

Speaker 1:

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.

Brandt Krueger:

Hello everybody, and welcome to yet another edition of the Event Tech Podcast. That gentleman over there, he is the impressive Will Curran, from Endless Events.

Will Curran:

Man, and he's the latter, Brandt Krueger.

Brandt Krueger:

The latter? Brandt Krueger.

Will Curran:

Do you get it? Because... Technically, I'm the latter, because I am the one that was introduced secondly...

Brandt Krueger:

Right, but I have co-opted and stolen your pure and environmental tendency to start using adjectives to describe the other person.

Will Curran:

Well, I mean, I would describe it as a very strong use case of adjectives, but that might be administrative.

Brandt Krueger:

It might be cute, and it might be mental, but I do find it useful and perhaps even logical.

Will Curran:

It could be cultural, realistic, and powerful, if we continue to do this all day, but it will be visible to be known that Brandt actually has numerous used adjectives that he has used in the latter. Oh my gosh, I went back to the same adjective.

Brandt Krueger:

Yeah, I'm just saying, you don't get to have all the adjective fun, so I am going to co-opt this, and I'm going to start using it back on you, so I'm using the random adjective generator as well, and since nobody has told us to stop, we're going to keep doing it until we... basically.

Brandt Krueger:

All right, man, what are we going to talk about today?

Will Curran:

All right, today is all about event tech that has gone badly. So, we all know about event tech, technologies that we love that in theory are fantastic, or whatever it is, but something that's gone seriously wrong. So, it might be specific events we're talking about, or things that are like pet peeves of ours, or things that have gone absolutely poorly, when they actually are sound event techs.

Brandt Krueger:

Well yeah, sometimes the technology is sound, it's not the technology's fault, but whether it's implementation, or just something along the way that gets in the way, sometimes it might not even be anybody's fault, for whatever reason, something that's a good, sound, fun, amazing, engaging technology just goes south. So, I think it's a fantastic topic, and hopefully we can help people maybe learn a little something and avoid some of these pitfalls along the way.

Will Curran:

Absolutely, absolutely. So, I think people are really interested in this, so let's dive into some of the things that we're talking about, off first with general event apps not working, and things that perturb us, because there's a lot of good event apps, we've seen demos of them, you use them in person when no one's using them, but then things can just go absolutely wrong. So, I think the greatest example of this is just it not loading. Right? It's just not loading, not working right-

Will Curran:

I feel like every event app that's happened to, at least at one point, right?

Brandt Krueger:

Right, and you and I obviously do full sessions on Wi-Fi and connectivity, so it's definitely something that it's not necessarily the app's fault, but it's definitely, if you're going to rely on having good Wi-Fi and connectivity, that's got to be part of it.

Brandt Krueger:

But to be honest, in this particular subject, when we're talking about event apps, for me, I get so frustrated sometimes, because the technology is proven. We've had them long enough to know how to deal with things like Wi-Fi dropping. There's ways to get around that. There's ways to deal with that, and there's ways to not deal with it, and the way you don't deal with it is you just pretend it never happens. And so, some companies are better at it than others. There's ways where you can kind of cache data and keep things stored in the background, and then once you get connectivity again, you can use that.

Brandt Krueger:

But for me, the frustrating part, when it comes to event apps, is really they're designed to, at a fundamental level, replace the paper that we used to have. We used to get, you go to a conference, you get a binder full of stuff that's kind of all over your... That's why you had the gift bags, you got to have a place to keep all your stuff. It had the schedules, it had the show floor

map, and it had all of this stuff, the speaker bios, all of that stuff printed. It's so easy to forget that it wasn't that long ago that we were being handed that for every single event that we went to.

Brandt Krueger:

So, at its fundamental level, while we love all the interactivity, and all the games, and all that kind of stuff, you got to remember that at your core, if you're an event app, you got to be able to show people the schedule in a way that's easy to read and makes sense, maybe give the speaker bios, all that kind of stuff, and then show them the maps. I can't tell you the number of times... You and I both, obviously, when we're on-site for another event, for a company, I frequently will get the opportunity to download that app, even though I'm not having anything to do with it, and it blows my mind how often you just type on, like you want to find out what time is the reception tonight? And it's buried somewhere, it's not easy to get to-

Will Curran:

Oh my god.

Brandt Krueger:

... or you got to scroll, scroll, scroll, scroll, scroll, okay that's Monday, Tuesday, into Wednesday, into... to try and find where and when that reception is, or you go to, I just want to find out where is the Sorenson room, because somebody just told me there's a problem and I got to go get a microphone over there. So, you go, and you open up the app, and where's the... and you can't find the map, like it's loading, or it's this like, bitmapped, jaggy PDF that doesn't zoom when you click on it. It's like, dude, you're failing at the fundamental job of being an event app. And so, that really sours an attendee experience. And so, you can have all the greatest games, and all this fun interactivity stuff, but if you can't handle where is the reception tonight...

Will Curran:

And what am I supposed to wear. Yeah.

Brandt Krueger:

Things like that, then you're failing at the essential job, in my opinion, of an event app.

Will Curran:

That's so true, that's so true, and this is just a random little tidbit too, talking about trying to find stuff, but I mean, we've all been there before, this is like an aside, and then we'll come back to event apps, it's like, when touchscreens don't work, like you're in a venue and you're like, "I need to find where that is," and the thing doesn't even work, or it's crashed and it has like a Windows error on it, and you're like, "Dang it. This really could be helpful, but..." and it's just not working.

Brandt Krueger:

Oh, and then you're like, tap, tap tap, tap tap tap, tap, tap... and you just keep batting it harder and harder and harder.

Will Curran:

And then you're like, "All right, this isn't working, this isn't working."

Will Curran:

I think a great example of this, you talked about core functionality not working, is AMC Theater's app. I know this isn't related to the events industry, but just bear with me in a minute. So, I watch a ton of movies. I watch... comes out every Thursday, and I have the A-list membership, or booking ahead of time doesn't cost any money, so I use primarily the app to book tickets, and there's two things that frustrate me more than anything, and almost makes just want to throw my phone or computer through the window, and that is two features.

Will Curran:

One is when it just doesn't work, and it crashes, or it says like, "There is an error," when I'm reserving my seat. And then, when I try to go back, the seat is currently being potentially reserved, so it holds onto that seat, so now I can't book that seat, so I have to wait, and sometimes I forget that I had to book the seat, and I've showed up to the theater and been like, "Wait, did I book my ticket?" I'm like, "Oh my gosh, I didn't book my ticket." Someone else booked it, and I have to sit to the right of my friend rather than the left, or whatever it may be, and sometimes I get lucky, but that's so frustrating.

Will Curran:

But the other feature that frustrates me, when you talk about bad UX, and things like that, is there's this, basically-

Brandt Krueger:

User Experience, we call that UX, for anybody that doesn't know.

