

Welcome to the Event Tech podcast where we explore the ever evolving world of event technology every week. This show is brought to you by Endless Events, the event AV company that doesn't suck. Now let's talk tech.

Will Curran:

Hey there and welcome back to the Event Tech podcast. That man right on over all the way over at Minneapolis, Minnesota. Coming live at you is from Event Technology Consulting. The six Brandt Krueger.

Brandt Krueger:

The six?

Will Curran:

Yeah, like S-I-X.

Brandt Krueger:

Like the number?

Will Curran:

Yeah. The generator did it.

Brandt Krueger:

Okay.

Will Curran:

I don't know. That's why I'm wondering if six can be an adjective?

Brandt Krueger:

That's a good question. I don't know, I guess it's a descriptor of the number. I just guess I always kind of thought numbers were kind of their own thing.

Will Curran:

I guess. Yeah, I just Googled is six considered...

Brandt Krueger:

All right grammar folks out there, let us know. Is a number an adjective because it is a descriptor.

Will Curran:

When it's followed by a noun. It is an adjective, that person says. So by saying the six Brandt Krueger. So if there are six of you, that's an adjective.

Brandt Krueger:

Okay, so seven maids a milking, six lords a leaping. Those are all adjectives?

Will Curran:

Yeah, there you go.

Brandt Krueger:

All right, well by the way, that guy over there is the flimsy Will Curran from Endless Events.

Will Curran:

You just say that because my adjective generator's pretty flimsy on how what's considered an adjective.

Brandt Krueger:

More and more about your adjective generator and that. Well what are we going to talk about today, sir?

Will Curran:

Yeah, so this one comes from stories that I hear all the time and I thought it was a kind of cool to do both why does this happen and kind of be empathetic with it, but also at the same time too, it just be funny because I think we all have good stories about this or when we've hired someone that's done this way or we co worked with someone. Maybe this has happened, but what happens to do when your AV company is slacking off? Or what happens when your AV technician falls asleep at the board or in a hallway, right outside a breakout room or when they look bored and they're on Netflix on their iPad? You can kind of, I guess, throw this in here in a lot of different stories, but related to slacking off. Generally what happens when a AV company, AV technician is slacking off, what do you do? And what's the best way to handle it? But also as well, why does this happen? So Brandt, I'm sure everyone's got a story about this, right?

Brandt Krueger:

We've all got stories and I have many of them. Yeah. Maybe we can kind of use each story as a jumping off point to discuss the potential reasons behind, empathy moments, all that kind of good stuff. So maybe we start with the kind of obvious one, which is the falling asleep. My favorite one of these is when the camera person falls asleep.

Will Curran:

No.

Brandt Krueger:

Yep. I've definitely seen it. And you see the-

Will Curran:

Was he locked off or-

Brandt Krueger:

No, he was not locked off.

Will Curran:

Oh my gosh.

Brandt Krueger:

The image suddenly just starts tilting down towards the floor and then jerk back up and we all kind of looked over and gave a dart, of like, dude, not cool. And then we went on for a little while longer and the person was talking and just talking and then all of a sudden the camera starts dipping again.

Will Curran:

Wait he was talking and as he talks he started to fall asleep?

Brandt Krueger:

No, the speaker, the presenter was speaking and you saw the camera dip again and we were doing the thing where the camera was on a separate channel. And so I just told the switcher, I was like, "You need to tell that person one, they need to lock it down." Which for anybody that doesn't know, you can literally just lock down the camera thing so it's not moving.

Brandt Krueger:

And this is not okay. Using harsher language than that. And if they don't wake the heck up. And if I see them dozing over it again, they're not going to get paid, is basically what it boiled down to.

Will Curran:

Interesting. Can you legally do that? Can you not pay someone?

Brandt Krueger:

That is a great question. I think that's a good question for our legal friends out there in the industry. So if someone is failing on the job that badly, whether it's falling asleep or something else. I've got another story actually we can talk about in a different context regarding a very similar issue where that threat was made. So it'll be interesting to hear if anybody knows if you can not pay someone or deduct their pay based on their performance on site. I think it probably be more of a negotiation.

Brandt Krueger:

Like you go to the AV company and you say, "Hey." I've had an AV company say, "You're right, that person was terrible. I'm not going to charge you. We're going to eat this."

