think that this is something that where I look at a lot of event planners. And I think that one of the reasons that I think that their empathy isn't as developed is because their intellectual skills are actually really developed with the amount of things that they have to know how to do. The practical, the strategic, like, there's so much asked of them that they rightfully so believe that they're pretty smart. And with that they think they know better. Right? And they are still not... There is no knowing better. You know, when you apply empathetic reasoning there are knowing different states that people are in and different experiences. And I think that's one of the kind of the challenges that event planners have, is that they're smart and they know it. And that gets in the way, I think, of the humility sometimes required to make empathy work.

Thuy Diep:

So just to take a step back, from my personal experience, I actually feel like I've gained empathy since moving to LA. There was this joke when I was living in Vegas designing events that I really had like four emotions and that was it. And I was just happy all the time. And I realized I was like taking that, those emotions and just like pushing them down and just and doing the day to day work. And so it is so vital to have empathy, and I think that there is a little bit of a taboo, in a sense? Or maybe cause we're so quote unquote busy doing the day to day. Doing, Nick, what you were saying about planners just knowing what to do and being so good at what they do, that we do take a step back. Or forgetting to put ourselves in the attendees' shoes. And that actually takes away from the designing aspect of it. Dustin, what do you think?

Dustin Westling:

Yeah, I'm with you. I'm actually eager to get into these points and I want to hear your guys' examples on these points. So let's go.

Nick Borelli:

Yeah, I wanted to set the table just really super quickly of like, the three types of empathy. Mostly because I believe that people latch onto one of those as their definition of empathy. And really, there are three different kinds. And there's one that we can really work on, and then the other two aren't necessarily as something that are developable for planners. So there's cognitive empathy, and that's the main one. That's largely conscious driven and it recognizes

understanding other people's emotional states. This is sometimes called perspective taking. So this is a active type of empathy that says, "Stop. I want to feel what you feel. I want to try to see this as much as I can from your point of view. I want to be open and listen," and it's an intellectual thing.

Nick Borelli:

Emotional empathy, it's kind of appropriating other people's emotions. It happens automatically and unconsciously. You know, you feel what other people feel. I experience this with kids a lot, as I have them and I see a lot of kids. A kid hurts his knee and another kid comes up to him and hugs them. They're doing it automatically. They're not intellectualizing, it's just stimulus. And then there's somatic empathy, which is the one where you're kind of reacting to things that you're seeing in an unconscious way, similar to... Give you an example, you watch a movie and somebody throws a football on it and it hits them in the head and you go, "Ooh, ow." You know, and you feel, you wince, right? You make a physical reaction.

Nick Borelli:

There's no reason to do that. That person's not there. That's not intellectual, that's not trying to make that person feel better. It's just a learned behavior that's built into us as human beings that we've evolved to have. So cognitive empathy is really what we're talking about today. It's actually a practice, you can get better at it. There's no, people are born with a low to high empathy. It is a thing that it is a skill, and you have to continuously work on it. So wanted to start there at least, so we're all on the same page as far as I can think of empathy.

Thuy Diep:

I love that you answered my question before I even asked it. It's just is this a learned skill? And it actually reminds me of when we talk about behavior science and how that's going into, that's like the next set of experience designing, and just with the way that this industry is shifting. So how do you feel like then, the companies that we're a part of that should be in... You know, practice them? How do we then, if that's a skill that we can learn and that's something that I think we're all in agreement with to designing events, then what does that take? Like what can we do to improve that skill set?

Nick Borelli:

I can tell you just as the first point that we're going to be talking about today is the part that I do work with a team that that does apply that to event strategy. So we do workshops and we have discoverability exercises called a design lab. And this is with the Merits Design Studio, and we ask a lot of tough questions and we look at a lot of event data to tell people what different types of people are actually doing at their events. And we also get to the heart of the emotion behind the attendees. You know, what is their... What keeps them up at night? That's a question that we have, not so much of what kind of sessions did they go to, but really what is their biggest worry? Well, they think that they're going to lose their business in the next five years.