Will Curran:

Oh, UX, user experience, or user design, so the front end, the piece that you are interacting with the most. Yeah, UX is user experience, right? The user...

Brandt Krueger:

User experience.

Will Curran:

Yeah, yeah, yeah...

Brandt Krueger:

There's actually some really good talks, by the way, just a side tangent of your side tangent, there's some folks out there doing really great talks on UX of events, so just keep that in mind, the user experience, thinking of the user experience. Anyway, back to the app.

Will Curran:

So, totally, so, there's a feature that basically allows you to pick your seats, and it shows you the whole theater, where the seats are, and you kind of pick. Two things, super-rant. Don't let me pick a seat, and then it turns out I picked the one in the center, and then now I'm off-center on the screen. It has to be accurate.

Will Curran:

But, with that being said, anyone who is an AMC user is like, "I know, what the heck?" but there is this feature where you pick the seats, well, the problem is, when you have a theater with 300 seats, those dots to pick the seats are incredibly small. So, what's funny is that technically you can use your thumb on the mobile app to be able to select it. I didn't learn this, because it was not obvious, and I hate when apps have this because it's a great tech, but they just miss the boat on trying to explain something. There was a magnifying glass.

Will Curran:

It's an icon with a circle with two arrows on each side, that expands it and allows you to zoom in, but it just zooms in and then you still have to scroll to where you're going. It's kind of frustrating because I didn't know that for literally months of using this app, and I would spend so much time really trying to get fine control to tap the little tiny squares, and sometimes I'd be like, "Oh, I just really want to pick that..." and then it selects that seat, but the only way to then deselect the seat is to tap it, again, so I have to get it perfect, and tap the other one-

Will Curran:

Oh, so frustrating. Yeah, exactly, based on the Insta I was like, "Get me a Note 10 Plus, I'm good to go." But it's so frustrating.

Brandt Krueger:

As soon as you said that, what popped into my head is that that's a different convention. So, we fall into these things where we all agree that even though nobody has seen a floppy disk in 15 years, the little floppy disk icon means save. And so, there's these conventions that we all agree on, and, well, one of them-

Will Curran:

The hamburger icon.

Brandt Krueger:

... well, and a magnifying glass means search.

Will Curran:

Oh, yeah.

Brandt Krueger:

So, I would never click on that expecting it to zoom. I would click on that expecting it to be a search function.

Will Curran:

Interesting. Yeah, and like the two arrows at the side, like kind of expanding out, like the outward swiping zoom, might be what it means. I think I learned, too, that I think you can swipe in to look, but it doesn't work always perfectly. So, it's just one of those things, where it's a great tech, but then just ends up not working. I'm so excited I get to book my tickets on my phone, I'm ahead of time, it doesn't cost me anything, it's super fast, but then the execution just barely misses. So-

Brandt Krueger:

All right, I'm going to bring it back to event stuff, only because you made me think of another kind of UX type of issue. And so, a lot of times we're talking more and more about engagement, and so we want to do networking, and we want here's the list of attendees, and you want to be able to send a message from this attendee to that attendee, or I want to connect and get their information. So, frequently, what I find on a lot of event apps, is then you'll get this list of a thousand people.

Brandt Krueger:

Sure, you can search if you know the person's name, but sometimes maybe you just want to peruse, and you're just floating through, and like, "Oh, I didn't see that person from that company," or something along those lines. And then you click on the name... You probably see where I'm going with this. You click on the name, it opens up, and then you close it, and it goes back to the top of the list. So, it doesn't go back to where you were in the list, I see that all the time on an event app.

Will Curran:

Oh my god...

Brandt Krueger:

So, you're scrolling through, we'll say actually like a Expo, so you're looking at all the exhibitors. And so, you're like, "Okay, sweet. Yeah, oh, they're 512. Okay, great." You click on that, you open it up, what can you read about them, well, I'm not interested in that. You close that up, boom, it goes all the way back up to the top of the list, and you have to scroll, scroll, scroll, just to get back to where you were in the list. I see that so often when it comes to these event apps. So, just another little user experience criticism there, for all of our friends out there doing the event tech apps.

Will Curran:

You know the problem is is that no one who hires these technologies ends up using them. As a planner, how often do you as a planner become the person who actually uses the app? The problem is you look at it for a minute, you see a demo, you see it, and you see the back end a lot, you spend a lot of time in the back end, but you never see the front end.

Brandt Krueger:

Right, and in those demos, it's always got a test data set of like 15 people, so it looked great. So, you want to scroll down, and then you click on that, and there's their name, and there's their info, fantastic, but then when it's in reality and you've got 1,000 people in there, it's a whole different experience.

Will Curran:

For sure. And so, my recommendation, I think, best practices for this, is that similar to the way that I evaluate technologies I implement inside my company, is that you should never just buy the tech and implement it right away. Build out a big, long trial process. Abuse it. Use it a ton. So, for example, let's say for example, I just got this new scheduling software, I really want to use it. Get in the software, click through every menu, look at every setting, look at everything like that. Make yourself an attendee profile, become the attendee, build out a fake data set. So, use it like you were going to use it, then decide to implement it. I think far too often we say, we make a decision, then decide to implement it, and before we know it we're down the rabbit hole and we decided to do it. I mean, utilize that software 100% before you commit to it, and if you have to import a data set, or whatever it may be, or spend a week really playing with it, you'll make sure you're choosing the right thing.

Brandt Krueger:

Especially if you're looking at like a three-year contract. I mean, they should really let you...

Will Curran:

Oh, god.

Brandt Krueger:

That drives me nuts, too, is that you get people that lock you into these three-year contracts, and then six months into the first year, they realize they absolutely hate the software. Like, "Oh, boy, I'm so sorry."

Will Curran:

Totally. Or give you like a... I was going to say, give you a couple months in, and then have an opt-out period, or something like that, like have a way that you can get out of it so you're not locked into it 100%.

Brandt Krueger:

Right, right. All right, anything else on event apps? Some of this is cathartic. I'm glad we're getting a chance.

Will Curran:

My gosh. Man, oh my gosh, yeah, yeah, yeah, yeah, no, no, no, no, I think we got another one you want to go on down into, right, yeah?

Brandt Krueger:

Yeah, well, I wanted, I mean for me the natch next move is actually event bots. I mean, so, we just came off of, as we're recording this, you and I just came off of Connect, and one of the fascinating things, and we talked about this last year at Connect, is that they were already, very early on, talking about throwing out the event app completely, and going exclusively with an event chat bot. And so, both last year and this year, well, possibly earlier than that, but definitely the last two, they went hard on using Sciensio's EventBots project.

