

Show Announcer:

Welcome to the Event Group. 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 A B company that tells you how it really is. Now let's brew something up.

Thuy:

Hello, hello and welcome to another episode of Event Brew. It is Friday, April 17th that we're recording this and it's Thuy, still free agent and Tiger King expert.

Nick Borelli:

Hello cats and kittens. This is Nick Borelli from Borelli Strategies.

Will Curran:

And this is Will Curran from Endless Events. I don't have a Tiger King intro. You guys took all the good ones? Dang it.

Nick Borelli:

Carol, blame it on Carol.

Will Curran:

Carol Baskins.

Thuy:

Well, Dustin is re-watching the episodes. I think he's still shocked that-

Nick Borelli:

There's a good TMZ a thing on Hulu now too if you want to, you can't get enough where they basically just like look at old stuff.

Will Curran:

Really?

Nick Borelli:

Yeah.

Will Curran:

No spoilers though, no spoilers though. If you haven't watched Tiger King yet, you're missing out on the corporate phenomena.

Thuy:

Who hasn't watched Tiger King?

Nick Borelli:

There's lots of people that are declaring ahead of time, they're like, "I'm not going to watch that because they're all terrible people," and I'm like, "Yeah, so what? So is Goodfellas and Sopranos. They're all terrible people." We realize that. It's not like everything you watch, you have to be a hero. I don't know.

Will Curran:

That's true, that's true. To lead us down a route away from Tiger King.

Thuy:

What's everyone drinking today?

Nick Borelli:

Tiger juice. Not really.

Will Curran:

That's actually the name of a Monster energy drink.

Nick Borelli:

I'm sure that absolutely is. I'm drinking the Monster energy drink that happens to contain 15% of juice and then like a lot of like Mexican cultural appropriation for some reason.

Thuy:

Will, what are you drinking?

Will Curran:

You know what? Actually no, I do get to make a reference. I am drinking David Rio Chai, which is formally the brand name of the Chai is Tiger Spice Chai.

Nick Borelli:

There you go.

Thuy:

Whoa, there you go.

Will Curran:

Whoa.

Nick Borelli:

You win something.

Will Curran:
A trip to sugar rushing.

Thuy:
Expired meat.

Nick Borelli:
Expired meat. Both of your arms and legs, hooray.

Will Curran:
Hooray.

Thuy:
I'm drinking the same you guys, just my organic green tea with honey.

Nick Borelli:
Tastes good with Walmart bologna.

Thuy:
The affirmation today is may this day bring you peace and harmony.

Nick Borelli:
It may as well. My day's bringing me snow and it's mid April and we'll get three inches today.

Will Curran:
Well it's sunny and 72 degrees in Phoenix so you're welcome. One thing I did want to say to audiences, I don't think I've even heard it as a call to action is that if you have recommendations for what we should drink based on knowing us now at this point, shoot us an email eventbrew@helloendless.com. We'd love to know if you have a favorite tea recommendation for Thuy and I or if you have a water recommendation for Dustin or if you have some toxic sludge recommendation for Nick. Shoot us an email eventbrew@helloendless.com and we'd love to hear your recommendations for what you think we should be drinking or better yet even if you don't think that just send us what you're drinking out there in the inter webs and we'll give you a shout out.

Thuy:
I feel like I get, that's the common I get the most or replies is what we're drinking and they were in disbelief about Nick and I was like, I know it's my favorite part of the podcast.

Will Curran:
Turns out they only would listen to the first five minutes of every episode.

Thuy:

It just drops out.

Will Curran:

I only listen to find out what they're drinking.

Nick Borelli:

Do you listen to that tea and Monster energy drink podcast? That's really great. It's only five minutes long once a week. It's pretty good.

Thuy:

What are we talking about today you guys?

Nick Borelli:

Places where it's not snowing.

Will Curran:

Well this news definitely effects you. This is where it's not snowing fun, no fun discussions, but it dropped in the news yesterday that the LA mayor said that they are banning large gatherings and large events until 2021 and all articles now following suit, New Orleans and New York are also following suit saying they are probably going to do the same. So basically it has been declared illegal to have events until 2021 in both LA, New Orleans and New York. Thuy, this directly effects you. What was your first gut reaction when you heard this news?

