

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 AV company that tells you how it really is. Now, let's brew something up.

Will Curran:

Hello ladies and gentlemen, boys and germs... Ladies and germs. All those things.

Thuy Diep:

What?

Will Curran:

I don't know. I'm trying to do a Coronavirus intro... It's not working very well.

Thuy Diep:

Oh.

Will Curran:

Hello everyone. Welcome back to the Event Brew. This is Will Curran from Endless Events.

Thuy Diep:

And this is Virtual Thuy with PRA Business Events.

Will Curran:

Hoo! Today we have an exciting episode laid out for you guys. Before we get into it, let's talk a little bit about what we're drinking in our cups. Thuy, what do you got in your cup right now?

Thuy Diep:

Well, we're recording on a different day and time. So, I usually drink tea, but now I'm drinking my... Basically, eating all my snacks and drinking all my things I've gone out and bought. So, this is organic apple juice and...

Will Curran:

Nice.

Thuy Diep:

... in case I run out of that during this recording, I have organic coconut water.

Will Curran:

Ooh, I like it. Are you picking things based on things that might expire soon?

Thuy Diep:  
No. I'm trying to do the opposite.

Will Curran:  
Oh.

Thuy Diep:  
I'm trying to get cans, but everything is so... I honestly just keep eating my snacks. It's so bad, but it's so good.

Will Curran:  
That's okay.

Thuy Diep:  
I'm never home this often so all this eating.

Will Curran:  
I know, it's so great. We get to be home and actually enjoy all our snacks and stuff.

Thuy Diep:  
What are you drinking?

Will Curran:  
You know what's crazy? I'm going to throw a curve ball. I'm drinking water today straight out of the tap. Today I've already had a cup of London Fog and a matcha latte already. So, that's why I'm drinking water. I need to hydrate on up. Well, anyways, I know everyone's not really here to watch what we drink or anything like that. We're actually live sharing this on LinkedIn as well... One reason to follow us on social media. We have a very interesting topic to talk about today. Obviously, everyone knows there's a ton of craziness happening right now.

Thuy Diep:  
Oh, is there? Except for Big Brother of Germany. Did you hear about that?

Will Curran:  
Wait. No. What?

Thuy Diep:  
No one knows on Big Brother. I don't watch the show but...

Will Curran:  
Oh, the episode ended and it's on the season finale?

Thuy Diep:

Oh. No, no. They're still recording. They're going to announce it during the live reunion or something but there's all these people in this house that have no idea what's going on... That there's a virus outbreak.

Will Curran:

Oh wow.

Thuy Diep:

Yes, and there's an actor, I think... What's his name? Leto, or whatever. He just came back from a 12 day meditation retreat and just found out as well.

Will Curran:

Oh, wow. That's crazy.

Thuy Diep:

Yeah.

Will Curran:

Well, I'm assuming not everyone else... Everyone who is watching this probably knows what's going on, or listening to this knows what's going on. Obviously, the industry is going through a massive change and a bit of a crisis in some ways. The industry is making a big pivot towards virtual events now. Now that people can't get together for minimum the next two, three months... What are people going to do? Well, everyone wants to say, "We still need to bring people together, let's do it over the internet." And, "How can we do virtual events?"

Thuy Diep:

Say the title of this episode.

Will Curran:

So, my title for this one was Your Virtual Event Sucks and How It Can Be Better, essentially. I'm not going to lie, I selfishly came up with this. We're talking to a lot of planners right now on how to convert their events from in person events to virtual events. I'm not going to bag on any specific client in any sort of way, but I'm hearing a lot of conversations that their virtual events are just going to be really bad. My hope is that they use us so we can make them really, really good. I think that there's a lot people can learn about virtual events now, and how they work, and also the big fallacies and what to watch out for... The pitfalls. Thuy, what's your experience when it comes to virtual events and everything like that?

Thuy Diep:

Oh, gosh. Within my profession, I would say before all of this happened, it's always been face-to-face. It's always been designing experiences with people physically there. I have had opportunities here and there when it came to virtual. But when it came to content and even activities, things of that nature, I'm not the expert in that. If anything, our supplier partners are

now reaching back out to us and saying, "Here are some creative problem solving that we can do because there's this crisis that's happening." If anything, I think this is going to be really great, because I'll be the one asking you tons of questions... Probably the same questions that all these planners are asking. Yeah. We're trying to save this industry that's dying... This hospitality, live events, whatever. I know we just did a recording with Kevin White about, "Is there even an event industry?" I feel like that conversation would have gone way differently if we recorded that today.

Will Curran:  
This week, yeah.

Thuy Diep:  
Yeah. So, I want to hear your experience through this. We were just saying how today was really busy for both of us, and especially you.

Will Curran:  
Yeah.

Thuy Diep:  
So, what are you hearing out there? These people reaching out?

Will Curran:  
Yeah. I mean, my background is definitely on the internet. I mean, I grew up on the internet. For those who don't know, before I became a DJ, I actually had an internet radio station. If you think about internet radio stations... Basically, a virtual concert happening every single week and day on there with chat rooms and things like that. I remember setting up a webcam in my bedroom and letting people see me on webcam... Almost Big Brother style as we talk about it.

Thuy Diep:  
In your...

Will Curran:  
Yeah.

Thuy Diep:  
This is LinkedIn that's live right now. Keep that...

Will Curran:  
Yeah I know, but it was when I was a kid. I only did it when I was in my... Using the computer and things like that. I guess my bedroom. Wow, I really need to backtrack on this one.

Thuy Diep:  
Yes, you do.

Will Curran:

When you were a teen, your desk was in your bedroom, right?

Thuy Diep:

Yes.

Will Curran:

Your bedroom was also your office and things like that as well. I'm sure a lot of people their bedrooms are their offices right now.

Thuy Diep:

Can you imagine a little kid being like, "Get out of my office, Mom."

Will Curran:

"Get out of my office, Mom." Yeah. That was how I had it set up. Anyways, that was when I was in high school and middle school and stuff like that... Experimenting with streaming. My background has always been, actually, a lot in virtual events before we even had an AV company. Now, when this happened, it was immediate. Like, "Hey guys, I know a lot about this. I can help you guys through this journey that we're going through." The most common thing I'm hearing a lot from planners right now is, "I don't know what's possible." Honestly, I have a lot of friends who aren't in the industry who are like, "I never thought a virtual event could even exist and what this looks like." It's crazy how hybrid events have existed for so long, and those were very, very popular. Now, virtual events are taking 100% of this front stage. What I'm seeing is that there's a lot of people making so many gigantic mistakes, and I wanted the ability to rant a little bit about the things that I'm seeing that... It's just very, very bad.

