

Announcer:

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

Nick Borelli:

Hey everybody, this is another episode of Event Brew. This is, we have three people on from the Brew Crew today who are trying to figure out what they can do with their time that's not webinar related. My name is Nick Borelli from Borelli Strategies.

Will Curran:

This is Will Curran from Endless Events.

Thuy Diep:

And this is Thuy Diep, still a free agent.

Nick Borelli:

What do you guys got in your cups? What are you guys drinking today?

Will Curran:

Diet Mountain Dew.

Nick Borelli:

Ooh, I'm surprised they haven't ran out of stock on that one yet. Tui, what have you got in your cup?

Thuy Diep:

I mean I want to lie and say I'm... The hangover is like, ibuprofen and some pedialyte.

Nick Borelli:

Man you got real big webinar fatigue right now.

Thuy Diep:

You have no, I wish I could screenshot my calendar and just show you guys. It's one week worth of just, I'm trying to keep myself productive during the weekday and that's by attending all these webinars.

Nick Borelli:

I asked in a, I did a webinar a lot earlier this week that was a I asked how many webinars have you attended in the last week? And there was, most of the majority people were six plus, seven

plus, eight plus. Some people were 12 plus. People were like "Third one today." It was the middle of the day at that point too, so it's just crazy. By the way, I'm drinking my David Rio Chai as usual.

Will Curran:
Nice.

Nick Borelli:

But let's talk about webinar fatigue and how we can avoid this. I think as we started to go virtual, the first natural default is, "Hey, we have these webinar tools. They're really easy to use. We're used to giving presentations. This content still needs to get out there. Let's just do a webinar," but I think that we're just hitting this huge amount of webinar fatigue very, very quickly. So let's start with the root cause. What's causing this webinar fatigue? Because I think there are good webinars, but why do you guys think that we're getting this?

Will Curran:

The topics are, there is that two to three topics of hundreds of people talking and yet two to three topics. So that's-

Thuy Diep:
Yes.

Will Curran:

... the fatigue right now and look there's people in the room who are also talking about those topics as well. There's an absurd amount of demand for specific types of content right now because we have an industry who has had the opportunity to get onboard with some things for over a decade and now they have no choice but to do it. So they're all scrambling to figure out how to do it and I guess what I'm speaking about is virtual events as the number one culprit. All the people who have been talking about this for a long time are like, "Oh boy, I could do a webinar every day because I've been talking about this for a long time. I've got a deck ready to go and I see pain and I'm in the position to relieve pain."

Will Curran:

The only problem is that the people that have that kind of content that have been speakers for a long time and do this for a living are also in the same conversation with all the other noise of the people that are just like, "Even though I'm a florist, I think I need to talk about virtual events right now," and it's real challenging to not be fatigued by seeing the word virtual event in the subject line in every email that comes into me right now, present company excluded.

Nick Borelli:

Thank you, I appreciate it. I think I'll also jump in on it too, not only in just repeating content but also just really poor presentation performance too. I've noticed that I'm not really giving the most amazing, super, I mean I hope the contents good. I think I'm getting a lot of good feedback on

the content too, but a lot of people are saying, "My webinars are really, really good," and I feel like the difference between my webinars and probably what they might be, I haven't attended honestly any webinars since this is all happened, I've only been giving them, has been my energy level is just, I skyrocketed to like a thousand and I feel like people are just like, "Wow, oh my gosh. This is like a breath of fresh air. Someone who's like this-"

Will Curran:

Well, you're skyrocketing to a thousand because guess what? You already know all this stuff. You've had sessions and things like this on this for years and you're also a presenter. This isn't, I've seen a lot of people who are not presenters talking about a topic that they kind of know a little bit about because they have to talk about this is the only way to get people's attention because of the pain and you're five steps ahead, but you're also in again, in an industry where there's 10 million other people doing low rent versions of what you're doing and I'm sorry about that.

Thuy Diep:

Don't be sorry about that.

Nick Borelli:

I think the reason why too that that's happening, that people are doing webinars that aren't presenters is because when you're on stage, if you're afraid to be on stage, you won't go on stage. You get nervous and there's a lot of pressure.

Will Curran:

OH yeah, fair.

Nick Borelli:

On a webinar or you can be like, "I'm going to have my webcam off and I can look at my notes on my screen and just sit here and read them word for word," and you can do that, but if you stood up on a stage and held a piece of paper and just read off of it, everyone would boo you off stage or walk out of the room.

