

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 the 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:

Hey, what's up the Brew Crew. This is your man Will Curran. Welcome back to another episode of Event Brew. I'm joined by some amazing co hosts today. Show yourselves.

Thuy:

This is Thuy with the RA Business Events.

Dustin Westling:

You're so animated today Will. I'm going to have to keep chugging on my coffee. This is Dustin Westling with One West Events out of Canada.

Nick Borelli:

Hi. And this is Nick Borelli, and Borelli Strategies on East Coast time. So I have the least amount of coffee.

Will Curran:

Wait, no it's the other way around. Isn't West Coast that get the least amount of coffees in them?

Nick Borelli:

Oh, yeah, you're right. Nevermind.

Dustin Westling:

Geez.

Will Curran:

So, I think Thuy is winning that battle right now. So speaking of things that we're putting in side ourselves, Dustin you mentioned a little bit that you're doing something a little bit different than normal. So with drinking not water.

Dustin Westling:

That was the worst segway ever. Yeah, no, I'm back to my skinny girl, half decaf Keurig coffee.

Thuy:

Wait, skinny girls makes coffee?

Dustin Westling:

Yeah. We've talked about this before.

Thuy:

No we have not.

Dustin Westling:

Yeah on our very first episode.

Will Curran:

Yeah, very first episode I think.

Dustin Westling:

They make Keurig pods and they're half calf. So they're like half decaf, half regular. And they're the only Keurig pod that I found that is half caffeinated.

Nick Borelli:

Yeah you were really you really are the enemy of Greta, huh?

Will Curran:

That's great.

Dustin Westling:

Oh, yeah. I power those Keurig pods up. Bury them in my backyard.

Nick Borelli:

She's crying somewhere in Sweden or wherever she's from. Who knows? She's not really on my radar.

Will Curran:

All right. Well, Nick, you were saying, you have the least amount of coffees in you?

Nick Borelli:

Yeah. I mean, I guess I've been up for five hours, so I don't even know what I'm talking about. I'm just drinking coffee. I don't know, it's not exciting. It's like the boomer equivalent of coffee. When you see those boomer comics where, someone at Starbucks is asking for this really complicated order and they get guys like, "I just want coffee." I'm the boomer that's just wanting coffee.

Will Curran:

What kind of coffee is it?

Nick Borelli:

You know I think it's Folgers because I could care less. That's the tagline for Folgers when you could care less.

Will Curran:

Is it just like the standard red? But I don't even know anything about Folgers. Is that the red tin, the red can?

Nick Borelli:

Yeah.

Will Curran:

And that's it?

Nick Borelli:

It's plastic now just to spite Greta. But yeah coffee flavored. I honestly probably don't get the same thing three times. I just don't care. I'm a quantity guy. I've had about four of these and then I have my drinks lined up. I get them all ready for the day. I've a couple Mountain Dew zero and a Monster Rehab and then I think a water, so you know.

Dustin Westling:

That sounds like a good idea Nick.

Nick Borelli:

Yeah just cut it with that.

Will Curran:

Maybe go coffee and then water next. And then the rest of the stuff, just push it off the table in to the trashcan.

Nick Borelli:

Okay. Well, shouldn't I recycle it? Anyways, sorry.

Will Curran:

We're probably making some efforts and getting Nick, is now drinking at least something. It's Folgers, so, I mean, not to hate anybody Folgers. If you're a Folger's drinker out there let us know, but Thuy what do you got going on in your cup?

Thuy:

I am drinking mothers little helpers, David organic herbal infusion tea and it says 'drift away with this relaxing blend of peppermint lemon grass and roots like rosehip and cornflour'. And I'm also like multitasking during this and just stirring my homemade chia seed pudding for you ... the weekend.

Will Curran:

Is chia seed pudding considered a brew?

Dustin Westling:

That looks terrible Thuy.

Nick Borelli:

I just had Golden Grahams.

Will Curran:

I look at that and I'm like urgh that looks so disgusting.

Thuy:

You guys, it's so good.

Will Curran:

Oh well I props you for drinking that kind of tea. That kind of tea puts me to sleep. I'm drinking a ginger peach tea that my friend gave me for my birthday a while ago. I don't know from some brand called signature reserve. I think he picked it up at like CircleK honestly, and it is not good. I love you Chris. But it is not good tea. It smells like...

Nick Borelli:

Not getting that sponsorship.

Will Curran:

That's all you get. So I'll take any tea other than that any day. But speaking of stuff we're going to talk about today.