Thuy Diep:

Yes. Spill the tea.

Will Curran:

Should I spill the tea and just start...

Thuy Diep:

Absolutely.

Will Curran:

... with the first scenario? I had a client this last week who decided, "We're going to cancel our event, it's obviously happening in the next couple of weeks and it's not going to be possible. We're going to cancel." We said, "Okay, cool. Well, we'll help you do the virtual and we'll help you do the conversion. We'll help you do that. We'll apply some of the costs you've already had." Things like that. They said, "No, we don't want your help. We're going to do this via Zoom."

Thuy Diep:  
Oh.

Will Curran:

I'm sure a lot of people out there are hearing that same conversation. If you have, I'm sure you're snapping in the background. People are like, "Yeah, we'll just do our event on Zoom. Let's do a webinar. We'll just put everybody in a room," and things like that. I think that's a really bad idea. Guys, people are used to these high-end experiences, going into high end-hotels. You're saying, "Let's use the same web conferencing offer that I used for my meeting yesterday to deliver the same level of experience," that someone may have been spending \$400, \$500, whatever it is. \$25 to go, whatever it was.

Will Curran:

I think in some cases, Zoom webinar is totally good. For example, a lot of associations right now are like, "We're doing webinars, we want to get as many people together and educate and disseminate information very, very fast." Webinar is great for that. But if you're trying to create engagement, you want attendees to talk to each other, you want them to feel like they're a part of it and they're not just watching something, Zoom's a really, really bad idea.

Thuy Diep:

But "A" for effort though. On the other side of it, this is all they know. This is all we know so we're thinking outside the box and saying, "Okay, we have this problem. Now what can we do to..." They're just saying, "Okay, here's the first thing I know of." Zoom, GoToMeetings, those kind of things... Facebook, FaceTime.

Will Curran:

Yeah. I mean, I guess if you live in a... I'm so mean right now.

Thuy Diep:

No, I love it.

Will Curran:

I just want to help, but...

Thuy Diep:

Spill the tea. I like this.

Will Curran:

Guys, there's the Google... Google, "virtual event." I'll say that even as somebody who's not ranking number one for that keyword right now. Go and learn about some other stuff out there. There's other possibilities. If you're in turmoil and you can't... Absolutely, there's no cost, and you have no ability to spend more money on your event, and you need to bring people together,

do Zoom. Yeah. \$20 bucks a month, whatever. \$40 bucks a month. I think it's a \$100 bucks a month for the webinar platform... That's fine. Just go ahead and do that. But I'm going to tell you right now, that you say that's a virtual event and then you come back and say, "Hey, we're spending a lot more money. We're doing a real virtual event now." No one's going to listen to you. You'll lose all your credibility.

Will Curran:

It's like saying, "We're going to do this nice, awesome conference." "Oh, we can't do it at the conference anymore, we're going to do it at Peter Piper Pizza," and they're expecting to go back to the Bellagio next year and saying, "We're doing this fancy conference." You're going to destroy your brand trust, I think, in a lot of ways.

Will Curran:

Guys, there's so many more options out there in what's possible. Utilize it. I think one of the things is also utilize your other event professionals around you. I think the number one favorite thing I've been hearing event professionals say... They write it at the end of their emails, they've been writing it to each other is, "We're all in this together." Why is not every single planner out there reaching out to the people that they know and saying, "What can you help me with?" I get it. They might not be the best person at all, but you'll know when you have a conversation with them. They'll ask you smart questions. They will not look at this as just, "Yeah. Here's how you use this tool, and here's the tool," and boom, you're done. It's not the AV company who says, "Hey, here's a speaker, good luck. Figure it out." Or, "Hey. Yeah, you need this speaker and I'll set it up for you," and you have no idea how it works or anything like that. You want someone who's going to educate you through the entire process.

Will Curran:

So, my biggest role right now has been just educating people. I mean, literally, I spend every waking moment right now on calls with people... Helping people right now. Some of it's awesome, it's turning into potential opportunities for me. For a lot of people too, I'm just happy to help. If we can get through this, my hope is that karma will pay me back, and people will want to maybe work with me in the future. Yeah. I don't know. When it comes to the Zoom stuff... Guys, you know you can level it up more. This can be way better.

Will Curran:

I think that brings me into maybe the big pitfall that I'm seeing. A lot of people have to realize, "What's the experience for the attendee," when it comes to it too. It's funny how many conversations I'm starting with and I go, "So, what do you need?" They're like, "I don't know." I'm like, "Okay. Tell me about your in person event." They tell me about the in person event. I say, "Okay, cool. What do you think this virtual event looks like?" They're like, "Well, I don't know." I said, "Dream with me. Close your eyes."

Thuy Diep:

I was actually just going to ask you that. Do you feel like it's more you're an order taker? Or is it more of a collaboration/educational session when you have these consulting moments with planners?

Will Curran:

Yeah. Great question. We talked about the Global Event Forum, how there's the three bubbles of Strategy, Design, and Execution. Everybody's staking the Design and Execution... Everyone wants to get moved up into the Strategy section. I feel like I've instantly moved up into the Strategy section with everybody. It's not because they are asking for the strategy, it's actually because I'm forcing everyone to think strategy big time. I'm saying, "Look, look, look. Before you think about tools, before you think about how you're going to convert your Cvent into a virtual event page, or how your presenters are going to log on to present... Let's talk about strategy and what you're trying to accomplish." I've had some clients who came to us and saying, "Yeah, we're going to do a live stream, we're going to do this, and this, and this." Then I talk to them, and they're like, "Oh, we don't need any of that. We actually just need this one piece." I'm like, "Perfect. Let's talk about that one piece and how we can make that one piece really, really good."

Will Curran:

Yeah. I definitely feel like the conversations are totally, totally different than they've ever been before. I think partially because everyone's in kind of a panic mode, but also as well... Because people are blank slates and thinking, "How can I do this differently?" I actually, really like it because the biggest outcome I think that's going to come out of this is the evolution of in person events. I'm talking to people about, "Maybe you need to cut out more content. Maybe instead of doing three days of breakouts, do two hours of it. Pick your best presentations and put them online." People are like, "Yeah. I'm totally open to that." "Oh, hey, let's not just let an exhibitor present just because they're a sponsor. Let's let them make sure their content's really good." I'm like, "Gosh." It's kind of exciting just watching everybody think really critical about their events and how it can totally look differently. It's kind of nice, it's kind of refreshing actually. I don't know. What are you hearing? What things do you think that panic you about virtual events?