Will Curran:

I've seen it as a client. We're not going to charge you for it. I'm wondering if from a final employee standpoint though too. But yeah, definitely. I think at some point if you're not getting quality labor, what it is, you should definitely say that specific person. I don't want to pay for it. Because especially say it onsite as it's happening too, because I hate when it's like, "We were really unhappy with the quality." And it's a week after the event and I was like, wait, I didn't see in this stuff. Obviously you should have let me know. I would have taken care of this. So I think that's also important from a management standpoint as well.

Brandt Krueger:

That's probably a good point to throw in, is make sure that if something like this happens, you mention it, just so that you've got a backup. Maybe throw it in an email or something. Just that there's a record of it. Like, hey, as you noticed, at some point during the speaker, the camera started dipping. Clearly the camera person was struggling to stay awake. So we've seen this with camera people. I've seen it with camera people. We've seen this with a audio tech, a light board operator. I think at one point or another I've seen every position in production get a little dozy and at least do some head bobs. So how does it happen? Why does it happen? What can we do to prevent it?

Will Curran:

Yeah. So let's start with the ones that are a little bit harsher and then we... Or no, let's start with the empathetic. I think let's start with the nicer and then let's get to the worst case scenario. But let's start with the nice one.

Brandt Krueger:

First the honey then the stick.

Will Curran:

Yeah, exactly. Exactly. So let's start with the first one, which might be that let's say for example, you had rehearsals until midnight and your call time is 5:00 AM. That means they have an hour to get home, an hour to get back to on show site. Maybe 30 minutes to get back because there's no traffic at 5:00 AM. And so they only got three hours of sleep. They're just running on fumes. I think that's occasionally, probably at least once a year something like that ends up happening and that's where also hopefully your production manager, whoever your lead is on the show, works with that or recognizes that's going to happen. That person's going to be really tired and maybe they get another person or maybe they figure out a way to say, "Hey dude, come at the last minute." So that way he gets as much sleep as possible. But I've seen it usually happen... When it's happened from on the good side. From an empathetic standpoint, it's usually because they didn't get enough sleep.

Brandt Krueger:

100% and I frequently will look for opportunities to split shifts. Rather than having the same crew running the award ceremony that night, look for opportunities to say, "Hey, we're not going to rehearse that until three o'clock that afternoon anyway." Have a second crew come in at three

as opposed to five o'clock in the morning or six o'clock in the morning. Run that on the same gear and rehearse that with that crew. Because it's a totally different thing. So you don't need to have the same crew. So you can look for opportunities like that to split shift things. And then the general session crew gets to leave at 6:00 PM as opposed to 11 o'clock at night after having been there stupid o'clock in the morning. So taking a look at your schedules, taking a look at opportunities to split shift, taking a look at opportunities to break people, to just go away and take a nap in a chair somewhere, goes a long way.

Brandt Krueger:

This is something that I've been talking about for literally 10 years is, especially with these big annual events, the people behind them, the people who work for the company or the association, the stakeholders. Because it's an annual event, that's kind of their Superbowl, right? It's their world cup. It's their thing every year. And they're willing to go, go, go, go, go. Stay up till two o'clock in the morning, get up at four, dah, dah, dah, and for three, four days straight.

Brandt Krueger:

But then they go home. They go home, they take a week off from work. They go to the spa the next day. They extend with their family, things like that. And we don't get to do that on the AV side, on the production side. We just roll right into the next one.

Will Curran:

Tomorrow and same thing.

Brandt Krueger:

And so is the next one after that, that's the next one after that. It's the same answer that I give when people say, "Where'd all these union rules come from? Why does it have to be a 10 hour day?" Well, because the human body can't do 15, 16, 17, 18 hour days, day in and day out. It's why we have labor laws. It's because people used to have to do that in a factory, working 18 hour shifts and then come home and have two hours of sleep and then go work a second job.

Brandt Krueger:

So these laws are there for a reason. Try to be respectful of it, understand that this might be your super bowl, but it's our Tuesday. So just be aware of that when you're planning your schedule. Be aware of that when you want to run through it one more time. Nick Borelli and I have an event brew that's on its way out at some point, talking about how to say no and when to say no. And that's an important part of that conversation. Being able to say, you know what, we're good. We don't need to run it one more time. There's a point of diminishing returns where tomorrow you're more likely to F things up because you didn't get enough sleep, because you stayed one more time and ran it through one more time. So be aware of those diminishing returns.