Nick Borelli:

That's the weakest transition.

Dustin Westling:

It's going to be a rough one guys. Speaking of stuff.

Will Curran:

Why don't we talk about what we're going to talk about today. And it's a little bit time-sensitive, but we got a big show, events industry conference coming up and we wanted to talk a little bit about the know before you go, if you're attending this conference. So the conference is TSE and Catersource, which normally have been separate conferences and now they've combined forces, and being held in Vegas this year. So yeah, okay, I guess we'll start this off with, who is going this year to TSE and Catersource?

Nick Borelli:

I will be there.

Dustin Westling:
Not it.

Thuy:
I'm actually not going. I'm all about the JOMO slash I have a program, a huge program running in LA, so I'll be on that.

Will Curran:
Will and Dustin will be doing meet and greets.

Thuy:
Represent the team you guys.

Will Curran:
Yeah. So come find Dustin and I, we'll be there. I'm curious to know I mean, because obviously there were two separate conferences before, but has everyone here, we've all been to TSE?

Nick Borelli:
Yes.

Thuy:
Yes.

Dustin Westling:
I've been the last nine years, I think.

Will Curran:
Nice. And then how many have been to Catersource?

Dustin Westling:
I've been many times too, yeah.

Nick Borelli:
And my first Catersource was 2004.

Will Curran:
Oh, I never been to Catersource before because I thought it was for caterers.

Nick Borelli:
It is.

Thuy:

But there's an event side.

Will Curran:

Yeah there's an event side too I know, I know.

Nick Borelli:

Do you guys know the history of the whole thing?

Thuy:

Wasn't it like Event Solutions and Catersource? Wasn't that the...

Nick Borelli:

Yeah, so in the late nineties, or actually late eighties or early nineties, a caterer by the name of Michael Roman transitioned from being a caterer to being the catering guru. And now you see that a lot in different corners of the industry. There was someone who was a wedding planner and then turned into wedding planning trainer actually that's I think every wedding planner. But in other corners of the industry, you see that a lot. There's people that find out that they're really good at training other people.

Nick Borelli:

And then Michael created this road show and then eventually an annual conference in the nineties, and he was kind of the face of it. They had a magazine for a number of years, a Vegas show, and then after a period of time, he sold the show. Actually prior to that they purchased another show, which was Event Solutions, which I used to go to that show as well. And then that was the event track, quote unquote. So there was the caterers would do Catersource and the event people, which is I guess everyone else, did the Event Solution stuff. They co located and it's a co-location show.

Nick Borelli:

And then UBM bought them eventually, kind of sunset the Event Solutions brand. And then after a number of acquisitions with Penton, now Penton media, which has had TSC for, I wanna say since the late eighties as well, they now co-locate the special event, which is TSE and Catersource. Similar to what took place before, but in a much larger capacity, and this is the first time ever that these had been co located.

Nick Borelli:

I think that's the abridged history, as much as I know of it.

Dustin Westling:

That was an incredible history lesson.

Nick Borelli:

Well I went to Catersource for the first time in the early two thousands, because Michael Roman had this thing where, there was Catersource had a message board which was really, really active and I was on there all the time. This is pre social media.

Will Curran:

Oh my God remember message boards? Holy crap.

Nick Borelli:

I was like a forum nut, my whole life up until the social media was like I was the forum guy.

Will Curran:

Dustin, Thuy, did you guys ever participate in web forums?

Dustin Westling:

Not so much.

Thuy:

Wait what is that?

Nick Borelli:

Like chat rooms essentially but post boards.

Will Curran:

Like the ILEA community page where you can create threads and then they have posts below it, like that. But that was the only way you got to talk to people and learn things.

Nick Borelli:

Yep.

Thuy:

Oh I used to like AIM and like Yahoo chat groups when I was really young.

Nick Borelli:

Same idea.

Thuy:

Okay.

Will Curran:

Not necessarily the same idea.

Nick Borelli:

Yeah the chat isn't the same idea.

Thuy:

The conversations are different.

Nick Borelli:

But Yahoo had groups, and Yahoo groups was pretty big for a while.

Will Curran:

Yeah Yahoo groups. And then there's still some of, there's an event professionals group that still uses, well they use Yahoo groups and then Google groups and then that got faded out, God Mico meetings community. Have you ever heard of it? They still use the, I think they used Yahoo groups before and now that got shut down so now they're using Google groups. But it still exists.