Thuy Diep:

My whole thing... It's been mindset. Before the virus, after the virus, during it. It's just always about mindset. So, I'm not panicked. This isn't a problem, it's a challenge. That's how I've been being okay and calm, collected through this whole process. I know there's a lot of job loss and layoffs, things of that nature. I think more than ever I'm so fortunate for the opportunity to be involved with so many things outside of PRA.

Will Curran:

Yeah, for sure.

Thuy Diep:



SEARCH Foundation... So many meetings, and phone calls, and educating people within that. It's really great now even collaborating and speaking to other event professionals and saying, "Okay. Well, now this is the time." Nick actually posted about it, and I was going to even quote him. This is your building time to continue your legacy. This is the time for self-improvement, for professional improvement. So, for me, those are the kind of conversations I'm having. I like the strategy thinking. I think everyone needs, especially in this time, to be very creative problem solvers. If you're a leader, how you're going to handle potential... Losing an arm, maybe, to save the body. All these conversations. So, for me, it's not panic mode. It's more changing and shifting, and being creative in a different way. That's what I was saying to you. These planners, and even people I've had conversations with, we only know what we know. Being part of the ILEA board for Los Angeles here, incoming president... I'm speaking to my board now. We've had to cancel our event for the safety of our members...

Will Curran:  
Definitely.

Thuy Diep:  
... and future members. Actually, we even talked about potentially Zoom or, "How can we do virtual? Are we doing more education like everyone else is or are we doing more of a bringing the community together virtually?" So, those conversations are happening everywhere. It's just... Now, we need people like you. You guys are the experts. So, it really is trying to be educated and trying to go out and look for those people, those articles, those connections.

Will Curran:  
Definitely, definitely. I think everyone here has attended a virtual event. I mean, if you're watching this, listening to this right now... If you're watching this live, you're definitely in a virtual event if you think about it.

Thuy Diep:  
Hey, welcome to the party.

Will Curran:  
Welcome to the party. Welcome to the event. Also, even a podcast can be considered virtual. It's an asynchronous chance to learn that content and things like that. It's funny how the podcast world is now blowing up because people are like, "I have time to listen to podcasts." I'm curious to know, for the webinars and virtual event experiences you've had so far, what do you hate? What stirs your tea? What makes you angry?

Thuy Diep:  
Well, well. I don't hate anything in life, I passionately dislike. There's actually a really funny meme out. It's a Bingo chart and it's everything in virtual that happens... People jumping on calls. I wish I had it pulled up. Anytime someone says, "Hey, are you there?" Or it's cut off, or it's this really important drop. You guys get that? It's all those things, but it's in the Bingo chart.

Will Curran:

So, it's all the technology not working or people not knowing how the technology works?

Thuy Diep:

Exactly. I was on four today, and two of them were... Actually, no, probably more. Let's say four today. Two of them were video conferences. Gosh. It's having bad wifi and now you're staticky.

Will Curran:

Oh my God.

Thuy Diep:

That to me... Yikes. Especially if you're hosting it and you have bad signal, everyone watching is...

Will Curran:

Oh my God, yeah.

Thuy Diep:

That kind of...

Will Curran:

Yeah. Guys... Time for everyone. Please, just call your internet provider right now and upgrade your internet. Whatever it is, double it. I think some people are hopping on, they're like, "Oh yeah, I can get away with 15 MB per second down," or whatever it is. I'm like, "No. Get the faster internet right now, guys."

Thuy Diep:

Yeah.

Thuy Diep:

Knowing your platform.

Will Curran:

Yeah.

Thuy Diep:

Knowing whatever platform you're on. Gosh. There's 50 people on it... Mute everyone.

Will Curran:

Yep, definitely.

Thuy Diep:

I don't need to hear a dog barking in the background. Right now, I think one of my neighbors decided to do construction. So, I'm just muting when you're talking so I can not disturb the listeners. So, being educated and being an expert in whatever platform you are using. What's another thing that has bothered me? The static, the drops. The host actually just jumped off altogether.

Will Curran:  
Oh, just left.

Thuy Diep:  
Just left and then came back. It was a minute...

Will Curran:  
They say why?

Thuy Diep:  
No. They did a great job, because our eyes had to be closed... It was during a meditation, which was great. It was this really great start... How I start the morning. Yeah. Our eyes were supposed to be closed, we were supposed to be meditating. But I realized that she jumped off accidentally but then came back on.

Will Curran:  
Did it make like a, "boop," (electronic sound)? As they dropped off and then dropped back on?

Thuy Diep:  
I think so, yeah.

Will Curran:  
Oh, yeah. Yeah.

Thuy Diep:  
Yeah. The noise. What about you? What other things on your end?

Will Curran:  
Yeah. I mean, one of the things that bothers me is picking a tool because it feels familiar. For example, I've seen a lot of people gravitate towards platforms and virtual event tools that feel like a personal event. I can't tell you how many people are like, "Yeah, could we make it sort of as a show floor and people can click on it and go 'visit' vendors?" I'm like, "Do you want to do that? Would you do that at an event?" I think that's the question no one's asking. Everyone wants to pick what's familiar to them because they feel like, "Oh, it's going to be easier to understand," and things like that. I'm like, "Guys, we all know how to navigate a website. We all know how to see there's navigation at the top. Click on it to go through different things. Think of it as a website first, not an event." I think that that's a big problem we're seeing.

Will Curran:

Someone got really, really excited. They're like, "Yeah, the live stream's crazy. They make it look like there are seats there and it's on a stage." I'm like, "Does that matter? I'm going to full screen it anyways." I'm going to be like, "Can I throw it on my TV and I can sit on my couch and watch it? Is that possible?" I just think far too many people are falling into what's familiar versus trying to think about what's actually good.

Thuy Diep:

We should do a little experiment right... Or after this, where we're brainstorming what we're thinking about.

Will Curran:

Ooh, yeah.

Thuy Diep:

I have so many ideas of what things could look like. I just don't know if they're possible, so it would be cool to run through that off you.

Will Curran:

Yeah.

Thuy Diep:

Another thing I would say... A little pet peeve.

Will Curran:

Yeah.

Thuy Diep:

I just realized how many conference calls, and webinars, and video conferences I've been on. Going back to not knowing your platform or testing things out prior to even hosting it. Presentations weren't sent, or we couldn't see people's screens. "I'll call you AI." "I didn't know this was going to get live so I was in my robe."

Will Curran:

Yeah, totally.

Thuy Diep:

So, things like that.

Will Curran:

Yeah, yeah. Yeah. I think understanding the expectations of what it's going to look like is really huge too. Yeah. Definitely, making sure your attendees are aware if they're going to go online...