Will Curran:

Totally.

Brandt Krueger:

Now the stick, that was the empathy. Now it's the stick.

Will Curran:

So maybe this one, this is a medium in between thing, but there's some people I know, some technicians I know that are just sleepy people. They can just, for some reason, if you do not keep them active in doing something, they just start to doze off for some reason. And I'm not saying necessarily these people are bad technicians. I've seen them do incredible work and solve problems on the fly. They can be halfway into falling asleep and then an issue happens and they solve it faster than I could have when I was fully alert. But one of the things I think is that be aware that, as a manager, if I was the show caller on the show or whatever it may be, and make sure they're in the right role, I think, that isn't going to keep them dozing off or whatever it's going to look like.

Will Curran:

Or make it so then that way you don't give them that opportunity. Don't give them the opportunity just to be like, okay, I'm going to put you backstage and you're going to be with your feet up and you pressed one cue and you're good to go. Maybe it's something like, hit your cue and then telling them to stand up or something like that. Sometimes it's a little bit of a team effort to coach them and be like, "Hey, get your blood going. Hey dude, I noticed you're dozing off. Go up and take a walk. I'm going to sit in your position. I got this one cue that's going to come up in a couple of minutes and go grab a diet Coke or whatever it may be."

Will Curran:

And sometimes that fixes the problem right away. And I think a lot of times too, I don't know many technicians who don't find it embarrassing if they fall asleep. You know what I mean? There's some bad technicians who are totally cool with it, but there's some people out there that are just like, "Oh man, I'm so sorry. I'm really, I'm dozing off or whatever." Or maybe it's just a one time thing this has happened too. I've seen that happen a lot as well.

Brandt Krueger:

I've frequently said that one of my favorite clients of all time was when, back in the day, when I used to work on the shows for the Institute of Internal Auditors. And I loved those guys because they were always on time, they were very bean county and their least organized day was better than anybody else's best organized day. But the content was brutal. And so for me, those shows were the ones where, as a show caller, I was dipping head so hard, struggling to fall asleep. But you bring up a great point of managing a crew. And so as the show caller, frequently I'm in that position to, okay, we're 30 minutes into an hour keynote with 176 slides.

Brandt Krueger:

We're running on autopilot at this point. Now's a good time to maybe just chit chat a little bit. Hey, this is what's coming up, these are the other things. Hey, I'm just curious. Sometimes I'll

start a conversation quite intentionally because it looks like people are starting to doze a little bit or you can just feel the afternoon logies of we had flat meat lunch and it's sitting pretty hard and the logies are starting to set in. And that, while it's boring now, it's going to be crazy in an hour with the big finale and the wrap up and the videos and all that kind of stuff. So I think frequently then you just look for those opportunities to talk about what's coming up. Just to kind of wake people up a little bit.

Will Curran:

Yeah, definitely. Definitely. I think I love that idea of just starting the conversation. I think a lot of times when this is happening, you're on com and all the headsets and you're just recognizing that gets quiet. Because I've had on, all of a sudden you'll have a really chatty crew and they get really dead silent on com and you're like, Oh they're dragging. Okay, let's make this fun, let's keep it active. And that's also a part of the culture of the company as well. So I think that helps a ton.

Brandt Krueger:

That's why we started playing production bingo on one of my recent shows.

Will Curran:

Exactly.

Brandt Krueger:

Just to help pass the time a little bit.

Will Curran:

Well that's falling asleep, but I think there's also the other one too, which is very common like getting on their phones, having their tablet out, maybe put Netflix and putting ear pod in as well. And some of these start to, I think, now hit these as well as we kind of go along. So I think a reason why this next one, potentially this could be happening that they're falling asleep or putting on their phones or things like that, is over staffing.

Brandt Krueger:

Yeah, I mean that's definitely a contributing factor sometimes. And sometimes it's out of an abundance of caution. I've often said that most of the time maybe companies aren't trying to hose you. They're usually throwing on extra gear because they want to make sure they're covered. So anytime that the bid has been overbid, it's not usually out of a dark place. It's out of an over abundance of caution. And I think the same goes for labor. We're not feeling comfortable that you're comfortable knowing what your show is going to be. I think it's where that comes from. So this idea of we're going to make sure we're good and well covered. So we're going to have an A one, an A two, a lighting person, someone on the switcher, someone on graphics, someone on video, someone on shading, making sure the cameras look good.

