

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 AB company that tells you how it really is. Now let's brew something up.

Thuy:

Oh, hey brewers hey. It's that time again to spill the tea and your event brew crew is here to stir it all up. This is Thuy ED with PRA business events.

Dustin Westling:

Hello everybody. This is Dustin Westling with One West Events.

Nick Borelli:

I guess this is Nick Borelli from Borelli strategies, even though Will's name is next on the call sheet.

Speaker 1:

Come on Will, wake up.

Will Curran:

Oh, and this is Will Curran somehow still recording live from San Diego.

Nick Borelli:

Bachelor party, pre-gaming. Currently?

Thuy:

Yes. What are we drinking? What are you drinking?

Will Curran:

They're making that up. No, I'm here remote working and having client meetings.

Nick Borelli:

You could do both.

Will Curran:

Simultaneously. Anyone want to play stack cup?

Nick Borelli:

Yeah, it's a good networking opportunity between you and potential clients.

Will Curran:

But seriously have-

Dustin Westling:

You're in a bachelor party Airbnb, which is basically my worst nightmare.

Will Curran:

Yeah, I don't know, It's pretty awesome. But real quick, have you guys ever heard of stack cup before?

Nick Borelli:

It sounds like a drinking game.

Will Curran:

Yeah, it is. So Thuy's heard of it too. Thuy you want to explain what it is? I never played it until this weekend.

Thuy:

I can't give you any rules. You just got to learn as you go then. Take those-

Will Curran:

Yeah, it's like beer pong and flip cup on crack and it's so fast paced-

Nick Borelli:

It's addicted to it, and it sells all of its clothes in order to continue playing and-

Dustin Westling:

Does it have all its teeth?

Nick Borelli:

I feel sorry for its kids. Did we take your, it's on crack thing too literal?

Will Curran:

Too literal-

Thuy:

No, we're just going to talk about what we're drinking though. So we'll start with you. Well, are you drinking like espresso shots? What are you drinking?

Will Curran:

I figured I'd do a downgrade this time since I've been drinking so much Genmaicha that I went to Snapple Peach Tea, which I feel like I've drank it on this show before. It's like pure sugar-

Thuy:

During the IMAX.

Will Curran:

I'm pretty sure. During the IMAX I was drinking Snapple. Yeah, same things. Pure sugar, basically.

Nick Borelli:

Still Snapple facts on the lids?

Will Curran:

Stand by. Talk about something while I turn this lid on.

Nick Borelli:

So, the Snapple episode of Seinfeld that was good.

Will Curran:

I hate to break it to you, but it's blank.

Thuy:

Oh that's the best part.

Dustin Westling:

This is going to be a rough episode guys. I can feel it.

Thuy:

Every episode is a rough episode with us.

Nick Borelli:

So, live events.

Will Curran:

So what's the topic today Thuy?

Thuy:

Wait, no. That's a bit extra drinking right now.

Will Curran:

Oh yeah. Everybody's drinking.

Thuy:

Keep us on track.

Nick Borelli:

So I have a fruit smoothie that is a lot of fresh fruit in it. Also, there's two cans of sugar free red bull inside of it and some kind of energy powder, which you know, they probably give to horses before they race or something like that. So I like to take a healthy thing and I'm like, what could I do to make this terrible?

Dustin Westling:

Oh my God, I have no words, Nick.

Will Curran:

I was so proud of him for drinking a smoothie and then it went down hill from there.

Nick Borelli:

I like to subvert expectations.

Dustin Westling:

Well I'm recording from the beautiful Marriott Toronto airport hotel and I got an Americano from the lobby cafe and I actually have to say it's very good. And usually lobby coffee's not great. But this one's [crosstalk 00:04:14] pretty good-

Thuy:

Cause last time you got an Americano I think you burnt your mouth.

Dustin Westling:

I'm still in Canada, so the coffee is at a reasonable temperature. It's only in America is the coffee boiling when they give it to you. And I have no idea why.

Nick Borelli:

It's, it's a country of extremes.

Thuy:

So I'm drinking... I went to Vietnam recently, so I grabbed tea from the most southern point of Vietnam. I went to the Mekong Delta River and grabbed it from some country, not country, some countryside like city. And then I put in the French press, so we're all right.

Will Curran:

Wait, you can French press tea?

Thuy:

Alright.

Will Curran:

I've never done that before. Is it like good, like what's the point?

Thuy:

I don't know. Instead of having one of those tea balls that just kind of diffuse in the water, you just push it down.

Will Curran:

It kind of like really squeezes the juices out of the leaves.

Thuy:

And then I have a little bit of organic honey. But I do want to give a shout out. Oh actually, I can't pronounce this tea, even though Vietnamese was my first language, but it is Jasmine tea. And then I want to give a shout out to, Will because I got this in the mail, I got his Matcha tea [crosstalk 00:05:20]. Is this the one that tastes like popcorn?

Will Curran:

Yeah, the general chai.

Thuy:

I'll try this next time.

Will Curran:

I was just given mine, so I had to research to try to refine it and I realized that Genamicha is just normal Sencha green tea, but they put roasted rice in it and that's what gives it the popcorn taste.

Thuy:

I'll try it later.

Nick Borelli:

I think I had roasted rice cereal today, so there's that.

Will Curran:

You mean Rice Krispies?

Nick Borelli:

Oh yeah, that's what it was.

Thuy:

All right, so now what are we talking about? We're going to be talking about the future. I did put a note in there at the Tesla Cyber Truck. Hopefully the glass won't break this time and we're talking about event team members of the next decade and I'm really excited for this one. So I don't even know how to start you guys. We just started thinking of list and titles.

Nick Borelli:

What are-

Will Curran:
So I think that-

Nick Borelli:
I was going to say are there any event categories or event roles that exist now that didn't exist, let's say 10 years ago, 15 years ago? Like I'm curious if anyone could think of any.

Will Curran:
Social media.

Thuy:
Yeah, that's great.

Nick Borelli:
You think of anything else?

Dustin Westling:
Definitely more safety, security dedicated positions. More so in the last 10 years than before.

Will Curran:
I'd say like all the video engineer's role within the general session has really expanded to lots of different roles. You have a person who charged with content, someone's in charge of like these triple wide 30 by 10 screens. Like none of that existed before. It was just, oh hey, we had one AV guy and that was it.

Nick Borelli:
Content is a great one. I mean just the idea that the ways that content creators work hand in hand with event professionals, before that was just basically PowerPoint, that's it. And then maybe there's some graphics people or that kind of thing, but now it's much more dynamic and it also takes into consideration, you know, AV teams that have a content wing in them or are so much more in Vogue now than they were 15 years ago.

Will Curran:
I concur doctor.

Dustin Westling:
I'd say you see more hosting concierge services, more attendees services now than you would have 10 years ago.

Nick Borelli:

I'm trying to think. Anything in the hospitality or F and B side that you think from a role perspective, that's like the least disrupted, I'm sure they don't think that, but I think to me at least, the least disrupted sector of events.