Nick Borelli:

What's the average entrepreneur who flips, gets out of this business and another business? Is it a passion business? We ask questions like that, and it helps us understand based on other experiences we've had with similar behaviors, the psychology of the people going into, potentially, this event. And that happens at a strategy level because we're trying to determine what the organizing principle of the entire event is, like, what's the purpose? We can't do that unless we know who it affects and how to affect them. And so yeah, in that discoverability strategy phase, I think that that's where, at least, I have experience in utilizing empathy as a skill.

Thuy Diep:

So I've actually attended a design lab and it was incredible. I was like-

Nick Borelli:

Was Bogue at it? Was it great?

Thuy Diep:

Like, all the top people were there and I didn't really realize that until after when I LinkedIn research them. And it was such a collaborative... I honestly even journaled about it. I was like, "This is like where I..." It was so needed because I think a lot of times, people just go into when they start a program or an event, they start thinking like, "Oh, budget," or, "What's their restrictions?" Or, you know, they're not saying who are the attendees and why are they here and how do they want to feel? You know, like accomplished or educated or any of those feelings. I think that's where if you're not starting off with a great foundation or good understanding of what's needed, and what you were saying, Nick, then you're not setting yourself up for success, then.

Nick Borelli:

Honestly, it's a lot of really smart people that know that they're not as smart as they think they are. Now that's the... We don't know everything. Right? So we're dumb and we don't do a lot of research in certain areas at first, because we don't want our biases to kick in and be like, "Oh, this is this type of persona." You know, everyone's one of 10 people and they're the number seven.

Nick Borelli:

We don't try to do any of that stuff. It's simply... We usually, we know we end up having good stuff, but we go in there just dumb. Like, why would you come to this? You know, what's the purpose? Or I don't understand, why are people getting up at the middle of this session? Or why do you have such a hard time with this group? We just ask what would be... Again, I always think of the movie Big, where Tom Hanks, his character, he's grown up, he's in the toy meeting and he goes, "What's the point," right? He gets that toy and he asks that question and everyone, no one understands how to even respond to that. And it's like, let's get back to the basics.

Nick Borelli:

And empathy really allows you to step back and say, "What's in it for the attendee?" Number one. Not what's in it for the brand that I'm trying to push upon them. But how am I adding value to their lives and what are their lives like right now? I think that stuff is... It's super important on the strategy side, but honestly, the design part is where you really have to be, I think, humble. And also truly creative in a way that is not how most people, I think, judge creativity. I think people judge creativity on aesthetics often, and they judge it on arbitrary subjective stuff and not overcoming and being accommodating. I think that one of the coolest aspects of design is the fact that design can create win-wins.

Dustin Westling:

I love this. I think there's... As you're talking, I'm learning as you're going and you really can see that we are designing with empathy more and more. From when you look at brand execution and how brands are looking at the world and how they're attracting a new audience. You can tell that there is a strategy of empathy put into it and connecting with people on a personal level. And I think you made a great point. When you stop thinking about the business of everything that you're doing and you start thinking of the audience and the person, you can drive much, much better results in allowing people to... And I say all the time, I say I want to create experiences that touch people both professionally and personally. And it's not always business all the time.

Dustin Westling:

And everything from my contributions with associations and different conferences that I work with, it doesn't always have to be this straight up return on investment business. There has to be a connection there. It's okay to have a goal that allows somebody to take something home. Something that is not necessarily something they're going to take back to their office, but something they're going to take back to their life to make it better, which in turn makes them a better pro at whatever it is they're doing. Am I thinking of this right?

Thuy Diep:

Dustin, I love that you say that. Yes. And I just had a conversation, just to build on your... Both professionally and personally, because even when you network, the thing that you learn is you want to actually get to know that individual. And I was just having a conversation with one of our supplier partners stating that I just don't know that individual, I don't think they know anything about me. And their brand and their product is amazing, but I'm not actually using them because I don't have that relationship with them, both professionally and personally. I know really nothing about that. And to touch base on that event, David Adler, actually, of BizBash, talked about when it comes to designing with empathy as well, our role is getting even more complex. He talked about parasocial relationship and then he talked about breaking the fourth wall and why we're getting more creative.