I don't know. I've also found too... This is just me thinking about just video calls in general. How many times have you been on a video call where you're like, "All right, we're going to do video," and you're the only person with video on?

Thuy Diep:  
Oh, yeah.

Will Curran:  
I don't know. I think it's a lot of people still catching up with working remotely. I pressure my team. "Your webcam's always on. If you're sitting on a client call, put your webcam on. People want to see your face. This is your only chance to interact with people." I can't tell you how many conference calls I'm sitting on, I'm just like, "I'm putting my video on," and I'm the only one. I'm like, "Cool."

Thuy Diep:  
Seeing someone. We've talked about this on Event Brew.

Will Curran:  
Yeah.

Thuy Diep:  
"Hey, can we actually see each other?" Which actually would probably be gold if we actually...

Will Curran:  
Yeah. Oh, yeah. That's right.

Thuy Diep:  
The analysts would actually have footage of all of us. Because you connect more.

Will Curran:  
Yeah, yeah.

Thuy Diep:  
I can see you.

Will Curran:  
Yeah, yeah. If you've listened to the first couple episodes of Event Brew... I think, the first, maybe, seven, eight episodes, we probably did it. We had no video ability to see each other, and we worried we were stepping on each other.

Thuy Diep:  
We tried a "raise hand" button."

Will Curran:

Yeah. There was a "raise hand" button. You'd be like, "I'm going to raise my hand. Okay, that means I'm ready to talk." Now we see each other and are able to chat with each other, and it's made it so much easier. I can see that you're like, "I'm ready, I'm able to jump in on this for sure."

Thuy Diep:

Or we can see each other's facial expressions. Especially, Nick's, because he has no filter. He's like, "What?"

Will Curran:

Yeah. When you say something really good that he agrees with because he just opens his eyes and he just starts nodding. He's like, "Yeah."

Thuy Diep:

Even listening to those recordings after the episodes... Once they air. There's been so many times where I'm like, "Oh, Nick dissed me, but did it so articulately well that in that moment I didn't even..."

Will Curran:

Realize.

Thuy Diep:

I was just like, "Ha. It's funny." I'm like, "Oh no. He definitely did not agree with that opinion."

Will Curran:

He shut you down. Yeah. I think that everyone has to be willing to, I think, put themselves out there. It's just probably remote work too. This is totally different for me. I put my hair together and brush my beard, and that's about all the maintenance I need to do to get ready for the day. Man, so many times I've hopped on calls and people are like, "Oh, sorry, I didn't put my makeup on today." I'm like, "Do you not put your makeup on when you go in the office normally? You're at home, you're in work. Why?" Again, it's an expectation and culture of remote work.

Thuy Diep:

Yeah, and the fact that you constantly work from home. I mean, potential clients right now could see me. I would never show up like this onsite.

Will Curran:

Yeah.

Thuy Diep:

I would be more presentable... Makeup on, all that stuff.

Will Curran:  
Totally.

Thuy Diep:  
But I'm also a confident, empowered woman. I'm like, "Okay."

Will Curran:  
Yeah.

Thuy Diep:  
You know what? I'm wearing sweatpants.

Will Curran:  
Hell yeah. Yeah. Well, I mean, I'm wearing my normal pants and my normal lime green shoes.

Thuy Diep:  
Well, I'm like, "I'm not wearing pants."

Will Curran:  
"I'm not wearing pants at all." Date without pants.

Thuy Diep:  
Work from home.

Will Curran:  
Okay.

Thuy Diep:  
Virtual events.

Will Curran:  
Virtual events that bug us. I think one of the things that bugs me the most is when presenters also aren't prepared with good audio. I think we're about to see a revolution in remote speakers. Honestly, I think it was on [inaudible 00:24:20], Sammy Allen left in the comment of the show... She's like, "There's a group on Facebook that's dedicated to remote speakers." I'm like, "Those guys are... They're crushing it right now." It's crazy how many people show up and do webinars, and they just use the onboard microphone, or they use the headset. Oh my God. AirPods. You know what I mean? Obviously, too, you have a microphone and everything like that because we want to make sure we have you set up for success and have the best quality audio and everything like that. I think there's just so many speakers and presenters out there that are just using crappy audio. I can't listen to it. I get that some people... They don't tell the difference.

Will Curran:

It was funny, I was on a podcast yesterday, and the person had their mike facing the wrong direction. It was one of those Blue Yeti microphones, which is kind of weird.

Thuy Diep:  
Oh, that's so...

Will Curran:  
To their defense, it's not obvious how it works. I was like, "Dude, it sounds bad. What's wrong?"

Thuy Diep:  
If you're a professional, I feel like you should know that. I would say when we first started this podcast, I was probably hitting you up every... 15 minutes before every record time.

Will Curran:  
Yeah.

Thuy Diep:  
I was like, "How do I turn on my laptop? Well, how do I change the volume?"

Will Curran:  
But you're a pro now.

Thuy Diep:  
The thing is you should know that.

Will Curran:  
Yeah, yeah. Yeah, yeah. You realized... You're like, "I need to learn this." You took the time to figure it out. Right?

Thuy Diep:  
Yes. A great example was... I don't even know what today is. Monday, the 16th, I was supposed to... Oh, yesterday. I was supposed to be in Dallas for a speaking engagement for ILEA, but we decided to obviously, cancel... Or postpone. One of the things I would say, in a vice, is if you are postponing... Which is great versus canceling and that there are speakers involved. I said I was so willing to do that and to... But, I needed time to change my whole entire presentation, to cater it around virtual events.

Will Curran:  
Yeah, for sure.

Thuy Diep:  
The content I had via the screen with me present correlated with the... It would not relate if it was all virtual. I'm not a professional speaker like Nick is, but I would say that's something to be



really smart about. Say, "Yes," to postponing things, but then also really think about now the environment that you've put yourself in... Being virtual now.

Will Curran:

Yeah, yeah. I think that's the thing that people just have to think about. This is a whole new world and where it can go is totally different. Trying to think of what other things that bug me about virtual events too. I think that the inability for attendees to talk to each other...

Thuy Diep:

Oh.

Will Curran:

Even if it's as simple as opening a chat room. I mean, this is also coming from me, who I grew up on IRC chat rooms online. Honestly, chat rooms probably raised me. I learned about way too much stuff inside of chat rooms that I probably shouldn't have learned at my age. Honestly, that was also how I learned how to do web design, that's honestly how I learned to be mature online too... To build a persona online. If you're 13 years old and you act like a 13 year old online, you get crushed. No one respects you. They'll make fun of you. You mature yourself up, they'll respect you. I don't know. Far too often, I think too, that I've been on webinars where I'm like, "Well, why can't I see what everyone else is typing in?" I can see, obviously, the questions that come in. A lot of times, if I could have the ability to learn from other attendees as well simultaneously, I think that's really, really cool.