Thuy:

I feel like chefs, even though chefs have always been around, they are more involved. It's always about doing-

Nick Borelli:

That's interesting.

Thuy:

Demos and doing, customized list and having the chef there for, either like book signing. I feel like chefs have really been celebritized if that's a word.

Nick Borelli:

A front of the house chef or something. They were like cooks and they were, you know, like less than people. And now they're celebrities and they're like people I got to see the chef.

Thuy:

Tattoos included.

Nick Borelli:

It's all about that real. AV, F and B, hospitality venues. I'm trying to think of other positions. Obviously we had some big changes in the last 10 years as far as technology is concerned. And then just the general level of sophistication of live events has advanced obviously. But like disruptions, I think we're looking into the future where we think that there's probably going to be more, and that's kind of at least what I've been reading about the impact of exponential increases and the difference between incremental and excremental or extra, ooh, I just stumbled upon something. There's a big difference in the climb. So for the last 10 years, maybe there was let's say five or six or seven different positions that you would never find on an event team. We should expect not the equivalent seven or 10 new ones, but you know 21 or 30 potentially new positions if we were to run along those lines. And if technology is the disruptor that is focusing these things.

Nick Borelli:

Yeah, no one disagrees.

Dustin Westling:

I totally agree.

Will Curran:

So should we start talking about what the next 10 years will look like, the next decade?

Nick Borelli:

Moving from that is the fact that I think the biggest burden on event designers, strategists, planners, and even implementers has been these huge leaps in technology, to the degree that most people in the events industry feel like we're behind the eight ball. As far as industries are concerned, we're not on the cutting edge of implementation of technologies.

Nick Borelli:

Last episode I tried to do my best to figure out the positive side of that, or at least the excuse of that. Not just like where we're dim, we're not, we just have so much on our plates that adding new technologies is great, but we also have to worry about all these other safety and all these other concerns of actual human beings being in our presence. That all said, I think that the idea of a technologist, as someone who is a member of your team who are as a third party or an agency or a consultant. Someone who can interpret all of your goals, all of your issues, all of your challenges, and then have a solution. And having the knowledge of all the possible solutions would say, oh, what you're looking for is this app, or these three apps in concert. Where if I were to tell an event planner, they have to know all the apps and how they would work in all the different combinations. It just isn't going to happen and that's why we don't have that now.

Dustin Westling:

So on the technologist side, I think every new position that we're going to talk about is probably going to evolve from a position that exists already. So who is poised to be the technologist? Who's in our industry right now and, how are their roles going to evolve?

Will Curran:

I mean I can definitely jump all over this cause this is definitely the wheelhouse of the AV company for sure. I mean you look at all the AV companies are starting to call themselves event technology companies and more and more do clients ask us, "Hey by the way, can you take care of obviously internet? Can you obviously take care of the event app," and all these things like that. So I think the AV company is going to evolve and I think specifically within an AV company, the technical director position who usually is kind of limited almost usually to the general session, just to kind of manage all the technical aspects. They're going to now get pulled out of the general session and maybe that technical director position will stay there, but now they'll become, Brandt and I kind of coined this term technical producer, as somebody who can manage all your tech and kind of tell you all the tech stuff as well. And I'll link down below into the show resource notes the episode we did all about the technical producer role episode we did.

Dustin Westling:

Do you think there's value in a agency or a production firm to have their own technologist?

Will Curran:

Yeah, I think they need-

Nick Borelli:

Depends on scale.

Will Curran:

I think they need it. For example, there's people on my team who have no idea what's going on with event apps and engagement softwares and things like that. And then you have some people who are really passionate about that and have to stay on it. But rightfully so, the people who don't know about the engagement apps and the event apps are also worrying about the new video codecs and all the like new video formats and you know, this and this and that and you know, things that are outside their wheelhouse. I've always been a fan of having someone generally on your team who just knows tech who is just dangerous enough in every area to help you out.

Dustin Westling:

To EPRA, how do you guys manage tech on your side? Do you have anybody with NPRA that is that oversees tech as a whole or are you really reliant on third parties to bring you what's latest and greatest?

Thuy:

You know what? I think internally we have our own like AV company that we source, you know, like my emails aren't working, things like that. But client facing, a lot of times like production companies come with the clients, they travel around a lot. But then we also have One Smooth Stone, which is a production company. And so I feel like they if anything handle a lot of the tech stuff, or our third party, our supplier partners. We usually will hire an AV company that comes in and does all that stuff. Cause I feel like of all the different nooks of our industry, AV is so technical and actually I just broke down a AV quote the other day and when I jumped on the phone with them I said, which one is just the microphone? Cause they had all the the big terminology for it and that the brand and I just need to know which one microphone is.

Will Curran:

They should've walked you through it. Not you walk them through it.

Thuy:

It was the first time and they were great. Afterwards, I was like, this just needs to be more aligned items I can grab, you know, the pricing versus pack. I gave them some feedback and the revisions that they did next with it was, it was the first time using them. I was like, I don't need all this terminology. I just need a microphone.

Dustin Westling:

They need to listen to our acronym and jargon episode.

Thuy:
I'll send that to them.

Nick Borelli:

So a client comes to you, Dustin, and they give you their overall goals. Let's say we're trying to engage our attendees to be more into our brand and, and create some positive brand equity and you know, maybe it's softer, right? That like that. And we want to maybe launch into a movement and get people excited about what we're doing. At the table with you, in all of your design pallets, you've got all of the aesthetic design possibilities, you've got all of the knowledge and experience you have of how people react to things. Do you see yourself having someone at the table who is just their pallet is all of the technologies to potentially paint with?

Dustin Westling:

Definitely. We definitely use the best event technology partners and we bring the right team to the table and everyone in our market, from a technology side, has different strengths. I don't know that I have the capacity for somebody that is full time thinking about tech and events, but look where we are now, look at how the last 10 years has changed and it's becoming more and more important. And I can say in this episodes talking about the next 10 years and it wouldn't shock me if in five to 10 years if there wasn't somebody on my team that their job was to engage and work with tech companies to get the most innovative and the best product to our clients. So I can see this being something that could exist within agencies and production houses.

Nick Borelli:

I do too. I know that I had a conversation with ILEA at one point about the 11 core disciplines and there was an idea of is technology the 12th? So we did some exploration on it and at least my finding in what I gave them to think about from my perspective was no, it's part of all 11, as opposed to its own thing. It's their tools, you know, technology and it's precise definition. It's just technology. It just tools in order to accomplish something. But I didn't see it necessarily as a discipline unto itself. I just think that all the disciplines needed to be able to refresh what they were doing in order reconcile with where technology was going. That said, for practical purposes, I think that there's probably such a change that happens in technology that asking you're tenting people to know about all the technologies that exist out there is a challenge, right? So I think that there's probably a room for a team member.

Dustin Westling:

I agree. That's interesting you say that because I'm working with the professional development team with ILEA on that exact thing.