Thuy Diep:

And you know, the example he used was doing dinner and taking people through the kitchen. And seeing it on that aspect. And then the other thing that was really interesting to me is he

spoke about code switching. And we're experiencing these cultivated... How do I explain it? It's not just one experience anymore, it's, in this example, three. And so when you're at a presentation for example, there's the text game, and that's what you're doing even next... You know, like, "Hey Dustin, this speaker's horrible." You know, you're experiencing and watching, but you're also having this whole another level of your reality when you're communicating internal, like via text. There's also the physical, being in that room. But then there's also your social game. And I actually did this during the presentation, where I was updating the rest of the people that weren't in the room on updates on what was going on there.

Thuy Diep:

And so when you put in empathy in designing events, you also have to think about, well, what's that individual experiencing now? Because it's not how it was back then, prior to technology. And so it gets more and more complex. But it's also really exciting too, because people have to think about, planners have to think about those elements too. Because they are incorporated that's... Especially our phones, you know, it's in our hands at all times. So how do you then design, and I think that a lot of times I hear more conversations and more strategy on implementing your phone versus saying, "Put it away. You're being distracted."

Nick Borelli:

Yeah, there's a lot of lack of generational empathy. But as you mentioned, when it comes to like the idea of code switching, I never really thought of applying the idea of code switching to my own attendance. I've always just kind of taken it as kind of a... Anyone who is a minority trying to make their way in a majority world of trying to pass. Right? But there is a point of a variation of code switching that people could do. That's really interesting. I think that empathy, when I think of events, I think... When someone is sitting down and everyone gets their meal except you because you have a peanut allergy and there's peanuts in it. And then you get your food late or it's called to attention, or there's saran wrap on it, or you know... It gets really early.

Nick Borelli:

Like, I just think of that experience isn't the experience you want for everyone else, but you're excluding someone from the experience because you didn't do well enough in design. And it's not like you didn't design for it, you ticked the box. So as an event planner, you did your job. As an experience designer, you did not. And I think that like that bridge is empathy, right? Like you have to be able to have experienced that. And you know, I try to attend a lot of events just as an attendee and just pay a lot of attention. And you know, sponge. And that's one of those things where I looked in the eyes, I felt the pain of that. And I'm like, "This must happen to that person all the time." Right? So not only, it's not that you did it once to them.

Nick Borelli:

This is like the 10th time this year or whatever, and you had the ability to be the one that wasn't that and create that personal connection like you mentioned, that would personally make them feel good. And potentially open them up, then, to being more receptive to the messaging and the behavioral change that you want to have, be it education, be it trade show, whatever it is.

You have to first see people and design for people before you design for them as a client, as a potential client, as a person to be impressed, or any of those things. Those are roles that are secondary to what you have to first cover, which is you have to make sure that you deal with them as a person. And I originally came from hospitality, so that's kind of my general way of looking at things. You know, in hospitality and FNB, it's like, "Look, we think if you feed them well, everything else is going to just flow." Right?

Nick Borelli:

And that's not the whole story, right? But there is a little bit of truth to covering people's bases and making people feel like they are in a safe environment that that took them into consideration and all the things that are really are hospitality. And I think that's something that marketing, let's say digital marketing or print ads or social media, as far as exposing people to brand messaging, can't accomplish. And I think that's one of the main differences for us, is that we have the ability to take you in in a physical space and meet your needs in a way that is as...

Nick Borelli:

I guess this is getting to the marketing part. As personalized as you can, because personalization... And now that we have more and more technology in the ads that come at you as an example are... I don't know, you bought toilet paper a month ago and bought a month's worth, and now you're getting ads for toilet paper because it knows that this is your time, or whatever. Right? Wacky stuff like that. We have to kind of follow suit when we're doing experience design and we we have to, I think, not just say, "Well I know everything about the audience already because I know them, they're my people." And step back and say, "Maybe I don't, I need to learn how to listen." Because social media listens too much, right? Why aren't we...

