

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

Will Curran:

What the Brew? How's it going? All of our Event Brew Crew in the house. This is Will Curran from Endless Events.

Nick Borelli:

This is Nick Borelli from Borelli Strategies. We're the Brew Crew, two.

Will Curran:

The Brew Crew of two because Thuy and Dustin are out, ironically, with sore throats today. They better grab their tea and their coffee though to sooth their throats because we got a really interesting, ironic topic to talk about this week. Before we do that though, Nick, what do you got in your cup today?

Nick Borelli:

I have, there is a smoothie place that I really that's near me called Pulp, and this is a strawberry-banana smoothie. There is some Red Bull in it, but ...

Will Curran:

If it didn't, I would start questioning your sanity in some ways.

Nick Borelli:

Yeah, or applauding it maybe.

Will Curran:

Yeah, exactly. I was going to say, actually, maybe it's the other way around, that finally-

Nick Borelli:

Questioning your sanity, like, oh, I'm questioning that it seems like you have sanity. That's great.

Will Curran:

Exactly, exactly.

Nick Borelli:

How about you? What are you drinking?

Will Curran:

Today, I'm drinking from the Loose Leaf Market, which I'm not sure if it's just local, or I think it's a chain, but it's Loose Leaf, a tea place. Let's hope it keeps in business for a long time. I'm drinking what they are affectionately calling Cherry Bomb, which is smooth, sweet, cherry vanilla with certified organic black tea. It's Assam black tea, which is like traditional black tea, vanilla beans, vanilla extract, rooibos, rose petals. I almost never drink flowers in tea, so I'm actually surprised I like this, but sunflower petals too, some cacao nibs, and cherry extract and caramel flavor.

Will Curran:

Yeah, it's pretty good, so I'm trying it out. Pretty delicious today, so but let's talk about why we think that tea and coffee and Pulp drinks would sooth the throat. What are we talking about today, Nick?

Nick Borelli:

Well, we're going to have some fun talking about a virus. Isn't that fun?

Will Curran:

Oh, just so much fun.

Nick Borelli:

I do this event marketing course for MPI. It's four hours long of me talking, which is a lot to ask of anybody. One of the things, as I'm trying to introduce all these new ideas to the people listening who are planners, I obviously get caught up, and it always hits me at different points where I'm like, "Boy, you have a lot of responsibilities. Like that, "You have to think about things like fire safety, food allergies, egress. You have to think about weight limits on things. You have to think about labor laws. You have to think about experience design, and behavioral science, and so much. Now, it's you have to think about political unrest, and inclusion." There's just-

Will Curran:

Controversial speakers.

Nick Borelli:

Controversial ... Everything that we've talked about in the last 20 episodes. It's just like the world is burying planners with all this stuff they have to know. The difficult part is there's core competencies, sure, and then there's these things that pop up that we have to react to and say, "Do we have a plan for that?" Because one of the central tenants of event design, event planning, is that you hold the lives of people in your hands during the time that they're staying at your event. It's a responsibility. Then we have globalism, and one of the byproducts of globalism is a possibility of pandemics.

Will Curran:

Mm-hmm (affirmative), totally. What's really interesting about this is just that, as you start to say that, I start to think about maybe other positions that might have to do with this. Because our

industry directly is related to travel, which is bringing people across borders, and especially, we want to be as inclusive as possible, it means sometimes we're going to end up bringing somebody over from an area that might not necessarily ... We feel like might have some coronavirus infecting their region. The question becomes ... This might be a larger thing too is, how do you react to it in the events industry? I think that's a really great conversation to start to be had about, how does this affect our industry directly?

Will Curran:

This is hot on the heels ... To give everybody an idea, we try to publish these episodes as quickly as possible. As of yesterday, literally less than 12 hours ago, the World Health Organization declares a global public health emergency over the coronavirus outbreak. It was like three days ago they said, "Oh, it's nothing to worry about. We're not going to declare an emergency. Don't worry about it."

Will Curran:

Literally, less than 12 hours ago, "Just kidding. It's definitely a world emergency. We need to be careful of this," and everything like that. I keep seeing articles like crazy popping up across the events industry talking about this. I think that it's important to know about. What's your take on it, Nick?

Nick Borelli:

I think that, again, safety is going to be probably the most important pass-fail, as far as skills when it comes to event planners. I think that there could be many different levels of okay, to good, to great at things like experience design, and behavioral science, and things like that. I think that you can certainly, you can get better. If you're not that great at it, it's okay. You can keep improving. I think safety's pass-fail. You either have a safe environment to bring people in, in order for them to gather, or you don't. I think that as core competencies go, I believe that it is something that event planners need to take as serious as anything else that they do, just from a broad perspective.