Nick Borelli:

This was years ago, so I don't know where it is now.

Dustin Westling:

It is being looked at again and I actually think that insight's really important.

Nick Borelli:

Anytime anyone wants that version of it, I'm happy to talk to them about it. But it's really difficult to say, is technology a thing unto itself or is it, or is there anything that can really exist without it? Right? Like you can't have a core discipline in anything without taking into consideration all the tools available to further the end of that thing. Right?

Nick Borelli:

Like there is no example of, well I don't use levers in what I do or whatever tools. So there needs to be a lever expert or I maybe I'm stretching it too much, but there is something to be said about engaging in a discipline in anything in our modern world and being able to know what exists that impacts your disciplines. Now that's specific I guess to the idea of like the planner on the other hand, having a specialist on their planning team who specializes in technologies. That's where I think that that quote unquote technologist might have the ability to make an impact. I think when it comes to implementing, just like I think implementers should all think strategically, even though they're not event strategists. I think implementers should also be able to think and understand technologies in their realm and know that.

Dustin Westling:

I like it. What do you think Thuy, ready to tackle the next one?

Thuy:

Yeah, lets do it. I think Will should talk about this one because he made up the word.

Will Curran:

I think we need more sustainabilist.

Thuy:

Elaborate on that Will.

Will Curran:

Shout out to anyone in the audience who sends a comment to what the proper term would be, but basically someone who's focusing just on sustainability, I think it would be really huge for events. I mean we're talking about how it's such a big focus, such a big trend and how it needs to be it. It seems like right now it's just kind of tacked onto operations roles or someone who's just going to volunteer some extra time to be in charge of this, but needing probably its own dedicated role especially as things are going.

Dustin Westling:

Will take me through a day in the life of a sustainabilist.

Will Curran:

Well I think one thing that it has to be able to do is be like cross departmental. So you know they're able to go sit in on meetings with the AV team and with the food and bev team and the venue team and see all the different elements. For example, like food and bev, where are they sourcing the food from? Where are they? Is this stuff sustainable? Like are there going to be food waste, all of the things like that. The AV team. Okay, so are we using led lights? You know, they kind of use their knowledge of sustainability to ask the questions of, what are we doing, what more can we do? And maybe, what costs more money and what costs less money and almost in a sense, they might almost need their own budget too, or they can say, oh I can dedicate some budget towards this. It give AV a little bit more money to go all LED or something like that.

Will Curran:

I think also they're also staying on top of a lot of the trends too. So for example, we have the big trend of getting rid of single use plastics, but maybe for example, that bamboo straws are also just as bad. So they would be aware of that stuff, whereas maybe someone else doesn't.

Nick Borelli:

That's the part for me. I see the parallels between this sustainabilist and a technologist. They not only have an awareness of what's out there, but what's best because there's a lot of junk science out there. Just like there's a lot of junk sustainability. So like there's a lot of, well if you do the research this sustainability tactic ends up being just as costly in reality as doing what's always been done. But it has the appearance of sustainability because of marketing or whatever. There's a lot of who has the time to figure out what's really doing this or not? I've heard that metal straws, there's a threshold unless they're used so much that they are worse for the environment than disposable and that makes sense right?

Nick Borelli:

So like knowing that life cycle, like in Microsoft they call it closing the loop. When they create solutions that sometimes the solutions they create cause other problems. So they figure out how to solve the problems that their solution solves in order to have a holistic thing. Thinking like that and having a thinker on the team like that all the way through. Like this week, my mind is blown. Like Dreamforce came out and said there's no beef, 170,000 attendees. Big. I mean lots of dudes cause it's Dreamforce, disproportionately male and, and it's 170,000 people who there's no beef option for like four days. I think it is in SF because of environmental concerns. Coldplay comes out and says they're not touring and not having live experiences because of the sustainability impact that live events have on the world and they're trying to figure out a way to be more sustainable.

Nick Borelli:

Now some of this might be, you know, a PR and marketing and spin, not sure, but I would want somebody on the team that would tell me if that was true and also wait to do it. But these are perceptions that are becoming reality on one end and on the other end, I know that I don't know enough to be a value. So I would, I would sub hire for somebody like this.

Thuy:

That's interesting about the Coldplay thing. Don't you think that's a hindered towards our industry?

Nick Borelli:

Of course it's an indicator like they're scared of live events. Right. And like honestly music has been a big proponent I think in the last 20 years of pushing the envelope of the experience economy because once their products for the last hundred years, albums, went away, in a lot of ways they doubled down in the live experience and that, believe it or not, pushed the envelope for a lot.

Nick Borelli:

Like you get festivalization from that. Festivalization has a ripple effect that that made its way into corporate events which you see-

Will Curran:

Like all its cool technical production stuff that came from it.

Nick Borelli:

All that just honestly became Napster. Like it's a knock on effect, but now they're talking about going to like the Middle East and simulcasting a concert instead. Look, this could be a outlier. It could be a one off. They're a big band though. And they're influential, right? It's out there. So, I don't know. I pay attention to stuff like that. The live events should have an answer to right?

Will Curran:

Real quick, I want to tack onto that. Cause the thought process too is that also interesting news that came out this week too, is that they used to be called Your Wave or something like that was a VR platform for experiences. Now they are officially launched and it's basically they're trying to push for virtual reality concerts now as well.

Nick Borelli:

It's been 10 years of trying to push for that.

Dustin Westling:

There's definitely going to be the the Greta Thunberg effect in the way young people travel and-

Will Curran:

What's that? I don't know what that is.

Thuy:

You don't know who that is?

Will Curran:
No, not at all.

Thuy:
Okay Bye.

Dustin Westling:
Oh my God. I can't. I can't with you.

Thuy:
How do you not know who-

Dustin Westling:
Because Nick knows more than you.

Will Curran:
I don't know. I guess I never was taught it.

Dustin Westling:
So she's a Swedish environment, conservationist, activist who has, I think she did a Ted talk and it went viral.

Will Curran:
This is the girl who wouldn't travel.

Thuy:
Smashmouth did a remix off of her talk.

Dustin Westling:
So she came over to North America on a solar boat or something like that.

Will Curran:
Did we just have a podcast episode about this or maybe Event Tech podcast or someone was telling me about this. So I do know who this is now, so keep going for those who don't know.

Dustin Westling:
So she's driving around North America in Arnold Schwarzenegger's Tesla and shaming everybody for their lifestyle and for their consumption. And she's drawing these huge, massive crowds and, and there's been so much focus on the way she travels and on how damaging travel is to the environment. And it is something to pay attention to because there's a lot of young people that support this, this green movement. And the unfortunate part is that, we're not making travel better fast enough. And the voices that are saying how bad travel is for the environment are so much louder than the voices of the great changes that we've made in

efficiency and in more environmentally friendly travel options. And airplanes are going to be going to be gas guzzlers for a long time. And we're a long ways away from having airplanes that are great for the environment.