Thuy Diep:

Nick and you said that and I highly agree with you and I actually did that. When I went to Europe was, I just wanted to be an attendee, and I think we get so busy because we do so much that we forget to experience what we're going to have the attendees, the guests, the participants experience. And that can actually... Internally we actually had a little hiccup where they didn't experience a new activity, the performance team. And there was some logistical errors on that, but it could have been fixed if we were able to experience it first, prior to pitching it, selling it. But the thing is it goes back to being, well, people won't make time. Or they don't have time. And so how can you be empathetic if you're not able to really dive deep and put yourself in that attendees shoes?

Nick Borelli:

Catalog your emotions in real time. Document them when you're an attendee, that was not part of the design of something. It's pretty useful, I've done it a couple times. And there was a lot of anxious, bored, stir crazy, hungry, those kinds of like marks. And then look at that as like, okay, well we can do better in this or... But just to know that there's emotional feelings throughout... You know, a point was made. I said that already, you know, when I'm like 15 minutes into a

presentation and then 30 minutes and I'm like, "Oh, no new information." You know, so 15 minutes into it, I'm bored. Stuff like that where once you do that, you start realizing like, "Oh yeah, somebody else is following an event by color by numbers and doing what everybody else always does."

Nick Borelli:

And you know, I experienced these emotions. I wonder if my attendees are as well. And then you can start asking questions. And I think that like an event designer specifically needs to be able to figure out some exercises that make them more humble, more receptive, better listeners. And they need to be fans of the type of work they do. You know, athletes like as an example, they play video games of the same sport that they play. So they're in it, they're passionate about it, but they take themselves out of it a little bit to experience different points of view or just different relations or whatever. Or they attend sports, right?

Nick Borelli:

But event professionals, people who design these types of experiences... You don't hear about this year, like... If I could say to you guys, what are the three big conferences you're going to attend this year for your industry? That's one thing, and there's sales reasons and whatever, but what are the three conferences that you're going to attend this year specifically to hone your ability to understand what attendees want? We should do that more, I think.

Dustin Westling:

What do you think is... So if you're listening and you want to start, where's the starting point? Where is the thing that you can take to your business or your team as soon as you finish this podcast? What conversations should you start having?

Nick Borelli:

That's great. I mean there should be an attendee of your events that you design who have no role whatsoever in the event itself, and they need to be a secret shopper or a not secret shopper. But you need an attendee point of view. So when you have that wrap up event, you have someone sitting at the table saying, "Well yeah, but you know what? We were all kind of hungry." Or, "Everyone was kind of saying this." And you weigh that against your surveys and you weigh that against your event data and whatever. But it is an emotional barometer out there experiencing it firsthand. And look, if you have somebody else that you know that's an event industry professional who can see things, and you want that perspective and you say, "I'll do one for you, you do one for me."

Nick Borelli:

That's great. Right? I mean, who wouldn't want-

Thuy Diep:

Oh my gosh Nick, that is like a new job and I will be the first one to apply for it. Can you imagine the value?

Nick Borelli:
It is a job.

Thuy Diep:
What? I would love to go!

Nick Borelli:
Experience audits. We do those merits too. So it's an experience audit. We attend events as an attendee, and we document things that we see. And often it's a trade show, so we're looking at the trade people themselves, the exhibitors. And we're providing third party recommendations so the salesperson doesn't deliver bad news. And also looks at the event data and contextualizes it a little bit better. But yeah, I mean, experience auditing, that's what that is. But what I'm suggesting, it was that's no price, it's good community behavior, is to go to another person in your city or whatever and say, "How about this? I know what to look for."

Nick Borelli:
You know, "I'm going to tell you drupe wines. I'm going to tell you bleed on the screen. I'm as jaded and I see everything as you do. And also we're friends. So when I deliver it to you, it's not going to be me doing this because I don't like you. You do that for me, I'll do that for you for some marquee events. Because I want to grow and I want this feedback and I also want you to really give me your point of view. Not just the event professional stuff but also like what did you see people feeling?" We can all do that, right? I think we can all do that for other people.