Thuy:

Well I've actually, especially since yesterday was a live White House updates on opening up the US and a lot of the event professionals and I were just talking about our thoughts and opinions and I am actually so happy to be living in Los Angeles, California right now because I think our governor and our mayor, they're doing an incredible job being so strict on our stay at home policies and so looking ahead in the future, it actually has going back to mindset and blessing in disguise. If I was working for a DMC in California that would be a really big struggle, but because I have more opportunities. Now I could maybe plan globally or I'm not stuck to the city of LA. I do live here and it's great to stay ahead of the curve because being involved, being an incoming president for ILEA. So that's totally going to shift all the vendors and supply partners and planners here that only plan in Los Angeles, but I mean the bigger picture is it's just for the safety of everyone. I think at the end of the day, we always say we're not brain surgeons. We're not saving lives, but this is a moment where we could be saving lives and so you just have to take it and creatively figure out what's best. Right now, people are buying, paying \$100 for llamas to come onto their webinars. I'm all about that. Get creative in that kind of sense and shift focus.

Will Curran:

Whoa, that supplier should hit me up. Hit me up supplier with the llamas.

Nick Borelli:

Have you seen their Facebook ads? I see them every-

Will Curran:

No.

Nick Borelli:

I clicked on that site once and that was-

Will Curran:

Oh Jesus, now I said it and I'm totally going to get the ads now.

Nick Borelli:

Oh yeah, for sure.

Will Curran:

Nick, what's your kind of gut reaction when you read this article?

Nick Borelli:

It comes at a weird time for me because yesterday our governor in Ohio was like, "We're going to start opening stuff up in about two weeks." So when I hear another city looking at the end of, this year being kind of like, "Let's just write this year off." I don't know. I think that we're all very fractured and we all have different, very different opinions and yet all of this started because we're in a global economy. So I don't know. I hate to say this, but whatever LA does that's great, but there's going to be other States like potentially ours that are going to be traveling LA and doing stuff. So it doesn't matter what you do because if we're not all on the same page, but it's going to happen anyway.

Nick Borelli:

So then there's the group of people that are like, "It's going to happen. Let's rip the Band-Aid off and let's just have a 200000 people die and then there's other people that are like, "I don't know what I'll do for a living unless we can get going and doing stuff and we'll just do it differently, more safely, et cetera." It's very difficult because I'm used to there being an enemy, someone who is wrong and it doesn't seem like there really is an enemy in this one. It's a virus. So yes, we need to make the economy work and yes, we also need to help save lives and the middle ground is, I don't know what the middle ground is because the everything is so interconnected. So I don't know. I'm kind of doing day by day for this, but the LA aspect of it, a whole city doing that is I look at that as like, it's going to be a precedent set in the next like two weeks.

Nick Borelli:

We're going to determine if that is a one off and I think if all cities that could potentially be a one off, it could be LA and as much as the rest of the country could be thinking one way in LA could be thinking another way very easily just because of the makeup is different than, you know,

enough of the United States. I could also see it being a major metropolitan area with millions of people and then that precedent, it sets in motion other people to be able to say like, "Well, I don't want to be seen as the governor or the mayor that did a half measure." I'm curious about the precedent.

Will Curran:

I think so too. I think the precedent's going to be really important. I mean when I kind of read this news, I kind of think, well I mean other than the fact that I'm obviously focusing on virtual events, so the more that there's the certainty that virtual events will still exist for a long period of time, that obviously I think that biases me. So I want to get that out for sure because I think that's going to shape a lot of how I react to the news. But part of me also thinks that this is probably good that we send out these long, long term goals to say "Look, we're going to ban until 2021," but let's say we get to October, everything's totally fine and everything's great and we're all hugging each other and kissing each other and all this things like that and then the Governor says, "Oh by the way, we're going to reopen events starting tomorrow or next month," and we open it re early, but I think once, the issue right now is that we're like setting short term goals when really we need to be setting longterm goals.

Nick Borelli:

That's a good point. There's a lot of false hope I think in people that need for whatever reasons, they need things to be faster and there in the poll this week I saw a lot, I screenshot every single poll from the global meetings industry days goes virtual. Did you see the months that you know everybody thought that things would come back?

Thuy:

Yeah.

Will Curran:

It was the data?

Will Curran:

I can find it because I have the screenshot for it, but it was September was the biggest of them all, but there were June and July people on them. I'm like, "Oof, you guys are optimistic," and depending on and that was a global thing. So there's a very likely that there was maybe... I mean it was disproportionately North American based on other parts of the poll, but I was really surprised by how I guess optimistic people were. I don't even know if optimistic is the right word, but September was the big month I think followed by October. And in like an LA thing that would be like, "Nope, no matter what you think it is, we're not going to let that happen." So there's the, let's actually be able to plan because we know stuff in advance idea of just saying 2020 done or there's the idea of hope and is that good or bad?