Will Curran:

To go back to the speaker thing, I think far too often speakers also don't address what's going on in those chat rooms too. My favorite thing to do... This is my number one tip as a speaker for virtual things and I'll do it right now. I'll tell everyone at the beginning of the webinar... I'll go, "Post where you're coming from right now. Just put it in the chat, put it in the question to me, whatever. Just post where you're coming from."

Thuy Diep:

Where you are physically...

Will Curran:

Watching from. Yeah.

Thuy Diep:

Oh, got it.

Will Curran:

Yeah, physically at.

Thuy Diep:

Okay.

Will Curran:

Yeah, yeah. The reason why I do that... It's an opener to get people to start using that platform and using the chat, or using the question panel. I'm like, "Just put it in there." I buy time, and I make jokes. I'll be joking maybe with Brandt if we're doing a co-presentation. Then I seem them come in. I go, "Oh. Hey, Thuy's calling in from L.A. Oh, I see Lynne Wellish is calling in from Phoenix." I'm actually giving shout outs to everyone who's on LinkedIn Online right now.

Thuy Diep:

Yeah.

Will Curran:

"I'm giving shout outs to... I'm going to guess where you are. Let's say, Dallas. Caroline, you look like you're from Dallas. Sheri, also watching as well. I'm guessing you're in Seattle in the lockdown." Giving shouts to people. I do that, and what's funny is it blows up really fast because everyone sees that you are live and you are actually engaging with people. I just rapid fire as many as I can until the point where it's just... It's going too fast, I can't even keep up, and everyone's obviously getting the idea.

Will Curran:

Then I move on and I go, "Cool. Well, this is what we're talking about today." I do the intro, blah, blah, blah. I tell them how I talk really fast. I say, "Okay. Are you guys ready? Are you ready for this?" I'm like, "Well, I need to know. Put a 1 in the chat if you're ready." Everyone then puts 1's in the chats, and it blows up. Hopefully, everyone else can see it... That everyone else is messaging so then they want to then participate. Then I just see all the messages coming, and I start giving shouts. "All right, John's ready. Jared's ready. Joseph." I just said all "J" names, I don't know why. I'll say all those... Just quick fire through it, and it just shows you're a live, real person. It makes them go, "My contribution into this chat or into this question panel matters because he's going to look at it."

Thuy Diep:

And you're acknowledging them. That feels good. You're praising them, you're saying, "Oh, wow."

Will Curran:

Yeah.

Thuy Diep:

"We're recording." If I get to interact and I get a shout out.

Will Curran:

Totally.

Thuy Diep:

I actually think that's really smart, and it's engaging. It's not just, "Like." What you were saying, one of the things that sucks is people... The audience now just watching.

Will Curran:

Yeah, for sure.

Thuy Diep:

Even live events, we don't want to just have a presenter on stage and you're getting talked at. We want to engage. That's our human nature. So, it's great that you're complimenting, or calling people out, and having people engage. If anything, this is actually a pro with virtual events, which I hope I see more. People, I feel like, should feel more comfortable and be able to express themselves now... I don't want to say hidden behind the screen, but I feel like the introverts now are able to voice their opinions without that fear. Also, the other end of it, is there's going to be way more trolls.

Will Curran:

Oh, yeah.

Thuy Diep:

Oh, yeah.

Will Curran:

I mean, the trolls now... They're going to come out of business events and everything like that as well. Trolls and all, you also have to know how to handle them the right way too. Speaking of trolls... I feel like I just need to get this one out of my system. I'm hitting up a lot of people saying, "Hey, I'm here to help you convert your in person events to virtual events." That's the move we all need to make right now. The person replied back and said, "No thanks. The virtual event will never be able to recreate the in person event experience." I wanted to reply, I was fired up. I don't think they were trolling as much as they really thought that was true. I was like, "Yeah, you're right. But guess what? For the next three months your paycheck depends on you being able to help people with this sort of thing." I mean, who knows? This could last for a year. It could last longer. Who knows how long it's going to last? I don't know. Trolls. Anyways, I had to get that one out of my system.

Thuy Diep:

Wait. So, can I brainstorm? Can I shoot over some ideas?

Will Curran:

Yeah, yeah. Yeah.

Thuy Diep:

Tell me...

Will Curran:

What's possible, and if it sucks or it doesn't suck?

Thuy Diep:

Okay, hold on. Let me just get into this mindset.

Will Curran:

Yeah. Ask me crazy ideas.

Thuy Diep:

Are you able, as an attendee... You know how we get to do breakouts?

Will Curran:

Yeah.

Thuy Diep:

Am I able to be in the main, whatever webinar and then say, "You know what? I want to go into this chat room, or this room with x amount of..."

Will Curran:

... breakout.

Thuy Diep:

Yeah.

Will Curran:

Yeah.

Thuy Diep:

Or can I say, "Hey, I'm going to take this one person and invite them for a one on one."

Will Curran:

Yeah. Yeah. So, the way that I envision people being able to do breakout rooms... Yeah. It's as simple as the ability for you to create almost a page that people come to, and it's like a hallway. We'll use the in person physical tendency. You have a hallway, and that hallway has doors. This is the same thing as a webpage that had just a bunch of different boxes you could click that say, "Go into this room. Go into this room. Go into this room." You click on that room, and then you enter within that room via video, or chat, or whatever it is. That's the simple aspect of it. So, totally doable. Then you ask, "Do I have the ability to invite people for one on one chats from that point?" I would say, that's how you recreate breakout rooms.

Will Curran:

If you want to recreate the in person networking experience, I think there's tools that... For example, I think should set up profiles, because I think attendee profiles are even more important. Before it used to be badges and you walked around and dressed professionally. That's how people recognized that you were here, that's how they knew to interact with you. Or maybe they bumped into you in the hallway, or maybe you were just sitting at a booth. I think the profile is the equivalent of the badge now for virtual events.

Thuy Diep:

What's that? Is it Xbox? Where you had your own avatar? And you got to...

Will Curran:

Yeah, yeah. Yeah, yeah.

Thuy Diep:

Can we be those?

Will Curran:

Wii, Wii, Wii.

Thuy Diep:

Yes.

Will Curran:

Yeah, Wii. Like an emoji.

Thuy Diep:

Can we do that? Can that be something in the future where you create this...