Brandt Krueger:

I think it does a good job. I was very happy with it, it did what I needed it to do, so whenever I needed to look at the agenda, I would either ask it, or I would just scroll back in my messages where I had already asked it, and he would send me a link to the agenda, off of their website. So, rather than trying to duplicate that information in an entirely new event app, Connect went entirely app free for the most part. I think there was one that was kind of a legacy app I heard somebody mentioning that still kind of exist, but didn't necessarily have the most up to date information, and all that kind of stuff.

Brandt Krueger:

So, I was very happy with it. What was interesting to me is that... and the folks using the app, I don't want to call anybody out specifically, but I do want to say that, because they saw the problem, they recognized, and they shut it down. But very early on in this year's implementation, they were kind of using it like you would an event app, which is, "Hey, let's push out a push notification to everybody, stop by booth 808 so you can get your free chance to do this kind of thing," but the problem was, there wasn't any selectivity on that. It was being sent to every attendee, every speaker, every supplier, every vendor, everybody was getting that as a broadcast thing. And so, within, between the provider and Connect folks, they actually decided to shut that down. So, they realized that they were doing it wrong.

Brandt Krueger:

So, I'm going to say this as a cautionary tale, that if you do start to go down this road of, we want to get rid of the event app and we want to go entirely through using a chat bot, you have to change your mindset a little bit. You can't just have this same mindset of, we're going to blast out, blast out, blast out, blast out, because text messaging has a different feel to it. It feels more personal. It's one of the reasons that it's so effective, is that it's got like an 86% read rate of anything that you push out. So, if you're getting that... Or it might even be higher than that. So, if you're getting that kind of read rate on anything that you push out, you need to be sensitive to that. You need to be aware of that, and not abuse that privilege, not abuse that right, or

immediately, people are going to start unfollowing the app. They're going to start unfollowing the bot, and say, "Just leave me alone."

Brandt Krueger:

And so, I'll even say, and I would say this to their face, so this is nothing crazy, but even then, so, even though they made that decision and that helped a ton to stop pushing those notifications in that way, towards the end, she started getting a little chatty again. There was even one that said, "This is my last post." And then there was one after that. So...

Will Curran:

Oh, god.

Brandt Krueger:

It was like, oh, boy, come on, and I'm sure there's probably folks that are slapping their heads on the back end. So, just something to be aware of as... Like I said, actually, I give them a lot of credit for moving forward with this idea of just heck with the app, let's do the thing. So, you just have to be careful with that implementation. You have to be careful that you're not abusing your audience's eyeballs, and taking advantage of the fact that we do read text messages in a way more than we do app notifications.

Will Curran:

Yeah. I can't agree more. I think whenever it comes to communication standards, there's a reason why GD was pushed out so hard, is that people started abusing the powers of what this software could do to reach people, and people didn't want to just be like, "Nope, I'm 100% out." People wanted to have more control over their data.

Will Curran:

I think that, I see it far too often, I mean, this is maybe a sidebar, but I see it far too often, still these days, and it makes me so angry when I see a very specific software that I know really tries hard to combat this, but when people add you to email lists, and all of a sudden I'm getting your email list, I'm like, "I never opted in for this." Yes, okay, if I bought your software, put me on your email list. If I legitimately am a customer saying I'm interested in this, give me some information, but even then, don't send me a newsletter unless I ask for it.

Will Curran:

It really frustrates me because I'm a huge HubSpot customer, and they have it that when you import a list, the last checkbox you have to put in is, does this person want to hear from you, do you have permission to contact this person, this and this and that? Everyone just says yes, and then all of the sudden, I get a weekly newsletter, and I'm like, I get it. You want to market, it's effective, blah, blah, blah, but man, when I went to pure opt-in, I really had control over the data, and allowed my customers to choose how many emails they get, and everything like that, the engagement went through the roof, and I think that everyone who subscribes to our content hopefully feels the same way as well.

Will Curran:

I think the same thing has to happen with these event apps, is that like, look, just because I'm an attendee, don't blast me out with a million different things. Allow me to pick and choose my experience. Because, like you said, you got blasted with it, but now you don't want to listen to anything they've been said.

Brandt Krueger:

I was literally an hour away from disconnecting. There was enough coming through and enough bedoodles coming on my phone, and every time I'd look down, and there was the chat bot, I was almost myself ready to do it, and then it stopped. I think they realized it at exactly the moment that I was about to do it. So, kudos to them for recognizing, "Oh, yeah, we need to chill on that."

Will Curran:

Totally, totally, and I think also, at the same time, too, be careful of the platform on which you're reaching people, because for example, text messages, I think, show up as the top notification on my phone, and when I see the text message notification, only people who have my cell phone number had that ability, so it's usually someone really important that I really want to talk to. So, if I'm deciding to opt in to it as a mess bot, there's a reason why the engagement's so high, it's because most people are always looking at their texts.

Brandt Krueger:

Yeah. So, I think there's a lot of best practices. A lot of this is new, so we're still trying to figure it out, and then I'll say, you've done a lot of amazing work with automation and things like that, and there's been some mistakes, but I also know that you've also owned them. And so, times when you've run into an error, and somebody that wasn't really opting in... You owned that. So, I give you credit for that as well, that any time you're playing with these technologies, things can go wrong, and if they do, own it, and change it. Do better the next time, so that you don't wind up doing it.

Brandt Krueger:

I think that's a good example of what happened, was they kind of realized, "Oh, crap. Yeah, if we keep doing it the way that we're doing it, everyone's just going to say 'Disconnect, disconnect, leave me alone,'" and then all of a sudden nobody's using the technology, and then everybody's really confused as to where do I have to be and when do I have to be there.

Will Curran:

Definitely, definitely. I got a random one that might take us a little bit off topic, if I can move away from event apps, and the bots, and things like that, if that's okay.

Brandt Krueger:

Yup.

Will Curran:

So, random one. We were actually talking about this in our presentation this last week, but sales demos on-site, like on presentations. I know you have a really good story, so definitely I want to let you tell the story, but I think far too often that technology's the idea of like, we can now show live demos of things, and we have the ability to show these technologies and how it works on big, gigantic screens, and things like that, and then them not working is so bad. I think the story that you tell, I don't think we've talked about it at all on this show-

Brandt Krueger:

Are you talking about the Wi-Fi story? The live demo thing?

Will Curran:

Yeah, the Wi-Fi story, yeah, with the live sales demo, yeah, that we talked about.

Brandt Krueger:

Yeah, I suppose, I guess that fits into this category of good tech gone bad. It was one of those things where I was working for an association client, and as we were dealing with the speakers leading up to the presentation, the speaker emailed us, as the AV provider production company, and the organizers, "Hey, is there going to be internet access for the speakers?" "No, no there is not." It was unequivocal, it was like, "No, no there's not." And then, once we got there on-site, the dude again was like, "So, is there going to be internet access from the stage when I do my presentation?" And we're like, "No, no there is not." We even like, you know, you double check with the planner, "Is there?" "No." "Should we?" "No." I mean, it was clear. Yeah, we don't want to do it.