Dustin Westling:
It seems like this conversation needs to get into everybody's post event surveys. And surveys need to be really written in a way that addresses this and gives you the real data on empathy and personal experience. And I mean, I respond to most surveys that I get, most post event surveys. As long as they're not too long, I'll take the few minutes to do them. And I often wonder what they learned from me by asking the questions that they asked. And I never... I don't know that I've done a lot where I've thought these people really care about my personal experience. They're asking about the experience as a whole, not about me within it. And I think there's a lot of work that can be done there to drive some real information, and how you can put this into practice.

Nick Borelli:
That's a great point. I mean, I think that, throw out your boilerplate questions and ask questions that each question in the survey must have an emotional word. You know, that's one of the... I create surveys for people all the time and I would ask a question in a post event survey, "What were the biases you had going into this? What were the misgivings you had going into this? Where where did you think we were going to fail?" Stuff like that. Yeah, stuff like that where they're like, "Oh, that's interesting."

Dustin Westling:

"And did we prove you right?"

Nick Borelli:

Yeah, exactly. We could, and that's fair. Right? There's no bad events if you're listening, right? And there's only growth. And I say that as a strategist who doesn't have to be there and look at people in the face. So it's easy. I used to, and I'm like, "No, I've done some bad events that were just bad." But now I have a clinical distance where I can be like, "No, it's all good. It's just data."

Nick Borelli:

But the one thing that I do know is that if you get to the heart of change in behavior as far as the idea of the questions, you need to have questions that start, like, where did you start off? You know, are you in a pretty good place right now this year, and when you attended this? You know, are you dealing with a lot of anxiety right now? Stuff like that where you can put that into consideration and weigh that. If people are being honest and there's really no reason not to be, depending on... You know, if it's internal, you get a lot of really skewed results. But external people are just kind of like, "Oh yeah." If you grab their attention, they're usually game.

Nick Borelli:

I think that you just have to look at these things and say, you know... You will not get the same result by doing the same work. And I think you have to just stop and just change this whole thing. To the degree that I think one of the biggest benefits is inclusion. That's where I think that... I've been reading a lot about this HR buzzword that I keep seeing over and over again around the idea of belonging. You know, there was diversity, and then there was inclusion. You're like, "Oh yeah, diversity is just kind of optics. And we got one of everybody, so we're doing good." And you know, then it was like, the conversation went to inclusion. We're like, "No, everyone should have a voice and impact and actually make changes because otherwise it's just window dressing."

Nick Borelli:

And then the next kind of level of that is the idea of belonging. Which again, I work with a lot of associations. So like this is where the HR part of it really... You know, I see the bridge and it's really working for me in the stuff that I'm writing. Belonging is knowing that this is the right place for me to be. And I think that these are my people, to Thuy's point, you know. This is... I should have them as a client. Like, we just gel. That's what we have to be able to figure out how to make.

Thuy Diep:

One thing I want to give kudos, the email for ILEA Live 2020 just came out, and I actually, there was two points I want to just hit. Because I really felt like they empathized with the attendees that come every year. One of them was the later start time. And I'll just quickly read it. "Because we know our community likes to connect after hours and stay out late, ILEA Live content will start at 10:00 AM each morning." And then unique venues. "This year's event will move out of

the closet conference hotel setting, and will feature ILEA members unique in sending venues across the city of San Francisco." I love that. There's been so many times when people ask, "Oh, how was your work trip?" And I said, "Well I didn't leave the hotel. I didn't even see the sun." And so to be able to go and explore that destination is so incredible.

Thuy Diep:

And I felt like, oh wow. They actually really hear us and they empathize and really understand this community. You know, how many times... You know, when I first started going to conference, going back to that recording when we were talking about conference tips and things, I felt like I was the only one that came to like that 8:00 AM start keynote speaker. Everyone else was gone.

Dustin Westling:

You were the only one.

Thuy Diep:

I was always, and...