Will Curran:

Yeah. Virtual reality, it's totally possible. I have a virtual reality setup where it tracks my fingers and I can... Literally, as I move my head, my avatar moves, and you can customize it. Video games have been doing that for years now at this point. Like you said, Xbox has done it, Wii has done it, PlayStation's done it. So, totally possible. I think better yet, it's like, "Show your picture." Show you're a real human on the other... Because the virtual is really cool, but at some point too, the uncanny valley starts to happen. I'm getting really nerdy at this point.

Will Curran:

Things start to happen where I think people want to see a picture of you. Honestly, a profile... A Facebook profile is a great example of your virtual self manifest. We're not even getting to the point where we're talking about what your virtual persona... It's different than that. We're just talking for the event you should have some sort of profile where people can look at you. Even if it's as simple as your name, and then you have to require your LinkedIn so people can learn

more about you. Well, once you have those profiles set up, my hope is as a system, you also have the ability to create some sort of tags and ways to match each other so then that way people can explore...

Thuy Diep:  
Ooh.

Will Curran:

... explore profiles. They would need the ability to just look around. Who's going to be there? Then, also as well, if I want to see everyone who's interested in marketing... I want to basically, click on marketing, and it shows me everyone who has marketing tacked to their profile. Then what the system should allow you to do is to use a calendaring tool to send an invite to send those meetups and schedule that. That's the one thing I think that's missing right now. People don't realize is that you can totally do a virtual event and you can do one on ones, but the problem is that the time... When you're at a normal event, you're in the hotel, you're dedicating three days of your life to whatever happens there. You're going to put your time into it. Virtual events, I don't think that's going to happen anymore.

Will Curran:

Virtual events are going to blur into the real life experience. I want to go attend a virtual event for a couple of hours, then I have a meeting with Accounting, then I might have to go walk my dog, then I might have to go to dinner with friends. I mean, right now, we're obviously not going to dinner with friends. But you know what I mean? It's going to merge in between. We're going to figure out ways to fit events in between our normal life versus saying, "I'm going to shut down everything I do, put an "Out of Office" reply, and pay attention to this for three days." I think that that's not possible.

Thuy Diep:  
Yeah.

Will Curran:

Think about how many times you've been to an event. Thuy, let's talk about this. You were in Vegas for IMEX, and it's a city you're really familiar with, you know a lot of people. How hard is it for you to 100% dive into the event knowing that there's people around you that you know? There's activities outside of the event that you want to explore. It's hard, right?

Thuy Diep:  
It's really hard.

Will Curran:

I hate it when the conference is in my hometown. It's nice because I get to sleep in my bed, but I can't... It's so hard to turn off the rest of the life.

Thuy Diep:

Oh, I love events in Vegas. I know Dustin and Nick disagree with me, but I'm like, "This is my city."

Will Curran:

My city. Yeah, yeah. Yeah, yeah. Yeah, totally. But you don't get that with virtual. You're not like, "Let me show you my internet," and that sort of thing.

Thuy Diep:

True.

Will Curran:

For example, if you put an event on a Sunday, I can tell you, bar none, 6 PM Pacific Time, 9 PM Eastern, I am going to be watching Westworld.

Thuy Diep:

Ooh.

Will Curran:

I don't care if the event's going on. I will put it on pause to watch Westworld.

Thuy Diep:

Talking about TV, have you seen The Circle or Love is Blind?

Will Curran:

No.

Thuy Diep:

On Netflix.

Will Curran:

Wait, is this related to virtual events?

Thuy Diep:

It does. It is, and you should watch it because it has so much to do with virtual social dynamics. The Circle is basically... It's about being popular. That's actually where that question came from was like, "Can you do sub chat groups versus one on one?"

Will Curran:

Ooh, yeah.

Thuy Diep:

So, they never see each other, and some people are catfished. You should actually watch it. I feel like I've actually been pretty prepared for this because of these trash TV shows that I actually rarely watch. It's so intriguing. Love is Blind... If any event professional is obsessed with it, I have an Instagram chat group dedicated just to Love is Blind. We send each other memes and things of that nature. Yeah.

Will Curran:

Yeah, yeah. So, ask me another question of what's possible. I mean, I'm really enjoying this. I'm getting fired up right now. I'm energized.

Thuy Diep:

Okay. So, the tagging thing.

Will Curran:

Yep.

Thuy Diep:

Is it the responsibility of the content creator and/or the attendee?

Will Curran:

Yeah. I think you got to lean on your attendees to put some effort in because they're going to reveal things you might not know. I think that the way you hybridize that is you should have ambassadors who are working with attendees who are able to call them, email them, and say, "Hey, I see you haven't set up your profile yet. What do we have to do to get you good to go?" And help them to do that. Because some people like me... I'm going to figure it out, it'll totally be customized, I'll be good to go. Then you have some attendees who don't know how to do it. You'll have some attendees that are like, "I don't want to do it." You have to show them that value, and concierge and customer support them through I think... Through the [inaudible 00:37:56]. Have you ever seen Secret Life of Walter Mitty?

Thuy Diep:

No.

Will Curran:

What's his name's character whose like, "Man, you need to finish setting up your eharmony profile." He calls him every day to set up this eharmony profile. You need somebody like that. Someone whose like, "Look, we want to help you get out there, get the most of the experience." Same way as well... You know that if they're not going to be willing to put their full profile on there, people aren't going to be able to engage with them exactly. So, that's another problem, I think, with virtual events as well. People don't have the ability to see who else is there, and to be able to really connect. How many times I've done webinars where people are just putting in their first names and first letters. Like, "No, let me see where your names are." Shout outs to Joe Floyd who's watching live right now saying how he gets annoyed when people put Facebook or



Twitter links in their profiles versus LinkedIn. Allow people to connect with you and get information about you.

Will Curran:

Honestly, events are very much about finding that perfect connection that might not have existed outside online. I won't know until I see the list, and I see that the planner from... For example, the head of corporate events from Twitter is here. I won't know to reach out to her because I didn't even know she was here. I think that's definitely a big part of it, for sure.

Thuy Diep:

Idea for the supplier partners... For the vendors. If I had an entertainment company, or a furniture company, any of that sort. Let's say entertainment. Could I do a virtual open house where each little video... I don't know the terminology. You walk in and you see one act. It reminds me of if you've ever been to the act or Rose. Rabbit. Lie. at the Cosmopolitan in Vegas. The whole thing is you get to choose your own experience, where you get to walk around these...

Will Curran:

Oh, wow.

Thuy Diep:

Well, it's an actual venue.

Will Curran:

Yeah, yeah.

Thuy Diep:

But it would be so cool to see it virtual. Go into this chat room and see this entertainment group, and you get to watch and you're like, "Whoa, that's cool. Okay, I had enough about that."

Will Curran:

Yeah.