Thuy Diep:

Exactly, and it goes back to you can be an expert but it doesn't mean you're a speaker or you can really engage and really captivate and alter someone's thinking and so if anything, I'm disappointed in our industry because yo, even though we're going into webinars you can still be creative in how you go about presenting that content.

Thuy Diep:

This is an opportunity for you now to say, "How can I make this engaging?" And it's not just even webinars. I have stopped go, actually I might go to two today, but virtual happy hours are just the same thing now. And I'm like-

Nick Borelli:
Yeah, totally.

Thuy Diep:

"Oh my gosh," and this isn't us hanging out at a bar like we used to. Why is this going on two hours now? Can we just cut and see how we are doing or just do it in a fun way? That's why even on House Party now there's games that you can play. So I'm like, "I can do that," or some of them are like, "Let's see your pets," and so I see a little bit there and here, but it's like Groundhog's Day every single day.

Nick Borelli:

I haven't been in a virtual happy hour in a week or two. They started running into each other as well as far as the frequency and I'm also in a period where I know for sure Will is in similar boots, where I'm slammed in all of this. So that stuff's not mission critical. So it's not necessarily something I'm jumping on, but fact that I've been saying this ad nauseum, my webinars and virtual events, the fact that they're planned and not designed is super obvious and we could talk. I mean I think we all get that, that sentence pretty well, but like me if I had to expand upon that, it would be all the things that we have been doing and progress we've made in designing events over the last 15 or 20 years, we're not applying any of those skills to virtual event design.

Nick Borelli:

Even the bar that Will's saying. He's like, "People are really responding to my energy level," and it's like, "Well yeah, of course they are." People need that level of engagement and feed off of that for it not to just to be content written off of a cue card as meetings were in the nineties. We've learned that lesson. We've applied it to face-to-face, but we just ignored that lesson of virtual and I think that's because there's so much really quick pivoting happening by a mass amount of people that have had opportunities to do it before this that just haven't and now they're forced to and it's a lot of half measures and it's a lot of lower Maslov's hierarchy of needs stuff.

Nick Borelli:

They're ticking boxes. The speakers are speaking, They're able to get from one speaker to the next. They feel pretty excited about that, but no one's like, "How do people feel going into this? What's their biases? How do we create white space? How do we make sticky learning?" All this cool stuff we've been doing for a long time now. It's almost cliché in the experience design world. It's not being applied to virtual events at all.

Thuy Diep:

It's so funny because this whole time I was thinking before we hit record, I was thinking if I hear the word pivoting and virtual event one more time-

Nick Borelli:

Bingo.

Thuy Diep:

... I'm just going to keep taking shots. We said both those words so far, but because this is Event Brew, what was the worst? Oh actually no, yeah. What was the worst? We'll start off, what's the worst webinar that you've attended so far or presented or whatever? What's something that really just, eh. And I can start because at first I was like, "Oh this was the worst," but then I thought, "No actually, it might be the best because it was a zoom bomb that happened."

Will Curran:

No way.

Nick Borelli:

Oh.

Thuy Diep:

And I won't mention-

Nick Borelli:

I know what you're talking about.

Thuy Diep:

... what webinar or whatever.

Nick Borelli:

I wasn't on it, but boy did I hear about it.

Thuy Diep:

But that was the best. It was the worst because obviously it didn't happen because everyone had to log off, but it was also the best because it was a disruptor and it was an element of surprise and now that's what I'm craving.

Nick Borelli:

Surprise and delight is completely left out of webinars and virtual events like that. It just doesn't exist and then again, it is an event cliché to event planners to say, so I go, "I got this idea. It's surprise and delight," and they would go, "I'm familiar with Disney and have been for a long time, great," but if you say, "What's the surprise and delight moment in this webinar?" People would be like, "I don't know. What is it?" And you're like, "Why are we, why is the novel in one area and yet it's like passe in another? Why aren't people really pushing these things?" And I think that's the webinar fatigue is hearing monotone delivery of content and calling that an event. It's not. It's just poor theater.

Will Curran:

That's a good point. I definitely think so too. I mean-

Nick Borelli:

You elevate with just energy. That's the lowest bar. And you're, sorry not to be negative-

Will Curran:

No, no, no, yeah.

Nick Borelli:

... but we shouldn't be like, "Holy crap." So we did this pitch competition that Will was on and we were watching the chat of thousands of people reacting to Will's delivery and people were like, "Wow, I love the energy. This is so great," and I'm like, "This is what good speakers, I've seen Will do face-to-face for a long, long time."