Thuy:

I'd rather have them say, it's kind of like saying, "We're targeted at this for the budget of the program." Good news later on, "We're under budget." I'd rather them have them say that then "We're going to open up on Easter," and then everyone gets excited and then and be disappointed. I'd rather just shoot further and say, well in the summertime, let's say here in LA, they say "It's continuously getting better, the whole..." There's what, two or three step program? "So we're going to reevaluate this with the new data." I'd rather have them give us information like that, than shoot short and then feel like we're continuously in this prison, which actually has been really nice.

Nick Borelli:

I'm looking at the data. It's way worse than I thought. So September was 26%, August was 16%, June was 15%, July was 14%, October was 11, 2021 and beyond was 8% which is again if you're in LA, that's actually no matter what or theoretically that's the answer. On November, 5%, May 3%, December 2%. More people think events are coming back in May than they do December.

Will Curran:

Wow.

Nick Borelli:

Now by the way, who are the worst people to ask? Event professionals.

Will Curran:

That's true. I mean these are the people that...

Nick Borelli:

Huge bias. They want it to happen and they have a vested interest in it happening earlier and they are completely out of the control. So this is just like a taking a temperature of optimism, but if I look at this data, I'm like, "What do I do with this data?" I'm like, "Well people that aren't in control and don't know anything really want this to happen earlier."

Will Curran:

Well it makes sense. Probably I'm betting too that they do a poll on how many of them were out of jobs or significantly in threat of losing their income or something like that because I'm betting that it's probably low too that I bet you a lot of those people, I bet you if you skewed it, how many people believe December I bet you are the people who are already figuring out how to evolve out of this and then the people who are like "I want it back tomorrow," are the people who are like "I need a job right now."

Nick Borelli:

Totally. For it to be any valuable, you have to divorce your needs from the reality of what you expect. So I don't know how likely people are able to be that objective, but certainly this is the worst group to find objectivity, but I still found that the poll itself was pretty fascinating that it was

like so tilted differently than I guess a lot of things seem to be going. Again, more people think there's a chance that events come back in two weeks then they do in December, which I wouldn't-

Will Curran:

I'm curious to know from you guys, what do you think will be the chances that other cities will adopt this exact same policy?

Nick Borelli:

The two you mentioned would be the two I would think.

Will Curran:

Definitely new York and New Orleans make sense.

Nick Borelli:

Yep.

Thuy:

I was just saying, yeah.

Will Curran:

What are the cities that are being really, really effected?

Nick Borelli:

Seattle.

Thuy:

Seattle, San Francisco.

Will Curran:

Seattle, San Francisco. Maybe it's going to be statewide in California and then maybe it's going to hit Seattle too.

Thuy:

I don't know. It's just so annoying because we're not countries or states-

Will Curran:

Yeah for sure.

Thuy:

... and who was, I think it was Nick you mentioned it's so easy. Ohio can be-

Nick Borelli:

In two weeks I can fly to LA.

Thuy:

... open and then you can fly to LA and that defeats the purpose because we're progressing.

Nick Borelli:

Go to some stuff.

Thuy:

Exactly. We're progressing because we're all stay at home. But it makes sense because here in LA we're doing so many events, not even corporate but all the award shows, all the concerts. New York, they've gotten hit one of the hardest and same thing, same scenario. In New Orleans had Hurricane Katrina and so I'm sure they're like, "We're going to be extra careful because we've lost so many lives already from a disaster. So let's be really careful with this crisis." I really see San Francisco but they're so tech driven up there. So-

Will Curran:

They'll probably keep offices banned first before they do events maybe.

Thuy:

I just want Oklahoma to open up.

Will Curran:

They're used to being remote in San Francisco. They understand that concept and they're tech focused.

Nick Borelli:

I bought into the-

Nick Borelli:

I bought into the Bill Gates concept of risk reward. Concerts, that's a very low reward. I mean I know that there is like we can get into it and we can talk about live events and gatherings and how it makes you emotionally feel, et cetera, but for the economy and for our country, being able to go to see live music is probably closer to a luxury than it is a necessity in order to keep food on the table for maximum amount of people and also that the types of people that concerts attract are so varied that you could have all walks of life from all different places. They're just magnets. So again, that versus you saying like Bill Gates is saying like a manufacturing anything. A manufacturing building or something that is about exports and imports where the economy is sort of driven on that.

Nick Borelli:

There's a widget that's made here and then that's part of something that goes there and something goes there and there's all these different global impacts of something that's not being

made versus having to wait a year to see U2 or having to watch it at your home or virtual. I like the risk reward thing more so than I like some of the stuff where seemingly like the first to sue LA for this is churches because of religious reasons. They want to be able to gather. Definitely not my cup of tea. So I have a bias the other way on that one. That was a good Groupon.