Dustin Westling:

Geez.

Nick Borelli:

Yeah that was pre social media social media. Catersource had a really vibrant group in that and then people were like ... We would meet up and it was just everything that you would expect from social media. With that I got to have a lot of conversations with Michael Roman, and then he had this thing where every Friday if like he had four or five hours where anyone called him at his office, he would just give you advice. It was just an open line, kind of like pro bono consulting. And I was super young in my career, so I was like whoa. But I didn't have the gene that make me worried about asking people for stuff. So I did it pretty much every week, I had at least a 30 minute conversation with him every week about something I was doing and I gained a ton of knowledge.

Nick Borelli:

He inevitably gave me free admission to my first Catersource that way. Because I was just a sales guy, so I didn't really have ... The organization I was with they weren't going to send me, so he got me in for free. And then from that I started speaking at Catersource, first really national show that I've ever spoke at in 2006 on web of blogging, yeah. A blog is a web blog. It was like...

Will Curran:

Web blog.

Nick Borelli:

Yep. So I have a history with the show. It's good for a lot of people.

Will Curran:

I'm going to do mine because it's like one sentence long. My first ever experience at TSE was in Phoenix and then I didn't really go to any until New Orleans a couple years ago.

Nick Borelli:

Yeah that was a good one.

Will Curran:

That was my most recent one. I think I don't think I went last year. What about you guys? Thuy? Dustin? What's your guys' history...

Dustin Westling:

Go for it Thuy.

Will Curran:

... Of the show? Any interesting fun facts or tidbits to share?

Thuy:

I was a volunteer as a student, a hospitality student.

Will Curran:

Oh yeah.

Nick Borelli:

Hands on hundred.

Will Curran:

I forgot about that, yeah.

Thuy:

When I lived in Vegas, and so that was a way, actually when I was younger in my young professional days, how I would get into conferences for free. You just volunteer at the registration desk and then you've got a full access pass to go attend all the educational events, and so that's what I did. I helped set up the registration area at Catersource in, Oh gosh, early mid two thousands, like tens. I think, so yeah that was my first experience. What about you Dustin?

Will Curran:

I completely forgot you told that story.

Dustin Westling:

My first TSE was in Phoenix.

Will Curran:

Oh yeah. Oh that's really stereotypical, Dustin.

Dustin Westling:

I know and I didn't call you. I saw you, I was too nervous to say hello.

Thuy:

We all get like that sometimes.

Dustin Westling:

I'm just kidding I didn't know who the fuck you were.

Will Curran:

This was like 2008 dude, I was just out of high school when it first happened and I was just starting the DJ company. No one knew who I was. I was the one that everyone thought was just this weird kid. But anyways, Dustin.

Dustin Westling:

Yeah and I've been to every one since then, so I guess it's been a little bit longer than I thought. I don't think it was 2008. I actually think it was 2010.

Will Curran:

Oh that may be, yeah.

Dustin Westling:

Yeah.

Will Curran:

Yeah that makes sense.

Dustin Westling:

And I've been to every one since. I used to go to Catersource when I worked in hospitality, and it was always a great time. I spoke at Catersource a couple of years ago, which was really awesome. Speaking at Catersource, it's just such a different audience and they crave anything creative, any topic that's on creativity, they really crave that. So it was really cool. It's yeah, it's great.

Dustin Westling:

I'm a co locating them I think is going to be interesting. Catersource is, I believe, a much bigger conference than the special event. And I love the people at special event, but that show has really felt like it's shrunk over the last few years, and the education attendees seem like it's been less and less. So I think this might be a great opportunity to merge these two audiences together, and yeah we'll see what the future brings for this partnership.

Will Curran:

So brutal brass tacks. Do you guys consider this one of the conferences you have to go to?

Nick Borelli:

Nope. It used to be. I think, for me, it was a show I had to go to and to a point where I have kind of focused on a different corner of the industry, which doesn't, has never heard of TSE or Catersource. So in the trade show conference world, this show ... When I try to explain this show to them and I'm like, it's like a supplier show meets social planners meets people in the first 10 years of their career. You know? And I look at convening leaders as almost the opposite of that, where the content is bonkers, and there's like these authors and people from all these different industries and over 50% of the attendees have been in the industry for over 20 years. And I look at TSE as, I feel like everyone there's been in the industry for like five or six years.