Brandt Krueger:

All of those individually staffed. And especially I think on a new show, a new production that you've never worked with that client before. I think you're going to frequently have that, again, out of an over abundance of caution. And then you realize, you know what, graphics was just sitting there most of the time. They didn't have a lot of changes. The PowerPoints were relatively simple. There was only two video rolls. That next time could be a combined role where you've got slightly less people. And then sometimes it's just the nature of the beast. You need that lighting person there for the opening 15 minutes and the closing 15 minutes and a couple of lighting rolls in between. And maybe there's some award bally-who's, but most of the time they're just sitting there with nothing to do, but you still need that person.

Will Curran:

Totally. Totally. I think you bring up a really good point too. I think the questions that I would raise, and this is a random question, thought processes of it, and I'd have the answer to this so I'll just ask the question. The answer is that someone might say, well, okay, if they have nothing to do then, and we realized one day in that we don't need them anymore. Why don't you just cut them and never have them there and save the client money or whatever it may be? Well, a lot of times is that you have travel involved in this. So this person flew in for the show. So you can't just say, "All right, just go back to the hotel and you're not going to get paid and you're not going to do this work."

Will Curran:

They're expecting this paycheck. And then even if they're a local guy though as well, the chances of getting on a show the same day or the next day, it's really, really hard. So you kind of just have to follow through with it. And it sucks. But I think that that's, you brought up a good point. That's where a good AV company at the end would say, "You know what, we didn't need that person. We're good without that." And willing to make those sacrifices as well. If they aren't, if someone was falling asleep where everyone's bored, they looked like they had nothing to do and they don't have a good justification for why they are, maybe that is a reason for negotiating. But I definitely think that a good company will go the other way.

Brandt Krueger:

And the phone thing can be kind of a double edged sword as well, as far as keeping... It's something that they can do to keep themselves occupied. So as long as it's not being a distraction though, and then when the cues do come, they're not. So that's one of my other stories is I was working on site and I got to call a show in a famous music venue. It was like bucket list type stuff for me. But we had to use their staff and it was a typical corporate awards show. So it's a lot of grip and grin and people approaching the podium and thank you's and that kind of thing.

Brandt Krueger:

And while the person that they had was probably a phenomenal mixer for music groups, they could not have cared less about, I think, being forced to work this corporate gig. And so sometimes someone's core competency kind of comes into... Blanking on the word, but it comes



into play, let's just say. So that person is probably a phenomenal audio engineer for music groups, but literally was so bored, hated the fact that he was there, was on his phone on Facebook to the point where we had to post someone, go over there and tell him his cues are not on Facebook.

Brandt Krueger:

So literally a dude went over there and, I was kind of joking but literally said that to the guy, which made him even happier, believe me. I can tell you. But that's one of those times where I have never wanted to crawl through a headset and strangle someone more than I have on that show because it was just basic level stuff, stuff you and I take for granted. Now they're gripping and grinning. So you take their mics down so you don't hear every, congratulations, congratulations. And then the hug of the hug, as they go in for a hug on the microphone and the lavalier and stuff like that. So just basic level stuff. And so paying attention to the core competency of your AV techs can go a long way towards alleviating that as well.

Will Curran:

That's such a solid point too, Brandt. Yeah, I've definitely had that for sure. So I think one of the important things is that probably at this point everyone's wondering, well, wait, how do I know when I'm overstaffing my event? How do I know when I'm hiring someone for their core competency? And it creates for a great transition to talk about this stuff. Most people don't realize this, but when I started this company as a DJ, I knew nothing about production. I didn't know what an audio engineer, any of this stuff was.

Will Curran:

And very, very early on I learned what this stuff was actually by taking Brandt's class at the Event Leadership Institute. And I very much still to this day thank the Event Leadership Institute because it was where I learned a lot of basic stuff. Started to learn how planners think and what they wanted to know and Brandt's class, to this day, as much as when I first learned it, I still send my employees who work for an AV company to take Brandt's class because I think it's such a good kickstart into the thought process that we need to have when it comes to this stuff about staffing, about what kind of gear I need.