Brandt Krueger:

And then like right before lunch, and he's going to be on after lunch, he like, corners us at the tech table with the planner there, and he's like, "So, there's not going to be internet access?" And we're like, "No, no there's not." He's like, "Oh, I really need it. I've got this whole online demo I want to do of the new portal, and all this kind of stuff," blah, blah, blah. "Okay," and so, we kind of looked at the planner, planner kind of looks at us, and she's like, "Is it going to be expensive?" We're like, "Yeah, it's going to be expensive," and we all turned to him, like, "Do you need this?" He's an executive, it was important. So, we're like, "Do you need this?" And he's like, "Yes, yes, I need it." "Okay, great."

Brandt Krueger:

So, over lunch, we contact the venue, we get a hard line brought in, hard line internet connection, we run it out to the podium so he can plug in, and we run the VGA out to the podium so he can connect in, so he can run the thing from the demo, blah, blah, blah, blah, blah, and we make it all happen, over lunch, which is the kind of stuff that we just love to do, and we make it happen, and it's going to be like four grand, for this one internet demo, something along those lines.

Will Curran:

Because internet's so cheap these days.

Brandt Krueger:

And it doesn't matter if you're using it for a minute or a day, the price is going to be the price. So, we make it happen, dude gets up there after lunch, gives his whole presentation, nothing. There's no live internet demo, it's just his slides. He comes back to the tech table afterwards, and the planner's standing right there, and he's just like, "Oh my god, I forgot to do the demo, oh, I'm so sorry." We're just like, looking at each other going, "You just cost your association four grand for no good reason."

Brandt Krueger:

So, it's just one of those things that if you're going to be doing these types of, either a live demo, one, does it have to be live or could it just be a screen record that you just walk through and talk over? Why does it have to be live? You know exactly what you're going to click on and what you're going to type, so if that's the case, just do it once, record it, and then you're able to play it back, and then you don't need to spend four grand for a hard line internet connection.

Brandt Krueger:

So, it's one of those things that there are alternatives to doing a live demo, 99% of the time. There's really not a good reason, most of the time, to do a live internet demo. So, why risk... A live demo is like the worst thing on the world. Do you know, the flop sweats that come.

Will Curran:

Oh, totally.

Brandt Krueger:

... you know, I was doing that stuff on projection mapping, the flop sweats that come when you're trying to do a live demo, it just is incredible. It's like, "It's not working, it's not going fast enough. Vamp, Will, vamp."

Will Curran:

Vamp, vamp... I think it brings up a good point of like, good ideas gone bad. Obviously demos are great, especially for software companies, you have to show the inside, show what's going on, but the bad thing to do is to have it go wrong because the internet's not working or it just doesn't work. Just make a video recording and talk through it as if you're using it. I mean, look at-

Brandt Krueger:

I thought of one... Go ahead.

Will Curran:

No, I was just going to say, look at Apple's events. They don't actually do any in-person demos or anything. It's all video screen grabs. Anyways, go ahead.

Brandt Krueger:

No, I had real quick flash of one more we can throw in here, which is that you and I get pitched a lot on technology, because of this show, because of what we do. I get, all the time, emails of, "Hey, I want to show you my latest thing. Hey, I want to show you my latest thing." It's funny, there is a significant percentage of those demos that like, I always say anything goes right in a demo, but where A, the demo fails, or B, the person is calling in from the worst possible place, it's like, "Hey, I'm taking my time out of my day to sit down and have you demo your software, and you're calling in from an airport," busy airport, or something like that. Just reschedule it.

Brandt Krueger:

It doesn't have to be... I can barely hear what they're saying, or they've got really bad Wi-Fi because they're on vacation with their family, it's like, dude, enjoy your vacation with your family. Had I known that you were going to be calling in, I'd be like, "Dude, we can do this in a week. We don't have to do it right now. I'm interested in your stuff, but not that interested where you need to be calling me from your hotel room in the Caribbean." Just put your best foot forward, folks, you don't have to call in from the worst possible place. Most things can wait, especially sales calls.

Will Curran:

So true. So, so, true. Well, I think a good pivot into one of these topics that I know we wanted to talk about too, is related to Wi-Fi and internet for events, and kind of like, good scenarios where like, hey, everything's thought of, but then something goes bad. I know you brought up a really, really good point, which I never even think about.

Brandt Krueger:

Are you talking about the engagement stuff?

Will Curran:

Yeah, yeah... I think you were talking about the lobby versus the conference Wi-Fi?

Brandt Krueger:

Yeah, yeah, yeah, yeah, as we were kind of talking pre-show about some of this stuff. So, yeah, it's another Brandt's got a story time. That kind of thing, so-

Will Curran:

I feel like we need an intro that we play here, like... It's time for Brandt's story time.

Brandt Krueger:

Yeah. Story time? You can do that on Zencast, but it's easier for me to do it on Zoom. I've got some great story time music, so let me know if you want to import. So, yeah, whenever it's Brandt's story time, you could just play it gently in the background.

Brandt Krueger:

So, this one is, I do a lot of work in addition to the technical production work, I do work for event companies like engagement apps and things like that, where I'll be their person on-site to make sure that it goes well. And so, I want to be sure to say that this is not a problem with those technologies, and this is more along the lines of what we talked about at the very beginning, where sometimes things just go wrong. I don't even know who to blame on this one, so that's why it really is a good example of good tech gone bad, good tech gone bad, where...

Brandt Krueger:

So, we were doing the engagement app, and then people were coming up to me, as the representative of that company, saying, "It doesn't work." I'm like, "What?" I'm looking at my own, and everything's working fine, I'm looking at the back end, everything's looking fine, "Yeah, it doesn't work. Doesn't connect." I'm like, "Can you connect to anything?" "Yeah, I can, I was on, I was on just something five minutes ago." "Okay, great. Just humor me, just type in google.com." Type type typeity type type type, and then the splash page for the hotel pops up.

Brandt Krueger:

And so, for anybody that doesn't know how this stuff works, if you're hitting that splash page of put in your number or something like that, it's not letting the rest of your traffic go through to the internet until you do that. It's called a captive portal. So, if you're hitting that splash page and haven't put in your room number or anything like that, don't get me started on passwords, that's a whole nother conversation, but anyway, if you're hitting that splash page, it's not letting your traffic through. So, what was happening is that the app was trying to just hit the internet and transfer back and

Brandt Krueger:

forth with the server, and all that kind of stuff, but that data was being blocked. It was being blocked by that captive portal. So, what was happening was, is that the person was logging onto the app in the meeting rooms, and connecting to the meeting using the meeting code, and all that kind of garbage on meeting Wi-Fi networks, and then what happened is they moved just five steps to the right, and their phone decided that the close, stronger signal was the Wi-Fi in the lobby, which was an open Wi-Fi connection as well, and maybe they'd connected on it the day before, or something along those lines.