Will Curran:
Thank you.

Nick Borelli:
So for me it's very easy to be logical about what I think about churches always and in this situation to be able to say, "Just watch the church service from your TV or your screen on your computer," because it's not a community that I'm into and the logic aspect of is probably where I'm probably not doing real well with this I guess because people need that in a way that maybe they need like medicine and they need other things because that's how they're built. So I don't know, maybe ban mega churches. I don't know.

Will Curran:
We may have to avoid-

Thuy:
Get these churches out.

Nick Borelli:
Yeah.

Will Curran:
I don't know if religion is potentially on the ban list of Brew topics to go into, but if you guys are ready for a pivot, I got another question about process for you guys.

Nick Borelli:
Sure.

Will Curran:
So let's say this happens. LA, New Orleans, let's say five other cities got on board with this. What do you think is going to happen in the cities who don't do this? So Nick, you and I were talking about this pre show is that, so LA bans all concerts, all sporting events, yada yada yada. You know what's within a four hour drive of LA?

Nick Borelli:
Hm?

Thuy:
Vegas.

Will Curran:
Phoenix.

Nick Borelli:
Sure. Lots of things, SF.

Will Curran:
That was so funny. That was like so classic. It's Thuy Vegas and as I said Phoenix.

Thuy:
That was...

Will Curran:
Are we going to see an influx of people from LA driving out to go see events in Phoenix and LA or Phoenix and Vegas going to become huge hubs. There's some rumors I think, I think it's rumors. I haven't seen an article, but my friend who's really into baseball has been talking about how MLB has been talking about doing all the baseball games in Arizona because we have all these facilities from spring training. So the question just becomes like, does Phoenix become and Vegas or whatever, do these cities become new hubs for where the people can't get their entertainment nearby?

Thuy:
And actually attend the event, the sporting event?

Will Curran:
The rumor with the MLB one is that they still won't have attending of it, but you can imagine that if Phoenix does not ban large events that someone will, someone's going to make it happen. I don't think there's enough-

Nick Borelli:
Nature abhors a vacuum. So if there's, if LA bans events and that surrounding area doesn't, those surrounding areas are going to get an economic boon that's going to be pretty significant and with that will come learned things. People will discover venues they haven't thought of before. They'll consider going to those other cities more and there's going to be a migratory economic impact that will have a legacy beyond just the one offs. There will be a bit of economic distress that will continue if it isn't universal. So it's... I mean think of major league baseball. There's 30 cities. If one of them doesn't, then they'll work around it.

Thuy:
How I see it is just not having large gatherings, but I see venues opening up in LA and having concerts and just doing a live stream for the audience to see. That's how I would envision it. It's just production AV.

Will Curran:
Become a studio essentially.

Thuy:
Exactly.

Nick Borelli:
A lot of studios, yeah. Sports will be studios. That makes sense.

Will Curran:
I can see kind of how the, for example I can see a lot of bands doing being in the recording studio and live streaming them recording or whatever it is for sure. I think definitely the sports. I don't see concerts necessarily doing it because the thing about the concert is that you get this big space to hold a lot of people, but technically acoustically a concert sounds worse than a recording studio. So if anything, if there's no audience, then when they go for the one that sounds a little bit better. So this might hurt the concert industry the most, maybe. Well I think what will be interesting with sports is sports is going to figure out how to remonetize because before they're getting millions of dollars from ticket sales, but now they're going to get, they have to get all from broadcasting?

Will Curran:
Could we see for example, sports teams come out with their own private livestreams that you pay for? "I want to be, I'm a DBacks season ticket holder. I'm going to pay for, instead of paying a thousand whatever dollars it is to be a ticket holder... How much does it cost for season tickets for baseball?"

Nick Borelli:
I don't know.

Thuy:
Depend on-

Will Curran:
Depends on what team.

Thuy:
... what team, yeah.

Will Curran:
So I can imagine made like the giants charging like \$30000 to get private access to this live stream. I don't know, just ideas.

Nick Borelli:

360 Audio might actually get a real big boon. I mean because if you've ever experienced 360 Degree Audio, it's just leaps and bounds better when it comes to sporting events for sure and also concerts. It has a much better feel. In a way I think that's even more valuable sometimes than virtual reality as a a portal or like a VR experience and headset 360 video. So I mean there's probably some technologies that will be utilized more so in order to warrant the increased amount, but for sports people do it anyway. People have NFL tickets and I've had MLB at Bat for years and there's lots of other platforms that have deals on top of an Amazon offers, opportunities to partnerships with those to integrate those right into the apps on the different platforms that you have.