Nick Borelli:

I could every year close my eyes tell you like 50 to 60% of who the speakers will be. At one point I had a two or three year running where I had no less than four, as many as six speaking sessions at the same one. I was sick of me. So lots of incumbents and lots of multi speaking thing... I dunno, it's just for me it's ... I mean obviously it sounds like I'm being really negative about it. It's the absolute right show for some people and when you start feeling the diminished return, which I feel like if you are on a certain career track, you will, then just know that you should pivot. At least that's for me.

Dustin Westling:

I never get sick of hearing you speak, so.

Will Curran:

That's why you're a host. That makes sense.

Nick Borelli:

Yeah, I don't know.

Dustin Westling:

Yeah.

Nick Borelli:

I would rather give my time to more people, other than right now.

Dustin Westling:

I do agree that these conferences tend to feel the same same, and nothing really surprises or delights you, and they start to feel like they're a bit of a template. And I think everybody goes for different reasons. And I will say that I certainly have not focused on the education part of TSE, and I certainly have not focused on the trade show. One of the downfalls for the trade show coming from Canada, is a lot of those businesses don't do business in Canada, won't sell to

Canada. And that makes it a bit painful because you've got to ask first before you meet anybody at, you have to be like okay, before you jump out in the aisle and drag me in, I'm Canadian. And then they just go, oh okay, keep going. So that's fine. And I've always said they should really put a marker on the booths with a little Canada flag if they're serving...

Nick Borelli:

That's interesting. Yeah they should.

Dustin Westling:

Yeah or mark our badges so we don't get bothered by people that you can't do business with. That's a little side rant about trade show, we all know how I feel about trade shows. But funny enough, I think I'm doing a blog while I'm at TSE on my favorite trade show people. So yeah let's not let those two worlds collide. A little contradiction there.

Nick Borelli:

No I think you're the perfect person to do something like that then, you know? Like yeah.

Dustin Westling:

Well then you can check out my blog the week of TSE.

Nick Borelli:

I will.

Dustin Westling:

Yeah I think there's a lot of people that go for the social aspect of it and that's perfectly all right too, there is nothing wrong with that, and I will say that that my reasons for going over the last few years has been more social. It's been more just to connect with people that I don't get to see a lot of, being in a different country I don't run into people as much, I don't do business with a lot of my friends that I've made in this industry. So that gives a time and a place for you to come together and catch up with people and shop talk at the bar. And yeah.

Will Curran:

Do you recommend ... I mean I don't think I've ever asked this question before ... Do you recommend Canadians come to more American conferences than they do Canadian conferences so they can get a different perspective, they have a little bit more freedom to not run into people they know.

Dustin Westling:

Yeah. I think that, Canada is 10% of the population of America, so the conferences that we have for event professionals are considerably smaller. So yes and no. I think that everybody should travel outside of their normal worlds and be exposed. I think if you were a Canadian and you said, I can only go to one conference a year, should I go to TSE? I might be like, well I think you

should put it on your list and maybe you should hit it every few years, but I don't know that I would make that the one.

Dustin Westling:

There is a couple of really incredible live experience conferences in Canada. If you've never checked out C2 Montreal, it's a marketing conference, but if you want to get inspired and you want to listen to thought leaders from the tech and marketing world and be in an environment that will blow your mind, C2 Montreal is absolutely incredible. Nick have you ever been?

Nick Borelli:

It's actually ... No I haven't. I really, really want to go. Aaron Kaufman and I are supposedly going to go to a couple of different events this year as attendees, with no ties whatsoever to anything other than just being an attendee. That's kind of a thing we want to do together. And that's on a short list of things that in the next... And maybe not this one coming up because it's coming up pretty quick. But yeah everyone I know who has ever gone to that has had a pretty transformative experience from it. And I think of 10% Canada's population to America, and then I think of C2, I think of what else? You have the Canadian special events show, you have that whatever incentive works is now, go West. I mean that's pretty incredible I think. I think that there's frankly a real high quality amount of shows for people to go to within Canada.

Will Curran:

And it seems like a couple of American conferences have also just been like, we're going to pump up and go up there. I mean we had ILEA live was there a couple of years.

Dustin Westling:

PCMA was there, MPI was there.