Brandt Krueger:

And so, that kept happening, where the person would come up to me and say, "The app doesn't work." Well, because the app is trying to send data back and forth to the server, but it can't because of this captive portal thing that's going on. So, like I say, I really don't know... That's not really anybody's fault, it's just a quirk of networking. It's a quirk of the fact that if you move five

steps to the right, you're closer to the lobby Wi-Fi, and so I just kind of walked her through, just open it up, and then you can say, "Forget," and don't auto-connect, so those are settings that are in most phones and laptops, to say, "Forget this network, don't auto-connect to this network." Then, they were able to stay on the meeting Wi-Fi, but then the problem would be, if they did wander into the lobby, or something along those lines, and wanted to connect, they would have to go through the whole captive portal thing, and this is my room number, and all that kind of stuff.

Brandt Krueger:

So, just more of a continued word to the wise, that if you're going to be using these types of engagement apps, or even an event app, anything that's going to hit Wi-Fi, just be aware that if you're close to another network that people might be logging into, you could run into these types of problems.

Will Curran:

Yeah, and it's funny, because I think it helps that everyone have a better understanding of how these general technologies work in that sort of way, but yeah, that's one of those really tough things, that sometimes things just go wrong, and you can't do anything to prevent it, and you're just like, "Ugh, I just really wish that we could fix this."

Will Curran:

Well, let's give an example, too, of a potential, not necessarily Wi-Fi related, is there anything else Wi-Fi related that you want to talk about before I have another random one that I just thought of?

Brandt Krueger:

No, but just to put a bow-tie on that story, the person that was having the problems was like, head of IT for that company, and so, I was getting a lot of attitude of, "Your crap doesn't work," and so, for me to point out, "Hey, you're hitting the lobby Wi-Fi," "No I'm not, I'm definitely not. I know what I'm..." I literally got basically the don't you know who I am card laid on me.

Will Curran:

Oh, wow.

Brandt Krueger:

And I was just like, "Could you just do me a favor and just hit the google.com?" So, that was a little awkward for the rest of the event.

Will Curran:

What's so funny too is that it looks like you're connecting, because sometimes when you're connected to Wi-Fi and the captive portal's blocking you, it's still pulling the data, so it seems like some other things are still working, you just don't know sometimes, so you're like...

Brandt Krueger:

Yeah, and you can't see, and so the icon still shows as fine. Sometimes on Android you'll get a little notification that says, "Please sign in to this network," but I don't think iOS does that, but if I'm wrong, please let me know, #eventtechpodcast.

Will Curran:

#eventtech... All right, I got another one. Good tech. So, ideas for software where you're like, hey, we're going to crowdsource this, i.e. we're going to crowdsource a bunch of questions using a question and answer software, we're going to crowdsource a poll, blah, blah, blah, we do all these things, software is done really, really well, it's working perfectly. No one uses it. So, there's obviously like two ways this can happen. Obviously, it can be not explained properly and people aren't using it, it could be that people just don't care and no one ends up using it. But when you are relying on a major element of your software to crowdsource, and no one does it... That's a huge one, right? Perfectly running tech... There's nothing you can do about it.

Brandt Krueger:

There is, though, there is. And so, you bring up a great point, which is something that we've talked about before in the context of mobile event apps, and also this kind of engagement stuff, when we're talking about live streams, or any time we're talking about engagement. You can't just buy the software and throw it out there. You have to promote it, you have to tend to your garden. You can't just throw a bunch of seeds out back and call it good, and then suddenly vegetables grow. You have to tend your garden. You have to pull the weeds, you have to give it water, you have to all this kind of stuff. And so, any time you're using a mobile app, the way you're going to get 80, 90% adoption rates, is you have to tend it. You have to send out email blasts, who hasn't done it? Give them a reason to do it.

Brandt Krueger:

When we talked to the folks at GameStop, they were talking about how they had their influencers, way out ahead of the event, getting on the app, generating content, so that when you log into the app, there's already a bunch of stuff there. It's brilliant, of course, that's what you have to do. You can't just log in and then it's all just crickets. You want to log in and find there's already this vibrant community that's already talking about stuff, and asking questions. So, there are ways to do it, and that's a perfect example of good tech gone bad. So, thank you for bringing that up, that you need-

Will Curran:

No problem.

Brandt Krueger:

... to be able to, you can't just buy the shiny shiny, sign the contract for three years, and then push their stuff out there. You need to tend it, you need to make sure that you're putting it in every single email blast. You need to make sure that you're encouraging people, giving people a reason to download it. "All right, folks, we're going to be doing polling during the course of the

event, so we really want to make sure that your voice is being heard, and to start with, to get everybody on, we're going to do some softball questions, and we're going to choose a random person from this first response to win a \$50 gift card." Boom. You've got a reason to do it, and now, once you get over that hurdle of the install of the app, or the adding the webpage to your home screen, or something like that, once you get over that first hurdle, now you're 80% of the way there.

Will Curran:

Mm-hmm. Absolutely, absolutely. All right, all right. Any other ones, we got a couple more on here, good tech gone bad.

Brandt Krueger:

Yeah, well, you shared some fun stuff just on the back channels of production world, where we were talking about-

Will Curran:

Stage designs.

Brandt Krueger:

... yeah, amazing stage designs, and really cool things, and you and I are both always looking out in the future to see what people are working on. We've also both got a passion for the fun, cool, amazing stuff that's happening in concerts, and touring, and DJs, and all that kind of stuff. You had sent on a pretty fascinating article that was about this really amazingly cool LED circle, a sphere, that the DJ could sit in middle of the sphere, and it was all custom built, and it was all... and the effects were eye-popping, amazing, incredible effects of like, eyeball-

Will Curran:

Oh, so cool.

Brandt Krueger:

... looking across the thing. I'm watching this thing, and I'm looking at the headlines, and I'm looking at the rest of the article that's around the video, and it's like, they downplay it a lot.

Will Curran:

And it was only used once.

Brandt Krueger:

I'm like, "Wait, what?" And it was only used once because it was so heavy, they broke the venue. So, whatever they were using to rig, up in the ceiling, this thing was so heavy, because they didn't pay any attention-

Will Curran:

It was five tons, five tons.

Brandt Krueger:

Yeah, it was a five ton sphere that the DJ could be mounted in. They broke the venue, and had to cancel using it for the rest of the tour. They spent all this time and all this work making this gorgeous effect, and they only used it once.

Will Curran:

It's just so crazy. Yeah, so it's Eric Prydz, with a Z at the end, and a Y, and you probably can search their big, gigantic, hollow sphere, as they called it. They spent two years developing this technology, it's so cool.