Dustin Westling:

So I do think that that going back to that Coldplay canceling or not producing live experiences in the name of sustainability, that's a thing. And, and how long is it going to be before we start saying we're not going to travel for conferences, we're not going to travel for trade shows because there's a whole generation behind us that are going to say, no, I won't get on an airplane. I won't travel outside of a hundred kilometers of my home base. I can only go electric and that's going to be something.

Nick Borelli:

There's a UK proposal that says that they should tax frequent flyers and make frequent flyers have to pay more to fly and get rid of the idea of points because it incentivizes people to consume more fuel. And the people who are consuming more fuel should pay more for that because if they were a factory that was producing more waste, then you would tax them more. So why not?

Dustin Westling:

In Canada we have a carbon tax. So you pay for the pollution that you create. And it's a hugely controversial issue in Canada. And I won't get into the specifics of it, but what it's doing is it's tearing down industries and diverting business to other countries that don't give a shit about the environment that, you know, in Canada we're one of the cleanest petroleum producers in the world. We've got the highest standards for employment. We pay our people more than anybody else. And our government is so focused on the environment that they're willing to tear that apart. And all it's doing is diverting that business to countries that don't have the practices, that have very, very dirty extraction for petroleum and oil and pay their employees crap.

Dustin Westling:

And this is a huge issue in Canada that's going to continue to be a bigger and bigger issue and what's going to happen, it's going to be North America that's going to lose this fight and, and the Middle Eastern and Europe oil producers are going to end up winning. And that just sucks. But I think all that is kind of intertwined into this carbon taxing doesn't make any sense unless the entire world does it.

Nick Borelli:

The genie's out of the bottle for globalization. And I understand why, Canadian officials are putting out something like this, as someone especially who lives in Calgary, seizes transparently, you know, nonsense. I understand why they do it because they're just trying to get elected. So they want to be able to say in simple one sentences, we did this to protect the environment as opposed to, you know, we shut this down as opposed to saying, well, we live in a global world now and all we can do is be pragmatic about solutions. But again, that's not what

gets people elected anymore. Could you imagine having to professionally keep your thumb on the pulse of where this stuff changes politically, what people are saying? I think that this role is really, really big.

Nick Borelli:

I could see reports being written to teams about saying like, we can't say this anymore. We need to say it like this. If we're going to an event in let's say Alberta, we have to think that they're a little bit more conscious of, of like that that kind of like information like again, tacking all of that on as it stands right now on top of a planner designer is not fair and I think this is what a lot of these new positions could potentially alleviate is there's just so much vulnerability of not specializing in this stuff.

Thuy:

Okay, so just one thing then? No. Why?

Dustin Westling:

Just one more thing on your head.

Thuy:

This is saying the sustainabilist person, I feel like that person would want to try to convert me to take spin classes and like going out the night before. Want me to like confirm taking a hike with her or him in the morning on like a Saturday. I don't know why I put that persona on this person, I don't know if I would want to hang out with this person. I'm sorry.

Dustin Westling:

You probably wouldn't. I got one more thing to say.

Nick Borelli:

That's a cool angle. Same with safety people.

Dustin Westling:

I got one more thing to say about politics. And in Canada we have the Green Party and the Green Party is so far to the left and they run their campaigns saying we need to be off fossil fuels by 2030, which would be absolutely just, it's insanity. And our federal election happened last month and they had the most successful year they've ever had. They still struggle to get seats. The way our government works a little bit different. They still didn't get as many seats, but they got the votes and they got more, they got more representatives and more writings than they've ever had before. And it is growing and it's growing really, really fast. And as the voter base is changing and as more younger people are having a say this, this is going to be a thing.

Dustin Westling:

And I think that it's, it's no different than what's going on in America with AOC and the Green New Deal, and this is something that that can be quite laughable because you know that today

there's not a majority government that's going to support it, but that's going to change in time and there's going to be more and more people that are going to put pressure on travel in our industry and the sustainability of our industry. And the reality is, is our industry is, is a bit wasteful and our-

Nick Borelli:

I think that's earned. I think it's a combination of earned and also just a natural output like in as much as live events are soft targets for terror in all forms, in shooters and whatever else. I think live events are also targets or not targets but like are perpetrators of needless consumption and or need needed consumption because it's active. Right? Like staying at home and you know, not making deeper connections and not putting people at the same table, et cetera is less wasteful. Right? But we know that there's an impact. So it has to be, you know, the balance has to be there. I think the balance is out of whack. I think that with design we can overcome just like I think that for most things, but right now the pressure hasn't been put on designers to do that.

Nick Borelli:

And I think it just like I'm looking at which you could potentially get into the idea of, I guess I think the technology to sustainability, it was a good pivot from like inclusion and diversity in the same way that what would it takes, I think is a threat that is immediate, that causes shame and other people getting hurt, quote unquote, that are perpetrators of this. And that hasn't happened as much. But as it continues to happen, it will become a priority in the same way that I could think of a consumer electronics show where they have a manual and you know, people in the audience create a hashtag and take pictures of all guys at this and say where are the women? And it creates a grassroots negative brand equity campaign. Because what worked 10 years ago doesn't work now. I think the sustainability is about to be in that same position and if it a Greta to do that then-

Thuy:

I also want to shout out Autumn who is a Canadian clean water advocate. I follow her too. She's like, these little girls are just, I'm loved. I like, I love it. They, I like look up to them. Those are the people who I want to watch. Not these like spoiled, reality stars, celebrities. Like these are young girls and boys that are just out there making a difference and really being proactive and something that they believe in. I think that's so powerful. So I have to shout out.

Nick Borelli:

I'm too cynical to be that person. So I like the people that aren't like, I applaud them and I think they're great because I've been beaten down by too much pragmatism that even if you get like in the right conversations, it's come up a bunch of times with the AOC about the Green New Deal. She's like, this isn't all going to happen, but someone has to be able to, push it right and be more quote unquote extreme or whatever. We're now in a place where all politicians get to say things they don't mean because the spirit of it is that like that's the new, no matter what side you're on, there's a lot of that. So I'm just so cynical at this point in my life that if it's not going to be the kids, I don't know who's going to do it.

Dustin Westling:

I think though, but before we move on, cause I can't, I will never forgive myself for saying this. These young people and these environmental extremists, they're all motivated by emotion, and not all of them, but many of them are motivated by emotion. And this conversation has gotten so emotional and it's starting to shed any sort of fact or science and that is a problem. That is a huge problem. And, and we need to not neglect the science of the environment and the science of conservation and sustainability. And I feel like we're in this place right now where everybody's just so God damn emotional about it. And everybody's got to just chill out. And that's what these young people are doing is they're getting everybody just so hyped up about it. And we're not talking about the science.

Dustin Westling:

We're not really digging into what the real issues are here. And, and we have this environment now where anybody can say anything they want and it's fact and that we're headed to a really dangerous place with this. And I think this is going to be one of the things over the next 10, 20 years that is going to start to tear apart countries and industries, and this wealth that we all enjoy and in North America, all of us spoiled kids on this podcast. This is what's being threatened.