Will Curran:

PCMA was there, MPI was there. It feels like a lot of people are trying to like, hey they want to bring it up and people are really interested in it as well. I wanted to jump on the C2 Montreal train real quick. But I mean, I think it's one of those things, if you feel like you go to TSE and you feel like yeah it's a supplier show or first couple of years kind of show, which is what honestly I feel, and I think it might be because I, similar to Nick, I skewed more corporate than anything. But C2 was one of the few events that I went as an attendee and it just blew my mind completely. And if you're looking for that like ... TSE was a starting creativity of okay, how can I use paper plates to create a backdrop? If you want to talk about how do you use multimillion dollar technologies to build a crazy set piece? And things like that, C2 is kind of that level of things.

Nick Borelli:

Or just how to think creatively differently versus like the newest colors available and cold sparklers, or we've got seven different colored linen fabrics this year that are different. That's, I don't know. Again if you're in the uber practical world and you're buying and you're making some

purchasing decisions off some like tactical kind of stuff. I find that as we been talking about this whole ILEA-generated three phases of an event, of the strategy, the design and the execution. This is a show, I think, that is really for people who are in the role of execution, for me.

Dustin Westling:

Yeah I'd agree with that.

Will Curran:

Thuy you're really quiet right now, we've been bashing on TSE.

Nick Borelli:

Yeah.

Will Curran:

She's just sitting over here just silent. Do you disagree Thuy?

Thuy:

Well you guys are talking about C2, so I don't like have any input there. And just listening to everyone's feedback on TSE compared to Catersource. I feel like Catersource, I used to be more involved with NACE, which is why I was attending cater source.

Will Curran:

What's NACE?

Thuy:

NACE is, oh my gosh. The National Association of Caterers and Event...

Nick Borelli:

Executives?

Dustin Westling:

Executives.

Nick Borelli:

I think it's Catering Executives.

Thuy:

No it's events as well.

Nick Borelli:

It changed like six years ago, it changed.

Thuy:

Yeah it's caterers, planners.

Nick Borelli:

It's catering and events.

Thuy:

Or yeah, and events. That's what it is.

Will Curran:

Oh yeah. Catering and events.

Nick Borelli:

It was yeah, it's been around for like 56 years. I think the last seven years it switched over, because I was at the conference, which I want to say was a TSE, where they switched over and they made themselves more broad. So their what do you call it? Their unique selling proposition would be less unique, I guess, I don't know. I guess I'm in a bitter mood today.

Will Curran:

Yeah.

Nick Borelli:

Very sarcastic and cynical.

Thuy:

Without your Monster.

Will Curran:

Okay so I'll, I'll give one props to I think what I enjoy about TSE is, I think you guys hinted that it, is that it's also a really social show as well. I mean as someone who has spoken at TSE, I will say that the content doesn't feel as strong as other places. You're not going to go for the content, but I remember every single one of those parties or outings or dinners or things like that were always really great. I mean I got to see some of the craziest entertainment and things like that. And yeah I think that's where it really pushed the boundaries on it.

Will Curran:

So I think definitely if you're going, if your friends are going and people you know are going, then go for the social aspect of things. Maybe it's one of those ones like Thuy and I are going to go in a conference room and work for the day and then at night go to the parties.

Nick Borelli:

If I would've gone that's what I would've done.

Dustin Westling:

I hope that anybody that's on their way, because by the time this gets posted you will be packing your suitcase already, don't take any of this feedback that it's not a great investment and it's like every conference. We did an episode on strategies for conferences, which you should go and listen to. Like every conference you've got to set your goals, you've got to know what you want to get out of it in mind and work hard to achieve that.

Dustin Westling:

And it really is a great gathering of amazing people. Some of the brightest and smartest people in our industry are there and roaming around. And take advantage of the opportunity. Check out the app, see who's going and make sure that you make lots of great connections and when the education isn't suiting your needs, then wait for the party and show up and you'll have a really great time. And Vegas always delivers, so.

Thuy:

Yeah.

Nick Borelli:

The education was extremely valuable to me at certain levels of my career too. So I don't want to, I guess I'm now looking at what I said and now I'm going to try to backtrack a little bit.

Dustin Westling:

Lisa Hurley is going to put a hit out on us.

Thuy:

Yeah.

Nick Borelli:

Lisa Hurley is easily one of the nicest people that there is too, I'm just committed to being honest in where it means for me and it's so subjective, right? But at a point in my career it was absolutely vital to get the information that I did from there. And I just get a little cynical when I see the same faces over and over again, and again I was one of them and took myself out of it for that reason.