Brandt Krueger:

It really was gorgeous, it was a gorgeous effect.

Will Curran:

I mean, just get a chance to watch the video on it. And yeah, they're like, "We did it for Tomorrowland," for this pre-party, and it was exclusive for the... They call it EPIC, Eric Prydez In Concert, and they did the concert, and it was so cool, and they were like, "All right, we're going to do another one," and it literally broke the venue. They're like, "For safety reasons, we're no longer going to do this."

Will Curran:

But man, to be at that concert, to say, "I only saw it once," wow.

Brandt Krueger:

Right, right, right. That probably makes it even better, the fact that yeah, that it was almost, it was the only time it was ever used, this amazing technology. Yeah, I definitely wanted to include that in our list of, if you're going to come up with some kind of custom solution, for some amazing effect, you might want to pay attention to the weight.

Will Curran:

Definitely, definitely. Always pay attention to the weight.

Brandt Krueger:

All right, man, so, I can't let us conclude this topic without you recapping, to a certain extent, your experience with a certain technology, that is a good technology, that wasn't necessarily implemented the best. You already know where I'm going with this, so you got to talk to us, you got to tell us the Alexa story, because I know we've talked about it a little bit on this show, when we talked about assistants and events, but I think it's worth bringing up in this context.

Will Curran:

Yeah, so, I don't know if I even explained on the episode or not, I just said how much I hate that people are like, "Yeah, we're going to make this be the thing that you ask questions to," but I

don't know if I put this in the story. I got to remember this. We're acquiring so many episodes now that I don't remember, but basically, long story short was that they were like, "Oh, well, we want to highlight that we have this, so what's the best way to do this," this is kind of going back to the other one, "We're going to do a demo on stage, and we're going to have the CEO talk to this Echo, and it's going to say responses that we have."

Will Curran:

So, they brought out a script for what it was going to say, and it was obvious that, I think, sometimes it would've answered the right question to that, and sometimes it was definitely custom-scripting, where it called back on the person's name and stuff. Well, we're like, "Okay, this is totally doable and a good idea to promote this thing you just got, on stage," and we were totally cool with it. Just no one thought about the fact that it wasn't going to work perfectly if you just plugged it in and set... How are you going to mic it up? How are you going to... What's all the tech stuff to go into it?

Will Curran:

So, long story short, we ended up just doing Simon Says. So, there's a command where you say, "A-word, Simon Says," and then you say something, and she'll say it back to you. So, I got to play the recording of all the A-word's voices by doing, "A-word, Simon Says," like, "Hello, David." The client had no idea how this was going to happen, so we just had to figure it out on our own as the AV company, which, I mean, so, to some extent, we weren't really paid to do, but at some point, I also wanted to figure it out, because I'm a problem solver and I'm addicted to that stuff like crack.

Will Curran:

Someone's going to totally edit that up and say, "Will's addicted to crack." So, we ended up doing Simon Says, pre-recording all the responses, and playing it back. But, the problem was, we needed to put it on stage, because if people didn't look at it, it would just seem like it was pre-recorded, so we wanted to make it look like it was going. So, we ended up putting it on stage. Well, luckily, the first generation... I only knew about the first generation, because that was the main pillar one I had, it didn't have a headphone jack on it, and if you muted it, it put a big red ring. So, we didn't want to make it look like it was muted, because people would know that we were faking it.

Will Curran:

So, I was like, "Well, what do we do to make it light up every time he talks to it?" Luckily, he said the word to start it, so it lit up every time he responded to it automatically, but we found one that had, not an Echo Dot, but a full-size pillar that had a headphone jack. So, we literally plugged the cable into it that went to nowhere, so it wouldn't make noise, but would light up. I think we fooled everybody 100%. I mean, that's a case where it actually worked out okay, but imagine if we had done that in person, and had it actually respond back, or we tried to do it live in any sort of way. We had to pull some show trickery to make it end up happening.

Will Curran:

I'm not a big fan of them, because they just never seem to work. I mean, every day, I have like 15 of these Google Homes in my house, and I say stuff to it all day, and it just doesn't get what I said, and I'm like, "You're in a completely quiet environment, yada yada," I'm not going to rant too much more about this, but this stuff never works.

Brandt Krueger:

There is a tip in there, so that I think what you did, though, is you accidentally stumbled on a great bit. And so, anyone that's looking to do a little something fun for an opening session, or something like that, you now know how to do a fake A-word bit. By the way, that's a totally different... When I say A-word, that's not what I usually think of. So, Madame A...

Will Curran:

Madame A...

Brandt Krueger:

... is you would be able to do it exactly the way that Will described it, so you pre-record the responses, and then just use a disabling cable or some kind so that you can do that, and then play them back as part of the cue sheet. You would be able to have actually a pretty funny bit with your C-level or whoever talking to a Madame A. You could do stuff with the lights, you could do stuff with the sound, I mean, there's actually a lot of fun that you could have with that. Problem is, it sounds like they were trying to be serious about stuff.

Will Curran:

Yeah, super serious about it. They really wanted it to come off as like, "You should definitely use this technology." Maybe we shouldn't.

Brandt Krueger:

Right, right.

Will Curran:

All right, so, I think we got a couple more left on this list. I think this one was more app related, so I feel bad tacking it on at the end, but one last one I wanted to bring up is kind of like, I think we've talked a ton about this is a single point of failure situation, and I actually experienced this one in person, but I believe that it is really smart, I love that there's all these technologies coming out with beacon related technologies, where you can check into sessions, you can know where you're going, you can track where you've been, and all these things like that. I think it's such a good technology, and there are some ones that are doing it really, really well.

Will Curran:

Well, the problem is, I experienced it once, is it was used for payments. The idea was you'd tap your bracelet, your wristband, to the payment thing, boom, you're paid, and you had the credit

card on file, you didn't have to pre-load it, and this has happened at concerts before, obviously, and it's gone wrong-

Brandt Krueger:

Yeah, I've heard a lot of really positive things about this stuff, how easy it is, and how it makes everyone life, and you can leave your wallet behind...

Will Curran:

Totally. And that it tracks all expenses, so one of the things I wanted to do, I wanted to go pay for a lunch, and I think I ate at a odd time. So, I can't imagine this happening during the business time. I either got lunch early or I got it late, I remember, and I went to go pay, and the guy's like, "Oh, the tap to pay system's down." "Well, can I pay with a credit card?" "No. I don't have any way to do that." Because they had it all go through that, because they were tracking how much people were spending, or whatever it may have been, no way to take it. "Well, okay, well, what am I going to do?" "Well, you can't eat." "Wait, what?"

Brandt Krueger:

You can't eat.