Will Curran:

What's an audio engineer versus a video engineer? All those things like that. So it gives a great transition for me to be able to promote one of our partners, the Events Leadership Institute, who actually has classes on this stuff in addition to 180 video courses, interviews with event leadership, event industry leaders, white papers, eBooks, awesome blog posts, so much good content. You can take one class if you want to learn just about AV or you can sign up for a monthly membership if you want tons of content. There's so much good stuff and it's all CMP credit. You also, if you're looking at getting your CMP credits, then you can do that all day long. And I'm just, I'm super excited to have Event Leadership as one of our partners in this.

Brandt Krueger:

100%. And what blows my mind is that it's not just the technical production class. Obviously I'd love it if people took the class. It's something that I devoted a lot of time and work on over the last years to make it go. But they've got so many other topics. Actual business topics, like how to build your event business, how to grow your event business, what do you do if you're just starting out? Creativity, design, all of these things. Career building, networking. All of these things are available not only as individual classes but also for a low monthly fee. So you can really just do the Netflix, you can just binge watch all of these things, in order to just help yourself grow in your career and improve yourself. Finding time to do that can be really difficult. So we really want to thank Event Leadership Institute for helping people do that.

Will Curran:

Absolutely. And so if you're looking at checking this out, you haven't heard of it or if you have heard of it, you're looking at getting a sweet little discount. Check out E-L-I the number four dot me, M-E, slash E-T-P for Event Tech podcast. So again, E-L-I the number four dot me slash E-T-P for Event Tech podcast. And you get that 20% discount off of both, either a monthly membership or some individual courses. And that's pretty sick. Honestly, I'm not going to lie. I wish they let me use the discount because I would save so much money on my staff training costs on there. So that's awesome. Thanks again for ELI for being a part of the show.

Brandt Krueger:

Absolutely. All right, so we talked a little bit about the phones being a double edged sword for keeping people awake or also being a distraction. Do you have anything more you want to add to that regarding the looking over and seeing the tech on the iPad or something like that?

Will Curran:

I always bring it up to the person too where I'll say like, "Hey, just so you know." One of my big things is always making sure don't do it around the client.

Brandt Krueger:

Oh, fantastic point.

Will Curran:

If you aren't aware enough to know when the client's right behind you, you aren't aware enough to know what's going on in the show. So a lot of times too, I'll dig on, and I'll admit, Endless teammates. It's a really dry show. The accounting conference, whatever it may be. They might be like, "Look, I had to run one cue and now I'm on cruise control for an hour." I'm like, "Dude, if you can't see the client's right behind you, then there's probably a potential issue." So I just always mention and I think it's one of those things that's like over communicate as well.

Will Curran:

My hope is that any technicians who are listening to this, this has happened to you before as well, is that you take that feedback with gracious, open arms and say, "Cool, thanks man. I appreciate you letting me know. No problem at all." I think it's the worst is when it gets bottled

up. And we talked about this. Note about it in the middle of the show. So the feedback can improve and get better. Otherwise, if you don't change behavior on the spot in which it happens, the behavior never changes. And I think that's one of the best things that you can do is just note it right then and there and try to change the behavior.

Will Curran:

Don't bottle up and say, "Oh you know, it's because it's slow right now." And then when you do actually need them then they're like, "Oh sorry, I was distracted." Whatever it may be. Fix that behavior onsite and not with like a, "Hey come on man." Like you said, give them some true good advice, give them some actual tactical things and then try to help improve that as well. Like you said, get the chat going, get maybe making sure they're the right competency, getting them to stand up, things like that. I think just far too often we want to complain about it afterwards and then there's nothing can be changed.

Brandt Krueger:

Yeah, give a little slack too. So again, understand that that can be a tool to keep your people frosty. And so I'll usually, if I look over and see that, I'll kind of let it go. But if I feel like it's becoming a distraction is when I'll say something, "Hey, just try and put down the Netflix every now and then. When you hear talking in your ear, that's a good time to maybe start to listen and pay attention." So yeah, approach it with empathy, be forthright.

Brandt Krueger:

I struggle with it, like anybody does. So I had back to back shows where one, the tech table was open behind me to an entire trade show floor. So I didn't feel comfortable being able to check my email and stuff like that because anybody walking by would see that that's what I was doing. So be aware of your surroundings. And then on another show I had the client sitting next to me. So that's another one where it's kind of like, yeah. And even though she was on her phone and stuff the whole time, I wasn't comfortable doing that, which kind of sucked. But you know what, the other times there's plenty of time to check your email and sometimes I'm the most caught up when I'm on a show because I have those moments to be able to bang things out because you are shackled to the table.