Nick Borelli:

But I will say that the approachability of everyone there is amazing. You can talk to, you could see a session with somebody speaking and then afterwards say 'hey that was really great. Can I connect with you later while at the show, can we get coffee together?' And if I do that, like at NPI with this guy from NASA that I saw, he'd be like, yeah no we can't do that. In probably a nice way, but there is an approachability of like, hey I heard what you said about that but I have a very specific problem, can we talk about that over lunch or breakfast tomorrow? The chances of someone there saying yes to that, because everyone's kind of in the trenches, is really high. So do that.

Thuy:

I think the experience, there's such hype being the first TSE Catersource event for me, I'm going to be curious and following Will and Dustin on what's going on, like the flow and how it's all merging together and what that new identity is, especially in Vegas. Oh.

Nick Borelli:

There's so many more cliques there that'll be interesting too. So I used to be a member of the international caters association. So there's an ICA clique and then there's people that go to Catersource every year clique, and then there's going to be NACE ones and ILEA ones and whatever else. And not to like ... They're just natural things that happen. I'm not saying that's a negative thing, it's just something that you know people, so you hang out with people you know, because you don't get to see them that often. But seeing a bunch of those groups together will be interesting. And I don't know, if I was going to this show and I had a goal of sales, I would be going to a lot of the catering sales sessions, even if I wasn't a caterer, because caterers have to be really good at sales and their sessions I think are disproportionately good.

Will Curran:

Hmm. I'm looking through the speaker list. I mean, this is really interesting, I don't really see a list like this a lot of times in conferences where they just list every single speaker that's going to be here. But I mean, chances are if you're listening to the podcast, you probably also ingest a lot of content online as well. Look through this list and see if there's names of people that you respect and that you really like. I mean for example, if you really respect Dustin's view on things, this conference might make sense alone for you to go and see Dustin speak for example. I see on here, Mark Wells from Hello! Destination Management. That guy is one of the smartest guys I've ever met in my life.

Nick Borelli:

Mark's awesome.

Will Curran:

You know I see Sasha Souza, David Merrill, who's one of the smartest design people I've ever met in my life. Kelly Treadway, who's also one of the smartest marketing minds I've met as well. There's some good names on here too. So feel free to look down this list and see if it makes sense for you.

Nick Borelli:

Do you know what's funny that I do every time I go to one of these things is I go to see, and this might be really surprising to this group, I go and see Alan Berg speak. And it has nothing to do with what I do at all, I just watch him speak because he's a superior speaker. If you want to get good at speaking and you want a masterclass and you have the ability to deconstruct something you're seeing happening live, watch Alan speak because he doesn't do anything that isn't on purpose. Right?

Nick Borelli:

And I think that his content, if you are squarely in the world of sales or the social end of things or you're a supplier, so then you're going to get some amazing nuggets that are just 100% true. Because there's kind of good sales and there's bad sales and he speaks good sales. But his speaking is so deliberate and so intentional that for me, I just kind of zone out on what he's talking about, because I've heard it a million times. And it's not for me cause I'm not selling weddings. And I just watch his cadence and gestures and things and I'm like, man, I am not a good speaker.

Thuy:

That's a big honor coming from you Nick because I feel like you're like, what his name's Alan? You're like the Alan to me. I'm like oh my gosh Nick articulates so well and when you talk about demeanor's and speaker personality, I'm always like how can I be more like Nick?

Nick Borelli:

Yeah you need to get in some better rooms.

Will Curran:

Monster energy drinks.

Nick Borelli:

Yeah maybe. And lots of toys, lots of figurines and.

Will Curran:

Yeah like figurines.

Nick Borelli:

Yeah.

Thuy:

So we did the pocket episode on conference attendees and tricks and tips, but what about advice on Las Vegas? Because I feel like last time when we were all in Las Vegas was for IMEX together.

Dustin Westling:

Hmm. Well it's a very busy week in Vegas. So you better prepare yourself.

Will Curran:

Yeah.

Nick Borelli:

Super busy.

Will Curran:

That's what's been crazy. So we're planning, I was telling you guys this offline, but we're planning a mastermind going on during the same time. And I was like, you know what we'll just grab like a restaurant, we'll grab reservation for like 20 of us. No big deal. And my God, every restaurant's like sold out right now.

Dustin Westling:

There's some big citywide conference going on. It's not Catersource or TSE that's Vegas locked down. There's something really big going on.

Will Curran:

That makes sense.