Thuy:

Good thing we have sustainabilists to help with that. But talking about the or remember the spin class, wellness expert that you think that's going to be someone and like an actual job. I feel like that's actually a job role creating right now and not just physical but mental and emotional, I feel like. I want to actually give an example cause I connected with someone on LinkedIn and she... Let me actually pull her up. I actually thought this was brilliant. I was like whoa. Her name is JD Wildflower and her title is America's burnout coach, holistic success and high performance coach. And I thought, she actually has all these articles about burning out and I think that's something that is constantly being talked about and so this is just more on the mental emotional side but I thought this was great. Like she had her approach on this and just well that's like what she dedicates her title and her life to. So what do you guys think? That's something both physical and mental. Do you think that's something that's going to be-

Dustin Westling:

Mental health is going to be the conversation that we are going to have more than any other conversation when it comes to wellness over the next 10 years. Mental health issues are on the rise for the first time in a long time. Men's mental health issues are playing a huge role in our world as we know it right now and I think big companies are starting to react to this. There's more resources within big organizations for people to get their noggin checked every once in awhile there is more companies that are moving their benefits and wellness plans into a more customized, you get what you need, not what we're giving you. I know some great examples of some big organizations in Calgary that have a very, very comprehensive wellness plan that allows you to take the benefits that you need the most.

Dustin Westling:

And those are now starting to include mental health benefits where they didn't always before and insurers don't cover so much of what you need to, to keep your head on straight, and yeah, I do think that this is something that's already happening in the bigger businesses and employers are understanding more and more that that employees need to be centered and need to get the mental health support that they need to be effective. I think that, you're encouraged to go see your doctor once a year for a medical check. But we don't live in this world where you should, where you're not getting a mental health check once a year.

Nick Borelli:

That's what Event Brew is for, a mental check.

Thuy:

I have to like throw in a meme here, cause this was hilarious and sad, but also very true. It's a little meme. Every company: we'd like to promote mental health in the workplace. Employees: how about hiring more people? So we feel less pressured and increase our pay so we can keep up with the aspiring cost of living, so we're not so stressed out. Every company: no, not that. Try yoga. And legit, that's why I'm doing yoga.

Will Curran:

So I'll be a little bit of on the opposite side. But does this need to be someone on the event team though? Like I totally get for the companies and stuff, but why the event team?

Nick Borelli:

I could see a parallel to the technologist in the sustainable- I'm not going to be able to ever say that. In as much as, here's the conversation. Here's the seat that a round table. And then they say, ah, all right, we need to get content in front of people. What do you think technologist? Well, here's the type of screen and here's this new technology that's more engaging, great. Sustainablist, well, it takes this much power, but if we do it this way, you know, whatever, great.

Nick Borelli:

Then we go to the wellness person. Well if we use this kind of light and we give pauses every 25 minutes, this new study says that like learning is a more holistic, it will stick and it will promote this kind of behavior. Great. Next. That's how I envision this kind of like event team of the future. And I think, is the wellness person weighing in on F and B choices? Yes they are. Are they weighing in on destinations, you know, smog yes, they are. Are they weighing in on the registration process and the stress level of that? Yeah. So if they can have a viable impact on every stage of a live event, then I think that there probably is a value to having that as a team.

Thuy:

I love that.

Dustin Westling:

We're getting there piece by piece. You see it more than ever before. Healthier choices in food and beverage, less sitting time, more active breakouts in meetings, opportunities to walk. I've been to conferences now that instead of just putting you on a bus, they also say if you want to walk, here's a map, which is something that you wouldn't have seen before. And I appreciate it cause I can't tell you how many times I go to America and they stuff you on a bus and drive you three blocks away when I would've just rather walked. So I do think that we're getting there from a physical wellness perspective and, more and more, I mean our clients, and it doesn't matter whether it's meetings, conferences or gala's. They are talking about the health and fitness of the attendees and creating opportunities for people to stay active.

Thuy:

I want someone to draw-

Dustin Westling:

This one's happening.

Thuy:

I feel like these are all superheroes. I want someone to draw what these-

Nick Borelli:

Oh yeah. This is very much-

Thuy:

It's like X-Men or Marvel.

Nick Borelli:

I think of like super friends or something like that where there's a table with the logo of events 2020 and then there's like these chairs where there's these-

Thuy:

It would be an acronym though.

Nick Borelli:

Specialists.

Thuy:

The logo would be some kind of acronym.

Nick Borelli:

Yeah, for sure. We're ready to design. I think that right now, there is a technologist, there is a sustainabilist, a and a wellness person. They're just hats and they're not people. And I think that locally, the more sophisticated that we get, the more that the vulnerabilities become real threats

that are in front of us today. Like there was no C-suite position in corporate America, at least I can speak on that side 15 years ago, outside of a few different industries that had a chief of diversity. Right. And that's a position you see, I get a weekly brief about dedicated to that profession because I'm curious to see like what those people are seeing. It's a big position that exists now and it's a certain point. I think the threat level it gets or the opportunity level gets to such a degree where it stops being a hat and there is a person in that seat.

Dustin Westling:

That's a great segue to diversity and what the future of our event team members will be. Where do you think we're at with that conversation as far as diversity goes? Are we ready to have that as a team member or is that still very much a hat?

Nick Borelli:

In the conference world it's possibly a team member right now, in the education and content departments, let's say. That's potentially in our existing thing. In corporate America it already exists as a position. So I would assume that they weigh in on events as well. So it's just part of what they do. I think when you broaden the idea of inclusion and diversity to be in the idea of experience design more so than in the idea of HR, you know, that's a different angle. Although, maybe on that angle it's more of you're in charge of your supply chain and you're hiring people like Thuy's company does or Dustin, you're hiring organizations and you're bringing them in and you're looking at the makeup of those organizations. So I think that like there is a supplier relations angle of it to the side of that and that's more kind of HR kind of supplier relations.

Nick Borelli:

The other side is that experienced design part. If you broaden it to be a conversation around appealing your design to different types of people. I think that the best design firms will probably incorporate some of that into it, sooner rather than later. I know that there's consultants that already exist in this world already and I know when they talk about design it's so different. You know, they're looking at a design of an attendee like seating for people of size or of people with disabilities. They're thinking about people of different ages and hearing and having, opportunities for visual, different forms of communication, like a sign language.

Nick Borelli:

Things like that all the way to, let's do a site visit, but let's bring somebody along who understands these different ways that people can experience things. So again, if I could still see that person at the table saying, but what about, you know people like your theater in the round is cool, but what about people like this? That's where I don't have time. If I'm a traditional designer to know about every experience and some kind of like chief empathy officer would be pretty cool to have.

Dustin Westling:

When I say diversity, how do you describe that? Starting at Will, when just the word diversity. How do you define that?