Will Curran:

Totally.

Nick Borelli:

If this was face-to-face people would be like, "Did you see it? He was excited to be there. Let's throw money at them," but in the virtual space that he was in, people were like, "This is so novel." So like-

Will Curran:

It was crazy too. I barely, I just did things like I utilized some of the functionality of Zoom webinar a little bit more and then I just asked questions in the chat and made people blow up the chat.

Nick Borelli:

The chat blew up.

Will Curran:

And it was just I knew what I was doing and it blew up way more, but I think that it is funny how low the bar is that literally me just coming in and doing stuff that I do when I speak normally that gets me the results.

Nick Borelli:

The judges who are prestigious people who again are probably having the same fatigue. One of the gentlemen works at Microsoft and he was like, "Man, that delivery of that and the energy of that was so amazing. I was so excited for that. I wish I could've voted on that part of it," and you're like, "Yeah," but again imagine seeing that face-to-face and having that same reaction. They're like, "This guy was really into what he was saying." Like, "He's a speaker." We've got to that point in the hierarchy of expectations in face-to-face where that's an expectation of a good speaker. They're like, "You're a good speaker, fine," but in this it's you can be a poor webinar presenter and still kind of have work to do every day. That's what, there are not enough gates.

Thuy Diep:

I feel like we've taken the old template of how to, like the checklist of a presentation and then just taken that and said, "We're going to do a webinar." It's bare minimum kind of and isn't it crazy to think? "When you get someone, if I have to listen to you for an hour to be excited or to just even just the littlest things to gauge my intention." I will say a tip though for an audience member, keep your Zoom or if you're on zoom or any of these platforms put your video on because that for me I'm like, "Oh shit, now they're looking-"

Nick Borelli:

It makes you-

Thuy Diep:

It makes me more present.

Nick Borelli:

That's a really good idea.

Thuy Diep:

That I'm not grabbing my phone-

Nick Borelli:

Yeah, yeah, yeah, yeah.

Thuy Diep:

... doing anything else. I'm just like, "Focus."

Nick Borelli:

That's a good discipline. I like that.

Thuy Diep:

And everyone else looks bad to you guys. Now I'm even doing presentations. I mean I'll always have sweat pants on but at least I'll put something-

Nick Borelli:

Me too, always.

Thuy Diep:

... a little nicer on the top half of my body, but I haven't worn makeup in over a month and I'm loving it and I'm like, "No, I'm not going to go put makeup on. Why?"

Nick Borelli:

That's awesome.

Thuy Diep:

I mean I'm kudos to the ladies who are making sure that they're presented well and putting on makeup.

Nick Borelli:

Someone's got 4K screens for some of this stuff I guess somewhere.

Thuy Diep:

An old template.

Nick Borelli:

I do a four hour MPI certification course at least once a quarter. I have one in 13 days. That's a, I mean I'm well aware of how brutal listening to me talk and that's what it is. It's me talking for four straight hours it is. It's a marathon and it's a lot of content. I mean it's been designed really well with NPI and a C event, so at least it's been like that. That was the first pain point we realized would be a thing. So there's been some design breaks and some active engagement and Q&A is really realized really well in it, but still the fatigue of that and I'm well aware of it. So I think that timing is a big component as well. I think we can do a lot of 15 minute webinars that no one does that could be, it plays with the format. If everyone complains about how much time they have to do it, do you have a fifth, your Whiteboard Wednesdays I think Will are a great example of micro content that delivers on the promise of "At the end of this you will know a thing."

Will Curran:

Well it's crazy though as I found. So I did this webinar I did this week and my goal was to make it 30 minutes and be done and let people, maximum 45 minutes with Q&A. I got done with the content in 30 minutes but there was at least an hour's worth of question and answer and probably one of the things that I need to work on too and I was just reflecting on this as you were saying that is that just being like I just decided to answer question because I was trying to be as helpful as possible, but a lot of the questions were things that I've already answered in past webinars and I probably needed to push them to other content and just say like, "Cool, you guys are done and you got your information. Let's move on," rather than create that fatigue. So that's one of the things I've been struggling with, but that might be just also a personal issue. I'm curious how much the Q&A has been blowing up on the webinars that you guys have been attending.