Dustin Westling:

It was very expensive from Canada to go there. I'm not even going to begin to tell you how much it costs to fly and stay this year. And that is starting to become a serious, that's becoming quite serious for our industry conferences. The cost to go is just seems to be getting higher and higher and higher. And it feels like, especially cities like Vegas, are really are back on their feet and they're getting really busy again. They are changing, you can tell the business model is moving away from gambling revenue and the price of rooms is astronomical.

Dustin Westling:

And Vegas, a lot of these, I'm not going to say specifically, but a lot of these big Vegas hotels have now been around for 15, 20 years and they are so due for an upgrade. And what they're charging for what they're offering is like... I'm starting to not be as in love with Vegas as I used to be.

Will Curran:

Hmm.

Dustin Westling:

Thuy?

Nick Borelli:

Yeah Thuy's got a lot of tips for Vegas.

Thuy:

No I love Vegas.

Dustin Westling:

We're going to piss off Visit Las Vegas next.

Thuy:

I don't know advice especially with conferences. Yeah I would say going onto the reservation thing, well definitely make those or know someone that they're in the industry as well. So even reaching out and saying hi, but making sure those are all secured. I feel like at any conference, at any destination just don't assume, especially the big ones like LA, there's, I'm on waiting lists for just normal personal dinners months in advance.

Thuy:

What else about Vegas? Obviously everyone knows it's open 24/7 and so I don't know, I look out the events and which ones I want to attend. I'm very selective and knowing because, well at least with IMEX, it's like you get invited as so much, so don't go hard. Actually this is normal, personal Vegas tip. Don't go hard the first night thinking you can go to a day club and then into a nightclub and then you can make brunch the next day. You can't. Don't go too hard that just ruins your whole entire week. Take it at a time, because especially with our event professionals, we like to socialize, we like to party, that's where the real networking happens. That's why we even created this podcast. And so know your limits, know your boundaries, know what you need, your objectives going into this. Because at the end of the day, it's still business.

Thuy:

It's like as fun as our careers are, you're there to do something. So whether, Nick said, if you're going there for sales, looking at the speaker list and saying, okay well what topics can I actually, what I can gain from that? I know this person might be at where I can network with. I'm trying to think of any other Vegas ... In March it's beautiful weather. It's going to be so nice. If you're going to be at one of these amazing strip hotels, take some time to chill by the pool.

Dustin Westling:

Yeah I think it's at Mandalay Bay. I don't think the pools are open quite yet, so.

Thuy:

No? March?

Dustin Westling:

I don't think they're open until April most of them.

Thuy:

Oh.

Dustin Westling:

But yeah. One thing to keep in mind about Vegas is if you're used to going conferences where you're in a conference center and you're staying at the conference center hotel or across the street, if you've not done a conference in Vegas, it is very big and you do need to make a plan. You're not gonna run into people as naturally in Vegas, just because of the sheer size of it. So when you want to hook up, sorry meet up, it's a conference. When you want to meet up with

somebody, you've really got to make a plan or you might find yourself just lost in the vastness of it. And it takes you ten times longer than you think it will to get everywhere.

Thuy:
Yes.

Dustin Westling:
So leave early.

Thuy:
That's a good one.

Dustin Westling:
And transportation in Vegas is rough too I find.

Thuy:
Lifts and like ride share. You're usually at a different location, you can't just get picked up right from the main lobby. So they have a designated area for that, just for flow and safety and all that stuff. But that's actually good advice I get all the time.

Nick Borelli:
Find that. Early.

Thuy:
Yeah, yeah know where that is. And then just because you're at the hotel next door, if you're at the Luxor and you're like, oh I can just it's an easy walk. Just because you can see the building doesn't mean it takes five minutes. When I used to plan events in Vegas clients all the time would say, oh we'll just walk. And I'm like that's a 30 minute, it's not just straight, you can't just walk on the strip. You have to go up escalators into other hotels like around and through. So I like that you said that Dustin. Will, do you have any tidbits?

Dustin Westling:
Vegas hacks?

Will Curran:
I think try to do one cool, unique thing, go see one show or something like that. Even if you're not going with a group of people or something like that, there's so much good inspiration inside Vegas. I think that you can sometimes miss out on stuff, for example, I love the Absinthe show...

Nick Borelli:
My favorite show.

Will Curran:

...and I would always say if you haven't got to go see it...

Thuy:

Mine too you guys!

Will Curran:

...Just go see it.

Dustin Westling:

I'm the only one that hasn't seen it.

Thuy:

Let's all go see it.

Will Curran:

Dustin we'll go see it.