Will Curran:

I think it just finds ways to make it more welcoming and open for everybody. That's what I think a lot about when it comes to diversity. So you know specifically, obviously I'll do everything through the lens of what I do now. So a lot of times too, I try to figure out for a technological standpoint, for example, something as simple as like being cautious. Like when an audio engineer's miking up a girl versus a guy for example. I think that's really, really important on a diversity standpoint and having people like Nick said, are empathetic to it, but also as well, I started thinking about this now is that, for example, a lot of times we end up getting asked like, Hey, can you provide, you know, hard of hearing devices? And we're like, yeah, sure.

Will Curran:

And it seems like one person uses it, but I'm pretty sure it's more people that could utilize it in the future and things like for example, subtitles and like all these technological things, I think that can help improve people's experience to make it more welcoming. We just don't have anyone who's focusing on it. So I think a lot of times it ends up being an afterthought rather than a priority when in reality it's like, you know, yeah. If we had more headsets for hard of hearing, it made it more visible for where to go pick it up and grab it. Maybe it'll get utilized more in that \$300 you spent on it would get utilized a little bit more. I just think about things like that too.

Dustin Westling:

And I think making those opportunities feel just as natural as everybody else's experience. There's kind of nothing worse than seeing the food and beverage and the one person that's got the allergies got the like tightly saran wrap plate at the end with her name on it. It's like that sucks. That's just not like that person is not having the same experience as everybody else. Thuy, what about you? What goes in your head when you think about diversity?

Thuy:

For me it's just understanding each individual and how unique and having that compassion and empathy towards it and just recognizing that all individuals are different and that can actually be a benefit. And it actually reminds me, Nick, you mentioned something like in an episode way, way long ago where not finding the best people for industry because you know it's just not as diverse. Or something along those lines and this category, this role is where I would give all my money to. It's so hard to talk about diversity because think about it's about race, if it's about ethnicity, gender, sexual orientation, it's about economic status. Even like your age. Physical abilities, we just talked about religious belief, all of that ties into diversity. And so it's a touchy subject especially I feel like in the corporate world to really engage and talk about, but it's so needed.

Thuy:

And so to me, diversity and actually inclusion and if anything internally within the company, that's really important to me because if it starts with just building that culture and being able to know what's important to represent where we stand. It should be, I feel like integrated into

companies like visions because that really then takes into the planning and execution phase, thinking about those little nuances. But we, as you know, event professionals, I feel like we don't really think about that. And you're right, like that whole play here in LA, I get all sorts of just crazy food requests. I never want that one person who I get a lot of times like vegetarians, they'll just get like a salad and there's way more choices out there. And the thing is it's not just-

Nick Borelli:

Sympathy gives them a salad. Empathy gives them something that is equal. And I think that's a big difference. And I think if you're not engaging with people who have that viewpoint, directly and actually actively listening to them and putting your feet in their shoes for a little bit, you would just give them a salad and you're like, look, I ticked the box. You know they are vegetarian, but if you're designing experiences, tell me what that experience feels like from their point of view and what you just said, Dustin. I've sat at that table with that person so many times they wait longer. They get their food maybe way early, way late. It looks different, you know, it's calling them out and, and design is better than that.

Nick Borelli:

Design takes that into consideration. It sees it down the line and it hopefully, great design it has empathy, and then it makes it so it's an experience that you want. Do you think of optics, Dustin, a lot of times when you hear the word diversity, like is there a spin on it in Canada that makes, or at least the American version of diversity, like where does optics come in versus the, the benefits of diversity of just the ideas.

Dustin Westling:

I'd say that we as an industry are in the optics phase right now. I think that it's really important that we look diverse and we're not thinking about actually being diverse. I think diversity and inclusion is the most feared words in our industry right now and I think they're the most misunderstood. So you know, on this topic of, you know, the event team member of the next decade, this one's a decade too late or probably a century too late and this isn't something that we need in the future, it's something that we need right now. I was in a meeting, I'm going to keep this vague. I was in a meeting, it was in America. We were talking about the personas of the group where we were working with and I said that our audience is women and gays and I thought everybody was going to like drop.

Dustin Westling:

They were so put off that I said that and that they didn't know how to respond. And I thought I literally just had this same conversation with a college that I was working with in Canada and they had facts and figures, they knew exactly what they were talking about, and I just thought what a difference between these two places. And that's not a knock to America, but there was this fear that you can't say that. And I thought well if you don't know who you're talking to and you don't know how to create an experience for them, that's going to work for them. How the hell are you going to succeed?

Nick Borelli:

It's funny, I'm starting to think of it like AV person, right? I'm looking at, like Will, like I wouldn't use a lot of audio visual terminology. I'd walk on eggshells if I was communicating it cause I know that I would sound stupid immediately. And I think that a lot of people have that same fear when it talks about diversity. Like there's things that you're like, look, if I just don't talk about it, it goes away. And then we're like, but in the event world we know have somebody like Will next to us so we don't sound stupid and just defer to that person. And I think that, that is the same kind of person we need that's like, no women and gays. And owns it and it can explain why and does that and you're like, Oh, okay. Just like Will demystifies a lot of audio visual just to further elaborate on that parallel at the end of it.

Nick Borelli:

Not only do you feel like, it's good that we have this person around. Also, I think I learned something along the way and I'm less scared. Like that is another one of those things where I'm like, that's not a hat to me. It's a job.

Dustin Westling:

There's been some good traction in the world of inclusion in our world. I've really noticed MPI I think has done a really good job with some of their initiatives. And some of it is more about optics, but the name badges that have pronouns on them, which is great. And we need to not put the little flags on people. We need to ask them at registration. And it needs to be a part of everybody's not just those.

Nick Borelli:

That's it.

Dustin Westling:

The little flag on, but it's changing. I have filled out a whole bunch of paperwork over the last few months that are asking people how, what do you want to be called? What do you want? How should we address you? And think that's good. And I think that we're slowly, fearfully crawling to a place where we can create spaces that are open for everybody.

Nick Borelli:

It's interesting. So I have a bunch of those pronoun flare things. Cause it's just something that's interesting to me. So I keep them around and just makes me think of that. But I would say that there's got to be someone who's had the conversation. Okay, so this is third person and second person ways to communicate to somebody that goes onto the name badge of the person's name. So I never would say he to you if I was looking at you, Dustin right.

Nick Borelli:

Here's the fear thing. So are we just doing this for optics to have the fashion of it? And then the answer could easily be no, here's why this is important. It creates a cultural difference. You could have a conversation about somebody else in another, right? So I would need somebody

that was engrossed in that world to be able to say, no Nick, but also an environment that isn't scared for me to ask that question. Right? You don't have any of that unless if everyone's walking on eggshells and there isn't an authority and there needs to be an authority.

Will Curran:

Sounds like a great episode for us to do in the future. And maybe dive a little bit deeper into that because you probably could do a whole hour episode.