Will Curran:

I was like, "So..." and he's like, "Yeah, I asked the other vendors. It's down for everybody." And I was like, "Well, I'm really hungry, and I have to eat now, because I have the XYZ session. I'm not going to get another time to eat." "Well..." Luckily the vendor was super duper cool, thank god for super chill vendors. He was like, "Look, when the system gets back up, come up and pay me. I trust you. I'm going to put the order in, we'll make it happen." I was like, "Okay, cool."

Will Curran:

Luckily, they were able to fix the system where he got another credit card or whatever it was, and ended up making it happen, but single point of failure for that sort of stuff can be really, really deadly to your entire event, especially when it comes to feeding people. Okay, sure, we didn't track this session that you were in, or whatever it may be, but always have a backup. Always have a backup, and we did a whole episode on that, so I feel like I'm preaching to the choir at this point, everyone's probably a pro at that.

Brandt Krueger:

No, but, I mean, it brings up a fascinating point. I've heard multiple stories about festivals and concerts going completely cashless, and I believe, if I remember right, also completely cardless. The only way to do it, the only way to pay, was using this type of technology. So, you have to ask yourself, as an organizer, what happens if it goes down? So, even if it's just a matter of having a single Square terminal in the back, something, some way to be able to accept, at the very least, a credit card, I think that's a reasonable backup plan. Just something to be able to do a credit card or something?

Will Curran:

Yeah, absolutely, absolutely. I think that sums up my point perfectly.

Brandt Krueger:

I thought of one more from our Connect experience, that it's actually, I want to throw this out as a positive, with like one minor tweak. So, all things being considered, I think you know where I'm going with this, is one of the interesting things that Connect tried this year, is they did the entire show on the expo floor. So, everything, with the exception of some breakouts that they couldn't quite fit in there, and some of the buyer meetings and things like that, but the vast majority of everything that was going on was in one expo hall, including buyer meetings, and exhibitors.

Brandt Krueger:

And then, they had multiple theaters set up, where we did our education sessions, and they had the headphone technology. So, they kind of realized, okay, if we're going to do this this way, we need to be able to deal with the fact that hey, we're on a giant convention floor. It's going to be a little noisy, going to be a little loud. So, how do we deal with that? And so, they brought in Quiet Events, which are a headphone rental company, to basically use kind of the silent disco technology, where basically, people come into your session, and they pop on a pair of headphones. I've used some of that technology in the past, and wasn't super impressed with it.

Brandt Krueger:

They were kind of rinky dink headphones, it picked up a lot of the noise of the trade show floor. I feel like, if I remember right, I was even talking into a proprietary microphone, that I had to hold a microphone and talk into a headset microphone at the same time in order to do that. This was just a simple transmitter that they patched into the existing audio board for the theater. You and I were able to even patch in a recorder so we could record our session, to the soundboard. So, we had just a couple of speakers on a stick to reinforce anybody who didn't want to have headphones on, either because they didn't, I don't know, their ears got sweaty, or they just didn't want to do it. Great, you don't want to force people to do things they don't want to do. So, people who didn't want to deal with it could sit close to the front, take their headphones off, and still hear us coming through the speakers. Anybody who did want to use it...

Brandt Krueger:

I was really impressed by it. As we were testing it out, I popped on the headphones, very, very little delay, what we call latency in the business, where any time you're digitizing something, and then broadcasting it from an antenna, and then picking it up in another thing, you get a little bit of delay in those things. But very, very, little delay, to the point where we were able to have a conversation between each other without there, two feet away, without it being weird.

Brandt Krueger:

The other thing that I was impressed with was they could handle up to 10 different frequencies, very easy to change between frequencies. So, if you were wanting to listen to one of the other sessions... It was funny, we were preparing, and I looked out, and we weren't in session or

anything like that, but there was a woman hanging out in our area, and she had on a different color, beaming out of her headphones.

Brandt Krueger:

I was like, "Oh, wait a second. She's listening to one of the other sessions that's going on right now. I kind of want to find out what's going on with that session too," so I grabbed the headphones, popped it over, it was Andy King talking from Fyre Festival, so I was like, "Well, I want to hear what the dude's got to say," even though I had already watched the documentaries and all that kind of stuff, and was to be honest kind of burned out on Fyre Festival stuff. So, I grabbed a pair of headphones, flipped it over to the pink channel, and was like, "Okay, great," and then I had to listen to the rest of his session while we were doing it.

Brandt Krueger:

So, overall, very impressed. I don't know, I feel like you were as well, I don't want to put words in your mouth...

Will Curran:

Yeah.

Brandt Krueger:

... but with the technology, impressed with the range, because his session was going on on the other side of the convention floor, and I had no problems, it sounded crystal clear in my headphones as well.

Brandt Krueger:

The only caveat that I'll throw on is, we should've had, then, one more microphone for Q&A. So, we had a microphone for each of us, as we were giving the presentation, so then when it came time for Q&A, people were kind of like, headphones on, headphones off, one headphone on, we were trying to repeat the questions as they came in, so that with people who had the headphones on, couldn't hear the question, we would kind of repeat it, so it's just that kind of awkward, same kind of stuff that you get when you're recording a session. You really want to make sure that all of the questions that come in in the end are audible to the recording. Same kind of thing. We could have just used one more microphone, either a Catchbox, or even just a handheld, or something like that, that we could pass around the audience.

Brandt Krueger:

Otherwise, I was very impressed with the technology, so shout out to Quiet Events. I think we'll probably try and get them on the show.

Will Curran:

Yeah, totally. I have one little caveat too, and then I'll pile on a tip when it comes to this stuff too, is that one thing that I wish we had, too, was that we also weren't sure how loud we were being-

Brandt Krueger:
Fair enough, yeah.

Will Curran:

... so, one thing that we ended up doing is we literally turned, there were speakers in the room, and I don't think they wanted us to turn them on. I think they were supposed to be off, but we turned them on, and we knew what we were doing, obviously, so we turned them on and did a lot of the session sometimes where people just didn't even do their headphones, which we probably being troublemakers doing that. But, we did it because I couldn't tell how loud I was being compared to Brandt. So, I talk louder if Brandt's being the same, to match the same volumes, and also, I don't know sometimes, am I being too loud? All these things like that, and it really, I think, helps to be able to hear yourself.

Will Curran:

And then, same time, just put a monitor at the edge of the stage so we can hear ourselves, throw in a Q&A microphone so we can hear the Q&A on stage, boom, that would've solved a lot of problems.

Will Curran:

But, with that being said, overall, this entire technology, I think a big learning experience about good tech gone bad, too, is also be prepared for the unintended consequences of how people are going to use the tech as well. Either be ready to pivot and run with it, or be ready to change it as well. So, for example, the wireless headphones worked everywhere. So, you talked about the woman who was on one side of the room. Well, what ended up happening, too, I don't think... We talked about this, I think, very briefly, but this is really important, is that people would sometimes just take the headsets and just walk off, and go walk the rest of the convention, still listening to the talk, almost like a podcast at that point, and I think that's really cool, also really scary, because what if the headsets go missing, it costs extra cost, things like that.