Nick Borelli:

I wake up like an hour later, and I check Twitter and I just like retweet things that were said as far as the keynote. I never attend an opening keynote. And I am a little better now as far as staying out late. But I still don't wake up early. And I've learned to fake it. And you're absolutely right. All of us talk, like, this is a lot of what Event Brew is about. These are all the things we really talk about. People need to listen. But boy, if we can't design our own events for ourselves, you know, that's crazy. Right? And the 10:00 AM thing, I saw a post about that and I saw, I think it was like Leah Calgary or someone like immediately responded, "Hallelujah," or some equivalent of that. That aspect grabbed their attention for the intended reason too. You know, it really resonated very quickly.

Nick Borelli:

So that's what you want, right? You want to be able to just give people what they actually want and not just all conferences start at 8:00 AM so we're going to do that too.

Thuy Diep:

And that gives the attendees the opportunity to design their own experience and say, "Well now here's a spot where I can grab breakfast with this person I wouldn't be able to. Or sleep in if I needed to because I was not working all evening and into the early morning. And so, yeah, I just wanted to give that kudos.

Nick Borelli:

Yeah, it's the right thing for the right group. I mean, I can tell you in lots of groups where that would be a bad idea, where people go to bed at 8:00 PM and they know their opportunity cost is super high, so they're out of their business and they want things they want to succinct, they

want to pack it in and they only go to one conference a year. And they can make it be tough, you know, quote unquote, and pack it in. And then there's where I think that you're resonating why this works for you is the fact that we go to a ton of them, and you know, we're different. And then they address the difference. So, smart.

Thuy Diep:

Was there any other comments that we want to touch base on when it comes to designing events with empathy?

Dustin Westling:

I thought this was great. I think that this is such a great opportunity for our pros to grow and it's... This is something that doesn't need a lot of resources. This is something that you don't need to put in a five year plan for. This is something you just start doing tomorrow, and these are the things that are going to allow each segment of our industry to really stand out and to own our values. So yeah, I thought this was a really great conversation.

Nick Borelli:

Doesn't cost money and it's not technical. You know? The barriers that we normally have to deal with.

Thuy Diep:

Yeah.

Nick Borelli:

Like those two terrible barriers are not part of this. It's just a different way of thinking. It's a question asked after things are done. And say, you know, "Have we considered everyone else's experience?" And then it's a way of taking in the world throughout the year that is a little bit more alert, a little bit more eyes open. And again, tempering all of our smarts with some humility and saying, "Look, maybe I don't know anything." And being okay with that, and that makes you smart. It really does.

Thuy Diep:

You guys, I feel like a little bit more connected with you guys. I feel like our relationship has like grown a little bit, just from this one podcast.

Dustin Westling:

Empathy at work.

Nick Borelli:

Sure. I mean, I don't know. It's contagious, I suppose. Yeah. So I mean, look. This, I think, is a topic we could talk about little aspects of how it applies to strategy, how it applies to marketing, you know. Personas and segmentation and personalization. We can go down a million different rabbit holes, but we just wanted to wake you up as far as one of the core disciplines we think

event planners really need to work on. And there's no... The usual excuses aren't there. But if you have specific questions about how you could be more empathetic in aspects of your event, we would love to field those questions and give you our points of view.

Nick Borelli:

If you want to see a few resources we have as far as some cool books around empathy and its relationship to design, you can go to eventbrew.com and we'll have the show notes up pretty soon. I guess when this is up, I'll have some links as well. I know I'm going to put some books in there, as well as transcripts. So in addition to that, if you have some empathy for our plight of people who really love the industry and love talking about it, but want more people to hear, you could rate and review us on Apple podcasts, Pocket Cast, Google Play, Spotify, the thing that you're listening to right now, whatever that is. This helps us a ton and helps us find people for our podcast.

Nick Borelli:

And again, any of those specific questions, you can throw them at us via social media. Hashtag Event Brew or email us directly at eventbrew@helloendless.com. Anybody have any other closing things?

Dustin Westling:

We are having some serious empathy for their time and ours.

Nick Borelli:

Fair, fair. Very fair.

Dustin Westling:

Awesome.

Nick Borelli:

That's cool.

Dustin Westling:

Let's wrap it up.

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.