Thuy:

Oh absolutely. And I feel like before the whole fear thing, it's a lack of awareness. I feel like people aren't even aware and so it's how do we get that word out? Moving onto the next event, team member of the next decade. What do you think of experienced scientists because behavior sciences getting to be the next talk of all those trend reports.

Dustin Westling:

Is a behavior scientist or behavior sciences and experience science is the same thing?

Thuy:

I think you need to analyze behavior in order to create that experience and especially nowadays, it's very scientific. So I feel like it's one in the same.

Nick Borelli:

I think somebody with a behavioral science background should be part of the experience team moving forward, as clients expect more tangible results for their investments as we pull more people in who haven't invested in events in the past or people just have escalating operator asks for what they get. I think that there needs to be somebody in the team with a background in behavioral science who works with your experienced designer as to say, well yes, but keep in mind what you're, what you're utilizing right now is the behavioral design trait of scarcity and here's how people react to scarcity in this kind of environment. Or the idea of, I don't know, trying to think of like another behavioral thing, of cognitive bias. So what you're explaining is, or what you're trying to get around right now is as the problem of this goal of this event of, of changing behaviors and that's what events exist to do.

Nick Borelli:

You are trying to overcome cognitive bias. And if somebody could illustrate that in terms that are real, that have been proven, quote unquote, as much as you can. I think that those teams would be poised to make larger impacts based less on gut and more on science and data. And I think that you could argue that this person would work hand in hand with a data scientist who could easily have a seat at one of these tables as well. But I think those two would be best friends.

Thuy:

I would love to hang out with this person. They would be the person I would hang out with all the time.

Nick Borelli:

Yes and no.

Dustin Westling:

That would be a fucking nightmare.

Thuy:

Maybe because I would be one.

Nick Borelli:

Hang out with a first year a student in a college for either behavioral science or philosophy and it's the same kind of like, you know, this table isn't actually here or or, oh you're only believing that. Like my wife and I have done Myers Briggs together and it's cool, but it's terrible too. Like there's some things that maybe, I don't know, I'm not hiring for like, the best friends of the next 10 years. But if I'm protecting my business and providing as much stakeholder value as possible, I'm considering that this is a decent person to have, but if you want to learn cool person I guess, but also absolutely makes all of human behavior to a boring science.

Dustin Westling:

I have a friend who is wicked, wicked intelligent, just blows my mind, she's so smart. And her background is all in cognitive behavior sciences and you like sometimes you can't even have a conversation because she's just trained to pick everything you say apart and you're like, girl, I just want to bitch about this.

Nick Borelli:

I just said it was busy come on.

Dustin Westling:

I know, God.

Nick Borelli:

That doesn't mean anything.

Dustin Westling:

That's why I never say I'm busy.

Will Curran:

Busy. All of a sudden now that's why you don't ever hang out with podcasters. Cause then they just like well now I have to do an episode on this.

Thuy:

I just legit did that yesterday. And now she is a fellow brewer. She's like, I love it. But I don't know. But that's the conversations you want to have, not about the weather. Maybe because I see myself in this person, this role because I was a philosophy minor in college. And to me analyzing, I just want to learn so much about this realm cause it's so intriguing to me.

Nick Borelli:

Yeah. I'm really into philosophy and I also find myself to be a bore. So maybe I'm just projecting-

Thuy:

I love hanging out and talking to you., Nick.

Nick Borelli:

If you don't like talking then perfect.

Will Curran:

And that's why we have you on the show I think.

Dustin Westling:

I think we have time for one more. Right Will? You're going to cut us off.

Will Curran:

No, let's wrap up the last couple of ones we have on this note sheet on here. But these almost could be tied together. So I feel like they might have the same conversation but we have on here: risk manager and then a crisis team leader as well. So we have all this talk of potential safety related things. I think a lot of times we're so busy that we don't evaluate all the risks and what could happen. Instead we say, that's not going to happen. I think this is the person who's going to say this is going to happen, and here's how we're going to deal with it.

Nick Borelli:

My crisis team leader is a hat by the way. I think it's a requirement but it is a hat. So in the midst of a crisis, roles flip, there's a new script and it might not be the ultimate authority in your team, the traditional authority, that regular authority in your team. It's a different person. I've used this example, if one of your stage hands, was career military and understands how to do a sit rep, the situation report, and knows how to organize people in a crisis and doesn't blink. They might be your crisis team leader in the midst of that type of environment. I don't know. I do believe that that should be a designated role that like when the crisis thing flips, that's a hat that's worn.

Dustin Westling:

My company has a dedicated full time health and safety manager. So their job is to obviously manage our health and safety system and we do a job hazard assessment before every single task before every shift. And it is a really important part of what we do now. That's more definitely the focus of those efforts are more for the safety of our workplace and our employees and less on the guests. But we definitely do have a mechanism to look at everything that we're doing and

saying who's going to be at risk here and how do we evaluate and then have a system in to ensure that there's a process to evaluate those hazards and limit them as much.

Thuy:

Dustin, you said there you have a military background or were they like security? What's their background?

Dustin Westling:

It's administratively trained. So we have a program in Alberta that it's called Partnerships in Health and Safety and it's a government led certification that you have to apply for and be audited. So our business gets audited every year to ensure that we're in compliance with all of the standards. And we in Alberta, just because our industries are mostly oil and gas and it's a lot of rig onsite type stuff. We've got a really robust health and safety requirement and you have to opt in. It's not mandatory for businesses to have a program like I have. So I think I'm one of only a handful of companies of my type across Canada that have the program that we have and it comes at a huge, huge, huge expense.

Dustin Westling:

But what I know is that having this person and having this risk management mindset, it sets us ahead from our competitors. It allows us to go to big businesses and say, we work the way you work. We have the same core certification that you have, and that's very rare in our industry, but it's going to be required. And in the next 10 years, health and having a health and safety program is going to be a government requirement. It's not going to be an option anymore. So, this is the one that I think we're not going to be able to decide whether we're going to have, I think this is the one that we're going to get told to have eventually.

Thuy:

Well, thoughts?

Nick Borelli:

I mean you have-

Will Curran:

No thoughts. I'm just, I'm excited about it. I think I agree 100% with Dustin. I'm actually really fascinated. I'm going to probably talk to you offline and maybe we do a full episode that I'm curious about the health and safety thing and maybe we'll take it on one of the other podcasts. But I think that's a really, really cool, and I mean like most people would assume like, I can't afford that, but you guys have it as a requirement, which we think is so cool.

Dustin Westling:

What you can't afford is to have a serious injury on a work site. What you can't afford is to have a death on a work site. What you can't afford is to put your employees at risk and that's what

you can't afford to do. You can afford to have a health and safety program and we can take this to a full episode and I've got lots of resources and tools. I'd be more than happy to share.

Will Curran:

I love it. All right. Should we wrap up with the last position and then our question at the end. So I think this one's kind of obvious, cause we've talked a lot about it and I think in past episodes is the idea of someone as purely a strategist on the team. What's your guys' thoughts? Thumbs up approval? We have a whole episode about this don't we?