Thuy Diep:

And then go into another one. Is that possible to do?

Will Curran:

Yeah, totally. I mean, think about YouTube Live right now. You can hop on YouTube right now, click on, "Show me all of the live streams that are going on," and you can choose. "Oh, hey. This band's playing live at this concert, let me watch." And everyone's chatting with each other and things. Then you leave, and you're like, "Okay. Let me watch this person who's live streaming their video games." Same exact concept, essentially, along there. I'm giving shout outs to a lot of entertainment companies who've been hitting me up who are like, "We want to

survive this. How can we go virtual?" People are figuring out how to use entertainment virtually as well. I'll give a shout to one specific one who I think is doing a really good job... SongDivision, who's one of our favorite people in the entire world. They are like, "Look..."

Thuy Diep:  
They're so great.

Will Curran:  
"... we want to get through this." They're like, "We can do the same thing we do now but virtually." Here's the best part. Now you don't have to fly their artists or the guitarist and the singer down there.

Thuy Diep:  
Yes.

Will Curran:  
They can do it from their webcam at home. Those guys have professional microphones and recording studios at home, and they know how to then tune that in online. Awesome. So fantastic. Yeah, figure out ways that you can integrate entertainment into it. For example, I've been talking to a couple of clients and they're like, "Well, at some point we need to do a lunch break." I'm like, "Cool. You know what we'll do? At minimum, let's play some music, people can put it on their speakers, they can listen to the music that we provide them. I think some people will really like that, and that costs nothing to do." So, just definitely a lot of possibilities out there as well when it comes to it.

Thuy Diep:  
Okay. So, you have, "likes," when I think of LinkedIn. You can comment. There's some platforms where you can give coins or give your... Even on LinkedIn you can... Not qualify. What's it called when you're like, "Yeah, she knows how to do event design."

Will Curran:  
Yeah. Oh, endorse. Endorsements.

Thuy Diep:  
Endorse.

Will Curran:  
Oh.

Thuy Diep:  
What's the next thing after that? What's the next way to...

Will Curran:

The full recommendation?

Thuy Diep:  
... engage.

Will Curran:  
You mean for virtual events?

Thuy Diep:  
Yeah. What's another way to engage with other fellow...

Will Curran:  
Your live stream audience.

Thuy Diep:  
Yeah.

Will Curran:  
Or your virtual audience? So, we talked about the pairing aspect of it. I think that the next level of engagement, I think... There's no tool that does this perfectly yet. So, this is where virtual event companies don't really stand up. Let's say, for example, someone's giving a presentation. All of a sudden we want to make it so you can see everybody who's watching, and see their webcams, and allow them to talk, and walk up to a microphone and things like that. It's not necessarily the easiest thing to be done.

Will Curran:  
The way we would do it is we use some proprietary live streaming systems, and some switchers, and a lot of broadcast TV level stuff that we use. We could bring in a Zoom call and allow people to do it. I think the next step is if I could have the ability that you're sitting in the audience, and I can just drag you in and put you on screen and allow you to ask your question... And allow people to engage that way. Super duper awesome. I think that's a huge level engagement. The software's kind of there, but a lot of systems aren't 100% there. It's going to need a little bit of customization. I mean, that's where you talk to your supplier partner, an Endless, or another virtual event company. We're calling ourselves a virtual event production company. That's where we come in to be able to help with that sort of thing.

Thuy Diep:  
Okay. So, titles.

Will Curran:  
Oh, yeah.

Thuy Diep:

We are attendees, we're guests, we're participants. Is there a term as a virtual attendee, guest, participant? We should make one.

Will Curran:

Yeah, I mean, you can call them... .

Thuy Diep:

No, but there should be...

Will Curran:

You can call them...

Thuy Diep:

I feel like there should be a...

Will Curran:

I would call them attendees. Attendees, yeah. I think all the same terms for events can be applied. Yeah, if you're doing live stream, you can call them viewer.

Thuy Diep:

Oh, viewer.

Will Curran:

But I could call them an attendee just equally. If they are a speaker, they're still a speaker. I think a lot of the terms are still the same. I can see on a lot of live streams and stuff... A lot of platforms we just call them viewers, things like that.

Thuy Diep:

But as a viewer...

Will Curran:

Attendee.

Thuy Diep:

Well, an attendee just attends events, so then people start saying, "Participants." A viewer... To me that's just someone that views. I'm just saying...

Will Curran:

Yeah. Yeah.

Thuy Diep:

... everyone should think about a word to call ourselves when we're attending these virtual events.

Will Curran:

Yeah, totally. I mean, that's the greatest thing about this virtual event space. As much as I want to bag on people doing them poorly and them not working very well or whatever it may be, there's now the wide open field of opportunity for these events. We get it. Not everything's just going to be perfect. But guess what guys? By us making this evolution, we are going to all work together to make this even better as well. So, the best thing that we can do right now is just... If no one's setting the rules, set the rule and say what it is. Stake your claim. I mean, we realized very, very quickly that we've been doing virtual events for a long time, but we were primarily an AV company. Well, people need help with this virtual stuff, so we're saying we're a virtual event company now. No one's stopping you, guys. You can make the evolution, and you can make this happen as well.

Thuy Diep:

Okay. Do you have any advice for planners, people who reach out? How do people stay current now slash... With this change? What are some helpful, quick advice for the Thuy's of the world?

Will Curran:

Yeah, yeah. My favorite thing right now is a lot of people are pushing out content. There's a lot of crappy content going out there right now. If their blog post has five bullet points, and it's like, "Here's how to do a virtual event in five simple bullet points." Disregard that. This stuff is not necessarily... It's complex, but it's also not complex, guys. For people to come out and give very surface level stuff like, "Think of the message." I'm like, "Guys, we've been talking about this stuff for events for a long time. Don't take any surface value stuff that applies to normal events. Take all the stuff you've learned from your events and now apply it virtually in what you have learned 100%." So, I think that's one of the first things I tell for people who want to learn more about this. It's like, "If you read articles and they feel surface level, they are surface level. Don't waste your time, move on deeper from there."

Will Curran:

The next thing I think that you can do to learn more about this... I mean, other than subscribing to Endless' content. Shameless, self-plug right there. I think you can easily ask for help from people. I can't tell you how many 15 minute, 10 minute calls I'm hopping on where I'm just helping people very quickly get jump started. I'm saying, "Look, if this is something... I'm adding value and you want to come back to me, come back to me then and I'm happy to help you out." Just hop on calls with people. Right now is not the time for us to isolate ourselves. To say, "Okay, I'm going to try to research this all on my own."

Thuy Diep:

Literally, though. Isolate yourself, literally.