Brandt Krueger:

So it's kind of a blessing and a curse on that as well. As with all of these things and but yeah, sorry, go ahead.

Will Curran:

Oh no, no, no, go ahead. Go ahead.

Brandt Krueger:

Oh I was just kind of summarizing the empathy. Balancing the empathy with the stick of trying to understand why it's happening and why they might be doing it. But then ultimately you got to get the show done.

Will Curran:

I got a good one. I don't think it's going to warrant a full episode. So I'm going to ask this question right now. Pre production, pre proing another show while you're on a show, good or bad? So you're getting ready and prepping another show while the other show's having it's downtime or whatever it may be. And you're building out the designs, getting the crew ready, sending off emails. What do you think?

Brandt Krueger:

Part of life.

Will Curran:

Such a controversial topic in the production world.

Brandt Krueger:

It's part of life I think. I think, and I'll be honest with you, I tried to be better at doing that on my last few shows. So finding that, not just being like, Oh I'll take care of it when I get home. Oh I'll take care of it when... Because I was on the road for basically January and there was no... Had I just put everything off and I put a lot of things off, I would be so dead and so far behind on things. So I think to a certain extent it's a part of life. It's a part of you've got to be working on the next one while you're on the current one, as long as, there's your asterisk as always, as long as it's not interfering with the running of the current show.

Brandt Krueger:

And sometimes I have to tell upcoming clients, "I'm sorry, this show is way more than I thought it was going to be. I have to give my full attention and focus to the show that I'm on, just like I will do for yours."

Will Curran:

Definitely. Definitely. I think it's such a taboo thing. Everyone's like, "Well I don't want him to know I'm pre proing this up." But yeah, it's a fact of life and I think as long... You said, 100% right. As long as it's not distracting you from the current show and what's actually happening. I would almost rather have you pre proing the show rather than catching up on Netflix or falling asleep or something like that. Because at least it's like, this is productive work time and everything like that as well. And let's be honest, sometimes you just run out of time or the client makes a change one week before the show.

Will Curran:

You're already on a show, so you've got to make up for it and figure out what you're going to do on there as well. So I got a good question for you. So kind of, we've hit some potential reasons why this might happen as well. Let's say this is happening and it's not acceptable. I think a lot of planners out there who are listening maybe right now say, "Okay, well what's the best route of action?" We hit on a little bit of it about how you might be able to deter, but let's say it's

absolutely terrible. The dude straight fell asleep. You knocked him on his shoulder, he fell asleep again, and it's not good. How do you handle? What do you do?

Brandt Krueger:

One, document it. So we talked about that. We touched on it. Say something. Don't be afraid to say something, but maybe say something to the production manager or to the show caller or somebody like that, so that you're not the one that's being the disciplinarian.

Brandt Krueger:

There's other people whose job that is. And then try and again, you've approached it with empathy. You've approached it with, okay, this is bad. Really being honest with yourself of how bad it is. I've absolutely been in the position where we've had to fire someone mid show. I'm sure you probably have as well. And just really being clear why that needs to be done or how it needs to be done and not doing it lightly. I've been in a position where we had one of our great A ones, just stop by to say hi because he lived in that town and was like, "Yeah I'm on vacation this week. It's sweet, I get to take time off." And then the A two that we had on that show was just brutally awful. Snuck out to get cigarettes when he thought nobody cared and then would be late to pin a microphone on someone and then just reeked of smoke.

Brandt Krueger:

Was just a jerk in addition to that. So it was like multiple things. It wasn't any one thing, but that's the last person that someone sees before they go on stage. So you want that experience to be a good experience, to make people feel good as they're going out on stage as opposed to Mr jerky face that reeks of smoke. And when we had to call our buddy and just be like, "Is there any, I know you're on vacation but this dude is terrible. Please, please, please." And you know what, I frequently say the best A twos are A ones, because they know what they want. They know what the A one needs. So he shows up the next day in a suit and ready to rock and the client was so, so appreciative that we made that change midstream of... They were like, "Well we didn't want to say anything, but yeah, and thank you so much." So it wound up being a real relationship saver with the client.