Nick Borelli:

It's deliberately part of the one that, like one of the ones that I do routinely as a design to have engagement so it's not just because it's so, so much of a long haul that there's a, I pivot off of, geez I said it again, off of what people say.

Thuy Diep:

Take a shot.

Nick Borelli:

Thank you.

Thuy Diep:

Pedialyte.

Nick Borelli:

Yeah exactly. Of what people say in order to change my ways that I explain things. So it's built into the design to be able to take real life examples and extrapolate on those, like what I would do in that situation in order to teach that thing as opposed to it just being let me read off the cue card. So I'll ask open ended questions of like, "Give me an example of a time where or a reason why that sales hasn't bought into your plans for your event and if someone does that, I'll give you an example of how you can potentially in the moment..." Like I'll come up with a way that they could be engaged. So in the design of it, there is a little bit of jazz and a little bit of making it up in the moment and that I think breaks up the idea of the reading it from some, just reading it out loud. I know that's one tool I've been doing. Real world examples integrated into the content.

Thuy Diep:

What other tips do you guys have for not being so exhausted besides not watching them?

Nick Borelli:

On what side?

Thuy Diep:

From an attendee, from an audience perspective?

Nick Borelli:

Oh.

Will Curran:

Here's a good tip is as like an audience member, if it's not good within the first 15 minutes, leave. Honestly-

Nick Borelli:

I like that.

Will Curran:

... I would rather see that, see that feedback. They talk about this and when it comes to books that if you're not enjoying the book within the first chapter, just put the book down so you don't have to read it. No one's forcing you to put yourself through that misery, but I think that honestly speak with your feet because this is like it used to be awkward if a session sucked and you

walked out of it because it was awkward because you had to walk in front of everybody, but you can totally do that in a webinar. And honestly if I saw that my webinar was not engaging and not good and I saw my attendee numbers start dropping rapidly, I would know I need to fix something. But I think what's happening is people are just like, "I'll minimize it and I'll just listen in the background," but speak with your feet and then I think the other tip I'll have with that one too is that decide which webinars are fine for you to watch and post recording too.

Will Curran:

Because some of them, if you're like, "Oh my gosh, I know Will. He's super gated. He's going to answer my questions," attend mine live. But if you're like, "This is good information, but I know the speaker is probably not going to be engaging. I just need to get it and it's also not time sensitive that I know this right now." Then just watch it in recording because then here's the best part. If you really don't like the recording, you can skip sections or whatever it may be and you're not wasting your time blocking out that time, so just some thoughts and tips.

Thuy Diep:

I love that you said that because even the ones that you know are going to be recorded, sometimes I feel like everyone has the same time, Pacific Standard Time. We're always earlier because of Eastern Standard Time. So a lot of the webinars overlap. So what I've done is I'm like, "Well that's going to be recorded, but I'm going to put it in my calendar for another day." So I actually go back and watch it.

Will Curran:

Smart.

Thuy Diep:

And so yeah-

Nick Borelli:

You make your own destination. You make it, that's great. That's actually a really smart idea. Because I'll just say eventually and then eventually sometimes doesn't happen.

Will Curran:

It comes never. It goes in your pocket and so it's gone forever.

Nick Borelli:

Probably, and this machine gunning of webinars coming at me, something else little will be shiny and will replace it in time unless I schedule it. That's pretty good. I mean as a consumer of webinars for me, I'm looking for, once I get like the broad strokes on certain contents, I'm trying not to find a lot of the same information unless it's like really, really topical and like some variation on the bend. So I think that what webinar people need to do is really have more evocative and especially in this busier climate, have more evocative titles and a little bit gutsier on what they're going to talk about.

Nick Borelli:

We do this with Event Brew where we pretty much say whatever we feel like saying, but I feel like the webinars end up being a little too dry in their titles and those are the ones I skip. I think like Julius is pretty good at coming up with titles of things that seem like there's a superlative behind it. So it'd be the biggest or the most comprehensive and that's kind of his play I think from a copywriting perspective. So that's a cool angle. I wanted to be on that GMID goes virtual because it was record, world record breaking. So for me I'm like, "Oh cool, I want to be part of something that is bigger than life and feels like if I'm up against that for my time or something else at least I was part of a larger communal experience that I can reference with other people," and then what I got out of that was the polling boy from a design perspective for a webinar-

Will Curran:

The data is probably sick.