Will Curran:

Call the people you trust. Yeah, literally. Don't isolate yourself as much as... Yeah, on that end. Ask your people that you trust if they know how to do this. If they don't know how to do it, ask them who they know. A lot of people who are connecting me via email are like, "Hey, I know Will. Will knows this stuff. Here's a referral, let me connect you with this person." Also, at the same time, too, I have people coming to me asking questions that I'm like, "Okay. My client wants to do this now. How can I do this?" I'm like, "Well, I know someone." I'm lucky, because my network is so broad that I have been able to connect people with odd solutions, sometimes when even I can't help. I'm like, "Look, I can't really help with this. Here you go." Thank God for my network for reaching out. Honestly, if it wasn't for the fact that I also trusted to ask questions of the people that I trusted immediately... I'm now able to connect clients with better solutions and help them along the way.

Thuy Diep:

One thing I want to say is because event professionals... They naturally want to connect. I am in so many virtual happy hours, I'm doing virtual tea time over the weekend with some colleagues and friends. It's so cool. I get invites in there... Like, "Do you want to hang out in person?" I'm like, "No, but let's jump on a call. Let's FaceTime." I think that's actually really great that this came out of that.

Will Curran:

Yeah. Definitely, definitely. Honestly, I'm so impressed by everyone's ability and desire to hop on video calls so well. We made a Slack group for all event professionals together.

Thuy Diep:

Yeah.

Will Curran:

Yeah, thanks Thuy for joining that. It came, honestly, from one message. Honestly, it's kind of ironic that it happened. Nick messaged me and said, "Dude, we should start a Slack and bring everybody together." I was like, "Yeah, let's do it." It took me five minutes, and I set it up, and I just sent the invite link. I don't care who joins. Let's build the community. I think it's building these awesome virtual communities.

Thuy Diep:

People from all over the world are reading all the intros.

Will Curran:

Yeah, it's crazy.

Thuy Diep:

I'm like, "Oh my gosh girl, you're from Turkey. Cool."

Will Curran:

Yeah, yeah. Totally, totally.

Thuy Diep:

Yeah.

Will Curran:

I've just been super duper impressed by everyone coming together through...

Thuy Diep:

I wish it was a little easier to sign up, I would say.

Will Curran:

Yeah, yeah.

Thuy Diep:

Even with someone who has used Slack before... Actually, I like the poll. I don't know why we don't do more polls in our Event Brew chat channel.

Will Curran:

Yeah, yeah. Our Event Brew one. Yeah, yeah. Just type slash poll and you can do it anytime.

Thuy Diep:

Oh.

Will Curran:

Yeah, yeah. Yeah. We just never do it in ours, I guess.

Thuy Diep:

Oh. Yeah. No. I love that. I really encourage everyone to... It's building these communities now. So, if you're not a part of it, jump on it. I love the fact that we have the subcategories too. Like, "Here's all the things for..." Yeah, yeah. Yeah, yeah.

Thuy Diep:

The organizational Thuy in me. I'm like, "Yes, I like this."

Will Curran:

Yes, I like all the organization for sure. So, anyone's who's listening, if you want an invite to the Eventprofs Unite Slack. In one day, it went from zero to 100 members.

Thuy Diep:

Oh, we're past 100?

Will Curran:

Yeah. We just passed 100.

Thuy Diep:  
Great.

Will Curran:

I started it at 6 PM yesterday, and it's 3 PM to now... Today, a day later. Yeah, it's growing like weeds. So, if you want an invite, shoot us an email, [eventbrew@helloendless.com](mailto:eventbrew@helloendless.com), and we'll shoot you over the invite too, and we're going to try and get as many people in it as possible. Hoo!

Thuy Diep:  
All right.

Will Curran:

Awesomeness. Should we wrap this one? We're going a little bit past our time. Should we take them home? Thuy?

Thuy Diep:  
Take them. Take them home, leave them home.

Will Curran:

Take them home, stay home.

Thuy Diep:  
Lock them up.

Will Curran:

Stay home. Yeah.

Thuy Diep:  
Lock it up.

Will Curran:

Quarantine yourselves.

Thuy Diep:

You want me to do the extra?

Will Curran:

Yeah, yeah. Yeah, yeah. Why don't you just take it home. Give them some love, and leave them with a thought provoking question why don't you.



Thuy Diep:

You're definitely my little event brother, because this is the first time I don't even have a document out.

Will Curran:

You got this.

Thuy Diep:

If you want to join the conversation, #Event Brew, email us at [eventbrew@helloendless.com](mailto:eventbrew@helloendless.com).

Will Curran:

[eventbrew@helloendless.com](mailto:eventbrew@helloendless.com). Yeah.

Thuy Diep:

.com. Wait, so we're live right now through LinkedIn, but what happens when... It's still going to get recorded.

Will Curran:

This is going to get published, yeah. We're going to push this one immediately to publish as soon as possible because we felt like this is...

Thuy Diep:

Oh, good.

Will Curran:

I think there's a couple episodes. It's tough, we're rescheduling... For everyone who follows Endless' content, we are literally shifting everything. There's a lot of content that we had coming out that was not relevant right now that's literally getting pushed off. So, we're trying to give you guys relevant content. If there's stuff you guys want to see... Especially, Event Brew. You've got to let us know and email us right now. What sort of stuff is on your mind, what do you want to talk about, what do you want us to hear about? We got to know from you guys right now. We're brainstorming, but we want to hear from you guys.

Thuy Diep:

Absolutely. Well, Nick and Dustin are in other webinars right now... But engage with us. We have time. Whether that's one on one, or whether that's in a group, or anything of that sort... Please let us know. We always review, get feedback, engage with you. We love all that. Let us know what you like, don't like. I would say the question to ask everyone is...

Will Curran:

What bugs you about virtual events?

Thuy Diep:

Yes.

Will Curran:  
What spills your tea?

Thuy Diep:  
Or what do you want to know about it? I am not as much of an expert than Will thinks I am. I actually am with everyone else that's like, "How do we make this happen?"

Will Curran:  
I got you. That's why you got a Will in your life right now.

Thuy Diep:  
Yeah. Well, we need to touch base because I'm getting questions like, "We need to go virtual." I'm like, "Got it. Okay." No idea.

Will Curran:  
I love it, I love it. All right. Well, thank you guys so much for tuning in. This has been Event Brew, this has been Will Curran and...

Thuy Diep:  
Thuy Diep.

Will Curran:  
We'll see you guys next week on Event Brew. Bye.

Thuy Diep:  
Bye.

Announcer:  
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](http://Eventbrew.com) and leave us a comment about this week's episode. See you next time on Event Brew.