Nick Borelli:

Dude you would love Absinthe.

Dustin Westling:

I have seen every show in Vegas.

Nick Borelli:

It's the anti show. It's like the anti Vegas show, it's like the one that is self-referential and takes advantage of certainly Cirque Du Soleil and flips it, and presents it in a way that is like blue, I don't think anyone says anymore. And also just very subverted, right? And it's cas', like it's just a cool environment.

Will Curran:

Yeah and just go see it. Just go see it.

Nick Borelli:

I've seen it three times.

Thuy:

Yeah it's...

Dustin Westling:

I will go see it, I'm torn though because there's a RuPaul's drag race residents too, so.

Nick Borelli:

Really?

Dustin Westling:
Yeah.

Nick Borelli:
I mean no matter what, my thing is just pick one show and just go to one and even if you go by yourself and no one wants to go with you.

Dustin Westling:
I thought you were going to take me? What the fuck happened?

Nick Borelli:
No I will. I'm just talking to the audience right now, not you Dustin.

Dustin Westling:
I'm talking to you.

Thuy:
For our listeners, this is how you compare.

Dustin Westling:
You take me to Absinthe and I will take you to RuPaul's drag race.

Thuy:
Yes do it.

Dustin Westling:
That's going to be our week in Vegas.

Nick Borelli:
All right.

Thuy:
So Event Brew I feel like is the Absinthe of event podcast.

Nick Borelli:
Yeah that's fair.

Thuy:
Like if you think of it like that. So if you like our podcast or if you like that we swear and that we're just very candid and honest, it's the show.

Nick Borelli:

It's the show for you.

Thuy:

It's the show for you.

Will Curran:

Don't see the Friends parody show off the strip. I can tell you that.

Dustin Westling:

Just don't. Just don't off the strip.

Will Curran:

Unless you really like Friends.

Nick Borelli:

I really don't, so that made it even worse for me. I was there for a small event.

Thuy:

We're getting so off topic, but if I buy you guys tickets one of these evenings that you guys are available, and I can't tell you what it is, would you go? Or I could tell it, but it's the penis puppet show. Would you guys go to that?

Dustin Westling:

Yeah.

Will Curran:

I mean I feel like Dustin's a little bit more wanting to see.

Thuy:

It's two guys that make shapes out of their wieners and it's so mind blowing. They are naked onstage.

Will Curran:

Sure.

Thuy:

Two men and they take their...

Will Curran:

This feels like something that I would never really go out of my way to see, but I feel like I'll do it with Dustin.

Dustin Westling:

And there's no audience participation I'm assuming?

Thuy:

I mean no, nobody gets called on stage...

Will Curran:

No that's illegal.

Thuy:

...Or anything. They're just two naked men.

Will Curran:

Oh you think like you drop your pants and start making shapes out of your penis?

Thuy:

Oh no, I lied. They actually call for volunteers for one of the shapes.

Will Curran:

Oh my God. I don't know if I'm ready to see Dustin's penis.

Dustin Westling:

Will, I've never felt this close to you.

Will Curran:

Oh my God. I feel like that's a good ending point for the show today. It's so, so good. Should I wrap this one up in a nice penis bow tie?

Nick Borelli:

Always wrap it up.

Thuy:

Ah that was good.

Dustin Westling:

We hit [inaudible 00:38:52] on this one.

Will Curran:

Yeah, we did. Oh my God, if they made it to the end of this one they deserved it.

Dustin Westling:

Yeah. We're sorry.

Will Curran:

We're so sorry.

Thuy:
But we're not.

Dustin Westling:
We're better than this.

Will Curran:
But thank you for listening everyone, you are so fantastic. Thank you Thuy, Dustin and Nick for always joining me on a great conversation. Oh, you guys are fantastic. It'll be interesting to see what comes after these weeks in TSE.

Will Curran:
So make sure if you are listening right now, head over to EventBrew.com, we've got show notes and transcriptions and all that good stuff right there. Make sure to rate, review us on your favorite podcast platform., But most of all, we've got a question for you. Do you got any special TSE Catersource tips or do you have a story that you want to share about your TSE or Catersource experience? You know what to do, contact us. You can email us right at eventbrew@helloendless.com or feel free to post in on social media hashtag event brew. And Oh my gosh. Let's get ready. Make sure to follow us on social media cause there's gonna be some crazy stuff happening from TSE. Thanks everybody for listening and we'll see you guys next time on Event Brew.

Thuy:
Bye.

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