Nick Borelli:

It's sick. I screenshot every single one of their polls that they use Slido for because I'm like, "Man, there's 10000 event professionals that are answering this and it's being, the results are being shared. It's not gated. The results are being shared live." This is a temperature taking of the industry in a time where, and I was talking, we're planning this event in August and I was on a call about it yesterday where I was like, "Here's my main feeling about planning events in 2020. All of your past data is worthless. You have to poll a ton right now in order to tell how people are thinking right now and it might change in a week, but certainly last year's is worthless."

Nick Borelli:

There was not a pandemic and people weren't scared and there wasn't cities banning events and all these variables that were just not nearly in play. So that's a topical thing right now that would do it, but I think in general the live polling part of it is really, I find that to be really engaging.

Will Curran:

Me too. I'm definitely going to get with you because I hadn't had a chance to watch the GMID yet. So I-

Nick Borelli:

I have a Dropbox.

Will Curran:

... haven't seen all the data.

Nick Borelli:

I have a Dropbox of all of them. I'll share with you. I was sharing it with one of the teams that I work with yesterday and I was like saying "Here's..." Because again we're planning event for event professionals in August and I was like "Here's what people are feeling right now," and there was a word cloud of what people are literally emotionally going through right now. And the... I just opened up.

Will Curran:
Oh my gosh.

Thuy Diep:
I think the two biggest one was anxious and hopeful.

Nick Borelli:
I put uncertain and that was in the top less two. Anxious, hopeful, uncertain, optimistic, sad, tired, great, worried and lonely. So questions like that, again if what we are... Again you don't get the feedback as a presenter of a webinar of the faces. It is the thing I hate the most about giving webinars and I like, I'm fine with giving webinars. They're fine, but to me as a presenter they're not nearly as enjoyable or as enriching as talking to people face-to-face because I can lock in on emotions. I know what people are going through. So I think some kind of temperature taking of the things beyond just the content. How are you feeling when I tell you this? And asking those kinds of questions might as a presenter make you feel like you're actually in a room with other people or there's people there and you're not looking at a wall.

Nick Borelli:
Because that's what I'm doing for, again mine is the one that I do routinely. I do a bunch of other ones for whoever asks, but the one I do routinely it's four hours and four hours I'm looking at a screen and it's, as a presenter it's not a... The experience of, I want to try to use my words well here, the experience of giving out what I'm saying isn't enriching or fun. For me the enrichment and fun comes from seeing the impact that will have what I'm training people on is resonating, but in speaking to people face-to-face, I get a constant feedback loop of seeing the "aha" moments, seeing the "oh okay" and it is very powerful for a presenter to be able to feed off of that and I don't have it as a webinar and that's why webinars often suck.

Will Curran:
So I'll give you some tips. We're going to be doing, working on a guide of endless remote speaking presentation tips and what you need to be asking your presenters to do, but I'll give a little bonus one that helps a little bit with what I do Nick since I figured out-

Nick Borelli:
I'll take it.

Will Curran:

... how to this offline, but we'll give that value out to everybody. So one of the things I try to do is I try to encourage everybody initially just utilize the platform and get really engaged in the chat. So one of the things I'll do is I'll pose a question and get people discussing and I just try to encourage as much feedback as possible by saying things like "If you agree with this, give me a one in the chat," or "Raise your hand in the chat," and I try to pose them to give them "Say, here's how you respond to this," and then as you start to have people posting in the chat more and more and more, they will eventually just let loose.

Will Curran:

Consider it, before they kind of tightened up and they're like, "I'm going to say, I'm tuning in from Ohio." I'm no longer use the chat. "I really like, can you send me that link?" But if you make it that the chat is acceptable to post anything to insult people if you want it to, to whatever you want to do-

Nick Borelli:

I did that this week.

Will Curran:

... [crosstalk 00:25:39] Chat room.

Thuy Diep:

Of course you dividend Nick.

Will Curran:

Think about the event hack one.

Thuy Diep:

I didn't insulted that guy in an event hack.

Will Curran:

Let's say for example there's a, I'll provide an example of this is that for example, one thing I try to do is encourage people to cheer on our team, the Cure. So the first thing I try to do is mic I was like, "if he really wants to win, put the Cure in the chat. Put the Cure, chant the Cure," and one of the things I was going to originally do but we got thrown off by the scripting is that originally I was going to have everybody cheer for each of my teammates. So then that way people latched on to specific people on the team to cheer them him on because I'm sure there was fans of every single person in that room.