Thuy:

Well we talked about it a lot during the the global event forum report when we analyze this. So I think this is the person that would actually be like the leader, I don't want to say the most valuable, but beneficial to a company making profit and just making sure that they have that blueprint and that direction. So this person is really vital.

Dustin Westling:

They built the foundation. That's important.

Nick Borelli:

Strategy is different than design, you know, and they work in concert ideally. But again it's one of those hats that has been worn by the planner who also has to think about menus and diversity and technology and wellness and all of those things. And I think that, if what we talked about today, could be summed up in anything is that to get better at events and we have to get better, we have to put some people underneath some of these hats and not have hat on a hat.

Will Curran:

Hat on a hat on a hat. Exception hat. So we have a final question on here, which I think we want the audience to also answer along with us as well. So feel free to let us know, which one do you think that you would be? So out of all of us here, which one do you think you would be? Mine's kind of obvious. I feel like I would end up falling in the technological position like the technologist, just because I love technology so much and naturally I also get stereotyped into that role.

Thuy:

I want to follow up with that question with, which one would you want to be too. Which one are you right now? In 10 years, what would your title change to, but which One are you most intrigued with that you would want to jump to?

Nick Borelli:

Strategist now. The behavioral person in the future, I don't know if I'm smart enough yet.

Thuy:

We're all in trouble then if you're not smart enough.

Nick Borelli:
It's big.

Thuy:
Dustin?

Nick Borelli:
I got too many things like Chiavari chairs in the back of my head. That does mean no good.

Dustin Westling:
I'll get those out of your head. They don't need to be there. They shouldn't be at an event or in your head.

Will Curran:
What about you, Dustin? What would you choose?

Dustin Westling:
I don't know which one I would be, but the one that I would choose to be is the sustainablist. I think that there needs to be another side of the voice in that conversation. I would be there to make sure that the next generation doesn't tear our entire industry and economy apart. Greta, I'm coming for you.

Nick Borelli:
Some balance to that conversation, that's pragmatic would be good.

Dustin Westling:
I have Amy Martin on my team. I think Nick, you've definitely met Amy before. She is such a hippie and she's one of those people that that took a day off to go to the Greta Thunberg rally. I don't think she listens to podcast. If she does, forgive me, Amy. She very much, very, very much is a very left, left, has left facing values and, I see where this conversation is really important and I admire the energy that the next generation has towards this. And I mean I'm lucky because Amy is incredibly smart and she's totally willing to get in the weeds and argue things out with me and she still doesn't vote the right party, which is okay. I guess you're not allowed to tell people how to vote. That's where I'm going to go. I'm going to go sustainabilist and I'm going to fight the good fight for all of our Event Brew listeners.

Thuy:
I love that. I feel like right now, I'm a small fraction of experience scientist, being an experienced designer. But if I had to choose out of this whole list, I would say diversity and inclusion. That's something that becomes more and more important.

Dustin Westling:

I knew it.

Thuy:

It's between that or wellness expert cause I'm definitely the one that tries to get you to go to yoga with me but diverse and especially being like the token Asian all the time everywhere. And honestly, I'll admit everyone always says, I'm whitewash and all these things, but as I get older, and even on a design aspect...talking about politics recently, like a few years ago, someone was complaining about, these refugees, and it's still a conversation coming in and taking our jobs and all these things. And they say Thuy, what do you think about that? Well, not only am I an immigrant or a first generation, but I'm also a refugee. And my parents escaped the country. I don't think I'm hindering our country or anything of that nature. So I feel like there needs to be a bigger voice. And I think it's a lot of tiptoeing around. But that's something that is so important. I think I could be a good representative in that world.

Nick Borelli:

People who have knowledge in that area and aren't yelling, that's what I want. Create a safe space for people who are ignorant, and I don't mean ignorant in a negative way. They just don't know. And create a safe space. That's so vitally needed. We don't have those. And I think face to face is, is the place, you know. Oh geez, I just rhymed. Face to face would be an amazing opportunity to-

Thuy:

Come together.

Nick Borelli:

Combat all the noise of yelling that is happening digitally.

Thuy:

I love this conversation you guys. This is really fun. Whose idea was this?

Dustin Westling:

Thuy, from a polite Canadian-

Thuy:

You? Being...

Dustin Westling:

A polite Canadian meaning the country, not me personally. When somebody has that conversation with you, I want you to punch them in the throat, for me. And you let them know that that's a message from Canada.

Nick Borelli:

I feel like I know all the aggressive Canadians.

Dustin Westling:

I know who you're talking about.

Thuy:

All right. So like Will said, we're going to take this home. Actually, does anyone have any other things? I feel we'll definitely elaborate this about this and in future, specifically, but any other last words before we close out?

Dustin Westling:

I love how we start every one of these and we say if it only ends up being 30 minutes, we'll record two and they always end up being hour.

Thuy:

I think that's so great. Like I'm just all about-

Nick Borelli:

I want to be challenged by people listening, to come up with ones that we haven't thought of.

Thuy:

That's great.

Nick Borelli:

There's a dozen more. That would be a very great way to pay us back for the free entertainment we provide. You give us more and if anybody wants to send us some fan art-

Dustin Westling:

What? These superheroes with the clay, we would love to see it. Are we there yet? Do you think we're there to start getting fan art?

Nick Borelli:

Oh my gosh.

Will Curran:

We can definitely put it in the blog. Yeah, for sure. We'll update the blog with the fan art.

Thuy:

Like our little cartoon, headshot of us. But if we could just become superheroes, that would be my new profile pic.

Dustin Westling:

Did you make a cartoon out of me? I haven't seen this.

Nick Borelli:

You're not supposed to know.

Will Curran:

It's up on the blog. It's been publishing next to every episode for, the last whatever episode we are on now. A couple of weeks or months we've been doing this.

Thuy:

All right, so closing out. I just want to thank Dustin, Nick, Will for continuing to have these really intellectual and fun conversations and really diving deep into all these unique commerce topics, that we have day in and weekly. We want to thank the guests, the brewers for listening and engaging with us. Thank you so much. We love hearing all your comments, all your remarks and we always come back and discuss those things. If you have any questions you want to see show notes, links to all the resources shared, our transcript, all those links to describe. Go to eventbrew.com and then also rate and review us. There's so many podcasts, or avenues that you can listen to us on Apple podcast, Podcast, Google Play, Spotify and that helps us with people finding, like if you rate and review us, other people finding that podcast. And we want to know what you think.

Thuy:

So thank you guys so much. The Brew Crew, Dustin, Will, I bet extra Nick for constantly conversating and picking these fun topics that are not only intellectual but you know, trending, whatever. But also just fun to elaborate with you three on a weekly basis. We want to thank the guests, the brewers, for always listening and interacting with us. We love hearing your comments and your remarks good and bad. It really helps direct our future episodes.

Thuy:

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