Will Curran:

That's so awesome. I mean that's just the proof of the example. I mean that's probably the number one tip I would give is just say something as it's happening. I mean this comes with anything. If you're not happy with the video screen quality, you're not happy with the lighting, whatever it is. AV companies crave feedback and the biggest pet peeve I think I sometimes have, as an AV provider, is when we do the whole show thinking it was rocking and rolling and we get blindsided in the debrief and we're like, this was wrong, this was wrong, this was wrong. And we're like, "Well okay, I didn't know that was not acceptable or what your standard was." And especially for first time clients too, because you're still trying to figure out what your level of standards are on there as well.

Will Curran:

And it's tough too because then I also get the argument too that there should be a standard it should always be at and things like that. But for example, I've had it on shows where I've been on my laptop answering emails and I think that I end up knocking out a couple of emails here and there and then I miss a cue or something like that. Then I get yelled at in the debrief about what happened and I was like, well also at the same time, if I had known that standard was there from the beginning, probably in day one I would have said we need to get another person because, let's be honest, if your level of this kind of cue firing off at this point, even if I wasn't sending off emails, I would have missed that too.

Brandt Krueger:

Yeah. And it's tough. Because you work your behind off for two days getting everything set. It's hard. Then when the client goes, "Yeah, does it look a little blurry to you?" And when you know that they've been working on it and they've tried to get it as crisp and clean as possible. So that's another when we need to be empathetic moment. Where we need to be like, "Yes, I would so much rather want you to say something rather than just swallow it and sit on it and then hit me at the end of it." So we need to keep that in mind when we hear that feedback coming from the client, regarding how things look or how they feel about somebody on the staff. We need to bear in mind that this is their baby too. And they've got as much or more, probably more, right to bring something up and to say something.

Will Curran:

Absolutely. And I definitely think one of the big things coming home from empathy, just come from an empathetic place. We're all humans when it comes to this sort of thing. And I think we can all do so much further and we'd be so much happier as a human race if we were all more empathetic along the way as well.

Brandt Krueger:

And that's one of the reasons why I wanted to talk about this as well when you brought it up, is because I've been where you just get a venom sometimes of, "I had a guy fell asleep on my show." Like that kind of venomous, like how dare that person. When you don't know the circumstances that were around it, you don't know what the situation was. So yeah, as long as we're all kind of treating each other with that kind of empathy, I think it goes a long way.

Will Curran:

I couldn't agree more. Well, I empathetically thank you Brandt so much for doing this episode with me again, and chat about a question and topic that we hear about all the time.

Brandt Krueger:

Absolutely. Yeah. Thanks so much.

Will Curran:

Absolutely. You're welcome. All right guys. Well for everyone who is listening out there, you know where the place to go get some more resources, tips and tricks and get the text version of

this. If you want to send this off to someone who's managing an AV company for you or you want to send this off to your AV company, some tips on how they maybe can better manage their AV technician. I don't know. Send over to [eventtechpodcast.com](http://eventtechpodcast.com) go check out the episode. I'll show links, all that fun stuff.

Will Curran:

You know what to do. Also, our subscription links are right there. Spotify is blowing up. It's becoming one of the fastest growing podcast platforms, so if you want to go check it out and listen to the show on Spotify, go check it out at [eventtechpodcast.com](http://eventtechpodcast.com) all the links, Apple podcast, Pocket Cast, Google Play, all in there, all the day. Including we want to know if you have a good story, because everyone's got a story about this when it happens. What's your favorite story?

Brandt Krueger:

Tech falling asleep? You're distracted, watching a movie. What is it? What's the weirdest story you've got on that? Please hit us.

Will Curran:

The camera. The camera one is pretty epic I must say.

Brandt Krueger:

It was hilarious in retrospect, hilarious in retrospect.

Will Curran:

Because everyone's got a story. Let us know what it is and if you want to get that story over to us, best way to do that. You can actually send us an email and big shouts to all the listeners who have been sending us emails, [eventtechpodcast@helloendless.com](mailto:eventtechpodcast@helloendless.com). Or if you want to post it on social media for everybody to see, just make sure you use hashtag [#eventtechpodcast](https://twitter.com/eventtechpodcast). We'll catch it on there all day long, but feel free to shoot us an email. We like talking to you guys all day long. Well, I think that's going to do it for this week's episode of the Event Tech podcast. Will Curran, Brandt Krueger. We're going to get out of here. Thanks for listening and we'll see you next time on the Event Tech podcast.

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