Will Curran:

And so I think that helps too so then that way you get a feedback and honestly probably the bigger issue is more of a technology issue than it is like a design issue is that when you get to a certain level, when you have a 1000 people, 11 or 10000 people, I'm sure on the GMID, that chat is impossible to moderate because if you say something like "Answer to this question," the

chats moving so fast. Twitch has the ability to slow it down, but no webinar platform, no virtual event platform has quite figured that out and also at the same time though, every chat message matters. So if you're just slowing it down, are you really getting the good content?

Nick Borelli:

It's all in real time. Even in the event hack one there was, I want to say seven or 800 people online at the same time we were and then there was a couple 1000 signed up it. At times it was moving really fast and so I was just basically trying to understand the audience from the moments that things went nuts. So there was a couple moments where it was beyond just the content, because it's really, it's kind of hard for the content to make people go nuts. So it had to be something that was obvious and emotional and whatever, but even knowing that I was like, "All right, so when you came off with the music and the high energy people went nuts. When there was a Brian's Prezi. And people seeing Prezi for the first time in the way that he used it, people went nuts and then when there was the Tiger King rap, when that happened people went nuts."

Nick Borelli:

So those moments were actually not about the content itself. So even though it scrolled really fast and you were kind of losing a lot of the communal thing, at least who is a little bit more detached and looking at design of this, of what people are expecting. I was like, "Oh wait." Well the moments where people all felt like they had something to give, the barrier was down or whatever, were not the moments around content. They were around execution and I think maybe they're just starving for better execution that when they saw it they went... Because I think there was a lot like and I mentioned all three teams that weren't our team. Our team was straight up content. We didn't have, we were the first team to go and every team-

Will Curran:

Straight content.

Nick Borelli:

Totally, just straight content. I liked everybody on our team. I think we were really smart, but we didn't have an engaging element like the other ones did. We went first and then you guys went and I think, I don't know if, I'm sure by-

Will Curran:

A stark contrast to that didn't help at all.

Nick Borelli:

Totally, totally. We were just like, "Well it's been fun." We started emailing each other afterwards like, "We had a really good time together."

Will Curran:

Well you bring up a good point though like that, I thought about that a little bit and I totally realize how slightly offensive this is and slightly gloating, egotistical this is, but is that, how much was it that I won based on engagement, not based on content? And I haven't rewatched it yet because honestly my adrenaline was just going from presenting so much and then we got on, being in the chat and try and going after that and then we were waiting and seeing and seeing the poll go up. So I didn't have a chance to really reflect on my experience, but part of me wanted to think like "Damn Nick, you guys had such good content. It was so smart to not have the presentation at first and just talk through it," but then we got up and I'm sure I thought our content, at some point we thought we were going to lose because we didn't go as deep as we thought other people were. There's some of these they were so good-

Nick Borelli:

We went crazy deep, but it was again, I think that it's always important if you're trying to communicate any type of learning to realize that people only remember so much in a short period of time and you could have, you could... I've had this problem all the time. You can shotgun a million ideas off to people, but there's really no impact of it because it's not sticky enough in order to actually latch onto people's minds. So I'm not a person who is like, "What really matters is," what do you call it? To not, the steak and the sizzle are one thing. There really isn't. You can't divorce one from the other. You have to have a combination of both. Otherwise it's just meats. It's just a protein you put in your body because you have to or you'll die. To be a steak you have to have the sizzle, you have to have the smell, you have to have the experience or who cares? The ideas are cheap. I mean everyone's got a million ideas.

Nick Borelli:

So I think that understanding emotions in people and understanding your audience and I think especially what that specific thing showed me at least was that this webinar fatigue thing is real because the things that were not done in other webinars absolutely made people go crazy. And again, if this was face-to-face, I don't know if it would have. I have seen, I've been a part of a lot of different pitch competitions and I've seen high energy pitches, I've seen cool different presentation styles, I've probably seen raps before, but in the virtual environment those things were so, so much disproportionately resonating that I'm like "People really are absolutely starving for something better."

Thuy Diep:

And I think if anything it's being relatable. Ever since I've done this whole Tiger King like thing, more people reach out and not even about the content that I gave. It was like, "Let's talk about it. Did Carol really kill her husband?" "Yes, yes." And I'd rather have those kinds of discussions. So two quick tips for as an audience member, utilize that and make it more beneficial. So it's not just content and education, but go and just thank them, the guest speaker if you like them and that's your and connect with them like on LinkedIn or whatever platform and in the second thing is, you don't have to attend only event related meeting related webinars.