Will Curran:

But also, at the same time, do you want someone walking around the event with headphones on? If there is an emergency, will they be able to hear, as well? Think about all these things that, hey, how is it going to work? Also, I think they did a really great job that they gave us a moderator for each room who was in charge of the headsets, cleaning them, handing them out, and also acted kind of as our liaison with the entire event. I thought that was really, really cool. But just be prepared for unintended consequences for how your tech's going to be used.

Brandt Krueger:

I'll throw one more on there, that you're absolutely right about the moderator. One more thing, and that could have been that person, even though not necessarily someone who, that person didn't necessarily have an AV background, but if you did, much like any breakout, you have to weigh the value of having someone in that room. I will say, though, because this is a closed environment, where you've got people on headphones, it would've been good, to your point of

we couldn't really tell how loud we were, just having someone monitor it, and say, just someone to be able to say, "Okay, Brandt's way louder than Will," and even just being able to go over and bring that fader down a little bit, or something along those lines. You don't need to rock a ton of AV experience, but just someone in that room, maybe that monitor person could've been able to just even give us a sign, just a no, just so you know, Brandt is so much louder, because I am very loud, than you are, just to keep an eye on the mix. But again, that's a judgment call. For an hour session twice a day, it probably doesn't make sense to have dedicated AV personnel in each one of those sessions.

Will Curran:

You know, we almost could do a full episode, maybe it's a blog post, I don't know what exactly format it is for us, but we probably need to answer the question, do you need a tech inside of every room for breakouts? What are the cases where you do, and when you don't? Because I feel like that's such an ambiguous thing when it comes to AV companies deciding what it looks like, and who don't know quite the answer. I don't think we have to answer on this episode, but I think stay tuned, because that's going to come out, unless it's going to do some sort of piece of content on that, because I'm going to answer that.

Brandt Krueger:

I feel like we've touched on it, on the AV pricing episodes, but those AV pricing episodes, we could do another and another one and another one, so it's certainly not going to hurt my feelings if we have to talk about that stuff again.

Will Curran:

That's so true, that's so true. All right, Brandt, you want to take us home? I think we covered quite a bit of good AV.

Brandt Krueger:

Yeah, I think we've gone, yeah, we were able to find... I think the important thing is to keep in mind that even with the best laid plans, things can go bad, so always make sure you've got a backup plan, but always be remembering, what is the fundamental reason, why are you bringing in this tech? We talk about this in this show, and we talk about it on Event Icons quite a bit. Why are you bringing in the tech? Not just doing it shiny shiny. "It's shiny and new, what's the newest thing? I should have it at my event." Making sure that you've got a reason behind it, and then staying true to that reason. So, if the reason you brought in an event app was to replace paper, and replace the paper schedules, and the bios, and all that kind of stuff, then make sure it's good at doing those things, and is going to be able to provide a good experience for your attendees.

Brandt Krueger:

Same with all of the rest of this stuff. If you're going to go through all the trouble of custom building a set piece, make sure that it doesn't weigh five tons and is going to break the first venue that you bring it in on. Think about these things, think it through a little bit. Slow down,

think it through, I'm telling the same things to my kids all the time, so why not apply it to life, why not apply it to our events as well?

Brandt Krueger:

Well, dude, thank you so much, Will, as always, for joining me on this journey, I really appreciate it.

Will Curran:

Always, always, fantastic.

Brandt Krueger:

What's new and exciting at Endless these days?

Will Curran:

Oh, you know, we're just doing the same thing that we were always doing, always making awesome content, and we're getting ready for some awesome big announcements coming out real soon, so just stay tuned. I think, I have a feeling some crossover episodes are going to be happening again in the future.

Brandt Krueger:

He's got things, folks, I tell you. He's got things.

Will Curran:

What about you, Brandt? Tell us what's going on with you. You always ask me that question.

Brandt Krueger:

Yeah, mostly I'm just bumming around with you, as we go around from places to places. I've really been enjoying, Will and I have been doing some really fun education sessions at a lot of the industry conferences. And so, it's been... We get to not only do this on the podcast but we also get to do it in person and joke around and have a good time. So, that's always fun and exciting for me. And so, we've got a few more shows on tap for the rest of the year, so if we're at one of those shows, please do come by and stop by and say hello, because we really love meeting the folks that listen to and watch the podcast that we do here. It's really so much fun to meet you all out here. So, please do.

Brandt Krueger:

Thank you guys all so much for listening, we really appreciate it. If you're new to the show, make sure you stop by eventtechpodcast.com. You can find out all the information there. You're going to see the show notes, the links to all of the things that we talked about here during the episode, you're going to see transcripts, all the ums and ahs, all there in their glorious glory, and all the links to subscribe in your favorite podcast apps, whether that's iTunes, Pocket Casts, Google Play. Although, if I remember right, we're going to have to change the scripting here at the end, because Apple's splitting it off into-

Will Curran:
Apple Podcast.

Brandt Krueger:
... a dedicated podcast app, so I don't think it's any longer going to be in iTunes. We're going to have to adjust my scripting accordingly. Google Play, Spotify, getting a lot of great information from Spotify, all the folks that are listening there. We do get a little bit more of demographics that you've volunteered to Spotify to give us, so we appreciate that.

Brandt Krueger:
I think we're going to be putting together, Will, I haven't sprung this on you yet, so I'll do it live now, I really want to do an-

Will Curran:
That's a great way to hold me accountable.

Brandt Krueger:
Yeah, exactly. I want to do an audience survey, and I think we might be able to come up with some nice prizes or something along those lines, to encourage folks to do that. I always hate when I get asked to do a survey and there's like, literally nothing. You're giving me literally no reason to do this whatsoever. Why should I help you out about this? So, I think we're going to might be-

Will Curran:
Let's do it.

Brandt Krueger:
... looking at some surveys, because I want to know more about you folks and what you folks want to talk about. Like I say, we want to know more of what you think, so be sure and contact us, at [#eventtechpodcast](#) or eventtechpodcast@helloendless.com. Tell us what you think. What are the things that we forgot to talk about today? What are some other examples of good tech gone bad? What could we do better to make sure that our event tech is actually being implemented in a way that makes sense?

Brandt Krueger:
So, always, as always, at the end of the show, we really want to thank you so much for listening, and that does it for another episode of the Event Tech Podcast.

Thanks again for listening to the Event Tech Podcast. Be sure to rate and review us on your favorite podcasting app. Also, be sure to head to eventtechpodcast.com, and leave us a comment about this week's episode. We'll see you next week on the Event Tech Podcast.