Nick Borelli:

So I mean I think there's a lot of opportunity there, but I still think the gathering bit is, if there's a desert of gatherings, then I think that there's going to be a migration. Lets say I'm in LA and I want to get married in 2020. I'm going to do what I can maybe to get married somewhere else. If I just can't get married in this city, I think there's some people that are going to go to the neighboring city and have a destination wedding. Imagine if there's an increased amount of destination weddings happening in the throes of the pandemic because there's all these gathering deserts let's say.

Will Curran:

I think you bring up a good point. I mean I'd be curious to know from all DMCs, I'm sure there's some stats out there and so if you're a DMC and know where to find the stats, please email it to us. But I'm wondering what the number one reason why people choose destinations to do events and there's probably weather, capacity, something like that. I bet you the new number one can I actually have a capacity over the certain amount of people and it's going to become like the new ads in the incentive magazines will be, "We can have groups above 50 people legally."

Nick Borelli:

It's bold because then it also shows for a significant amount of people. They'll be viewing that as a-

Will Curran:

Slap in the face?

Nick Borelli:

Well maybe, but also like a non prioritization of safety. So I know people in Ohio right now that are like, "Man, our governor is great. We're going to go back to school, we're going to be able to make a living again. We're going to be able to do things and I feel like I'm empowered again," and there's also other people that are like basically... I'm in all these like local groups and they're all like, "I can't believe our governor doesn't care about our safety and we're going to contribute

to this pandemic and it's going to get worse and et cetera." And it's actually also starting to fall on partisan lines too because of course it is because everything else does.

Nick Borelli:

That's why I understand completely, especially I see the partisan reaction to this in the country, why it makes total sense that LA would be the first one to make a decision the way they would and I would imagine that there's going to be some sort of red state that opens up the quickest and then you're going to start to see, especially in an election year, the partisan rhetoric around openness and not openness just because there's a lot of parallel lines between empathy and political divide and also how you're approaching this pandemic. There's people that are like, "Look, I'm going to make less money and it's going to be hard and we're going to figure out a way to get through it, but we're going to do it together because we have to save lives," and then there's another side that says, "People die every year. They're always going to die. You, you're going to die. You, you're going to die eventually. So roll the dice, let's get through it."

Thuy:

We're all going to die.

Nick Borelli:

And that's the lower empathetic side that ends up being usually towards another side of the political divide. So I'm going to start, you're going to start seeing which cities are going to do it. I would say the bluer cities are going to probably ban it more likely than red cities will.

Will Curran:

Nice, nice. All right, should we wrap this one up with a little bow and toss it off to LA and Nola in New York.

Nick Borelli:

Yeah, LA start. You're the city with the most amount of cameras in the world likely. Start pointing those things at things that people would normally gather at and start getting production crews, every single one of them out and thinking about things that are traditionally live events. Let's get out there and let's make a wedding chapel that has safe two, three person, four or five people, whatever it takes minimum to have a wedding and let's broadcast that to the family's homes. Let's start using that production skill that you have as a city and be the leader in virtual events. Because man, why wouldn't you be? You're the leader in all other media. Do that and I think that combining the Hollywood and combining with experienced designers, I think it could be the catalyst for what is potentially because like again, nature abhors a vacuum. People want to see this kind of stuff. They want to engage. Those two industries merging together? We could have a whole Renaissance here. Trying to look at the positive.

Will Curran:

I like the positive.

Thuy:
That was great.

Will Curran:
Thuy, take us home. Ask the audience what's the question of the day?

Thuy:
We are ready at home, but you did a call to action earlier, Will, so let us know what you're drinking and if you have any drink recommendations for the brew crew and I would say let us know what city you're in and do you feel like you what sides do you feel your mayor and governor will take? I think that's a good little easy one. When this gets recorded and sent out and just thank you again. Thank you. Well thank you Nick. No thank you to Dustin for being here and having this conversation. I think it's really great to stay on top of these news updates and things like that. If you have any questions or want to contribute to this conversation, email us at eventbrew@helloendless.com and of course all your, wherever you listen to us, please like, review and engage with us on all the social media platforms. We love hearing all your comments and all your remarks and we do reply back, we promise.

Will Curran:
Shoot us your articles too. If you see some news that you think is interesting and you want us to react to it, just send us an email. It doesn't have to have a subject. Just send us the link and we'd love to have it and we'll definitely react to it.

Thuy:
Awesome. Well we're already home, so until next time you guys. Bye.

Will Curran:
Bye.

Nick Borelli:
All right.

Show 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 and leave us a comment about this week's episode. See you next time on Event Brew.