Nick Borelli:

Preach.

Will Curran:
Good point.

Thuy Diep:

I actually had just looked at my calendar and from the beginning of this crisis... So I color coordinate everything because that's just the kind of person I am. So let's say my calendar was full of greens, which was professional webinars. Then the next week I had more yellows, which is more workouts. So then I was like, "Well, I'm going to do more Zoom things like my yoga, my meditation, my breath work," and then I started doing more personal chats and webinars and so or I'll do things that just interests me. Things that don't even relate to the industry. I'm just like, "Oh that's a really cool, I want to join this fashion, webinar and just see what's going on in the fashion world." I feel like the event world is so exhausting over-

Nick Borelli:
Same, same.

Thuy Diep:

... is because of that, is because we're just all looking at an event meeting related webinars based on educating ourselves, which is great.

Nick Borelli:
And catching up.

Thuy Diep:

But it doesn't have to be all the time, yeah.

Nick Borelli:

That's a really good point. I think that the fatigue we're having is we are in the driver's seat to make a change there, like you're doing, like you're literally trying to space things out because if not, you're not going to be able to see an event webinar right now, no matter what it is that doesn't talk about pivoting or virtual events or whatever. It's impossible. It's just where we're at right now and again it's just an absolute need and a lot of people catching up. But if you were to space it out, it would probably resonate a little bit more and you'd probably have a more varied take on other impacts that have a knock on effect to even the events industry itself if you go out and check out marketing related webinars or sales related webinars or business related or whatever else that would still have an impact on what you do.

Thuy Diep:

That actually is verified by science cause I'm in that Yale online course, the science of wellbeing and if you savor and if you drag on the thing that you like the most with breaks in between, you actually are more happy because you start getting used to it if you just continuously listen, but if

there's a big break in it you're like, "Well I'm just disrupted and now back to back to this and I still enjoy it," versus it being a drag or I feel like I have to listen to this. It's starting to become a burden. We don't want that. We want it to still be like, "Yes I'm motivated to learn or to network or whatever the case may be."

Will Curran:
Super good tip.

Will Curran:
All right, I feel like this was on scale, ever evolving because we could probably talk about this one for hours, but we'll probably have a lot more content coming attached to it. So we'll link down the resource bluff. Depending on when this publishes, we'll include some links to some tactical guides for everybody as well, include some links to some LinkedIn, Facebook groups to check out as well. And just continue the conversation as well. One thing before I let I think Nick do his a traditional webinar out out-tro I think is that I want to remind everybody that we have a Slack group created. So if you're interested in joining, don't hesitate to either email us and we can send the invite, but just go to slackforevents.com and that'll take you right to the invite page where you can sign up and join us and we'd love to see you in there as well. We'll continue the conversation that Slack group and obviously on social media everywhere. Again, slackforevents.com. Nick, want to take us-

Nick Borelli:
make this feel like it's a webinar and say thanks to-

Thuy Diep:
Oh my God.

Nick Borelli:
... all of our presenters today. You gave us a lot of really good knowledge and a lot of ideas that I think we can really think about and maybe use in our regular lives and of course I want to thank our sponsors, the idea of tea, it's a beverage that has leaves and water in it and then also of course Monster Energy drink who provides poison that gets us through the day. In addition to that, if you'd like to communicate with us in a way that is fun and engaging and not as boring as many webinars that you're probably into right now, utilize [#eventbrew](https://eventbrew.com) on any social media platform. We will come find you virtually. We are not going to come find you otherwise because it's somewhere and you're still social distancing and you can also email something-

Will Curran:
Eventbrew@helloendlist.com.

Nick Borelli:
Something@somethingother.com. Yeah, I knew that that's what it was. Sure, I was going to go [helloeventbrew@endlessbrew-](mailto:helloeventbrew@endlessbrew.com)

Will Curran:

Don't do that dude. It confuses people. People think my email is endlesssevents.com and then I they're like "I emailed you. Why haven't you answered it?" And I'm like "That's not my email."

Nick Borelli:

Yeah sorry. We'll say it again. Eventbrew@helloendless.com. Ignore all the joke making that I was a swinging and missing on and then engage with us and follow us on all the platforms that you're listening to this on and make sure to give us say a review and some kind of rating so we know that you're out there and you're engaged.

Announcer:

Thanks again for listening to Event Room. 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 Room.