Nick Borelli:

From a specific perspective, this virus, as we get more and more information about it, it seems that it has changed and that it's kind of a type of a virus similar to, in the same family, I guess, as SARS was years ago, where it was supposedly in the animal kingdom at one point and then it traveled, and now it has the ability to move from person-to-person. I remember SARS, and I remember events around that time and where that was pretty big. In fact, I believe at some of the epicenter of that, it was during IMEX America one year. I just remember it was a lot of conversations around washing your hands and using hand sanitizer and things like that, because from person-to-person, that's the best you can do, at least until things kind of pare down.

Nick Borelli:

I think that the biggest challenge from an event perspective is putting out the right information and not trying to feed into the fear that happens.

Will Curran:  
Fear, yeah.

Nick Borelli:  
Yeah. Because fear, it gets clicks, it gets eyeballs, so there's a lot of organizations-

Will Curran:  
You bring up a good point. A lot of this you have to question and be like, "Oh my gosh. Is this just like, is the fear spreading faster than the virus in some ways?" That's, I think, the question that a lot of people are asking is, "Do I have to worry about this or not?" That's the question you, I guess, have to ask yourself in some ways too.

Nick Borelli:  
Yeah.

Will Curran:  
Tell us a little bit about, because I know you have, specifically, something you really like about the education side and informing. That's one of the biggest things you have to ask yourself, especially in these kind of crises modes you get into is, "What can I do to actually help affect this?" You can't, obviously, single-handedly block this from happening.

Will Curran:  
You can't keep attendees away because you have a fear of maybe a specific person getting your attendees sick or something like that. You can't also, in some ways too, I'm guessing, a lot of people are asking, "I can't really cancel my entire event," in some ways. Obviously, maybe there's different levels of which, but there are things you can control. Talk a little bit about kind of like what you found and thought was cool that was related to education with this.

Nick Borelli:  
I was reading a MeetingsNet article about this, and that there is a conference that's taking place in the United States in February, in San Francisco that's supposed to have 42,000 IT security attendees. It's going to be a fairly global audience at the Moscone Convention Center. They actually dedicated a website, a page rather, on their website to the virus and keeping updates on it. What's great about it is, is that they're using their social media to let people know that's there. I'm not on their email list, but I would imagine that they would definitely have dedicated some space to that.

Nick Borelli:  
What I think is important about it is, is that it's consolidated the best places for people to find information that isn't partisan, isn't non-reputable. The main one always is the World Health

Organization. Then when it comes to the United States, it's the CDC, the Center for Disease Control and Prevention. Then there's travel advice, as far as what to pack, that the World Health Organization actually puts together as well. Then there's also just general rules on protecting yourself from viruses.

Nick Borelli:

I think that, that move, I would emulate that same move if I was an event planner. I would say ... First off, I wouldn't say too much. I wouldn't feel like you need to be the author of things, because as Will said, yesterday, this was, it was, "Hey, there's a lot of talk about this, but we're not really thinking this is going to be a pandemic." Then today it's, "Well, yeah. Actually, it's kind of going from person-to-person. It's been found in 12 countries. It is escalating." That's on a dime, because they have to hit certain saturation points, because they're always balancing these larger organizations that really, this is their only thing. They're balancing fear and helping people.

Nick Borelli:

I would say, don't write too much. Don't feel that you need to be the author of everything. Just point people in the right direction of the authorities in these areas. Because then you've done your due diligence, you haven't seeded things with misaligned fear or given people maybe the bad advice. Those links that the CDC has and the World Health Organization have, those are living pages. As things change, they update them.

Will Curran:

I think what's interesting too, to think about as well is, that we obviously have this filter of we're both based in the United States. What we think about the virus is probably totally different than the international audience. I'd love to know, obviously, this is where we want to hear from you guys in the emails is, if you are planning events, primarily, I'm guessing, in China, how are you dealing with this? Because it's probably way faster penetration, I guess you would say, of spread of the virus in some ways.

Will Curran:

I think that's one reason why it's now getting considered a global emergency is because it's affecting the number of countries. It's funny, I totally was like, "This is totally not going to affect me in any sort of way. I'll be lucky if I hear about it coming to California maybe," but it was like three or four days ago I heard about, oh, hey. Student down at Arizona State University, down in Tempe, like 10 minutes from my place, got the virus. It's like, "Oh, wow."

Nick Borelli:

We had somebody out on Ohio as well, so it's also near home here. You have to consider where the majority of your people are coming from, and as these things are moving along, I think that the majority of your role, really, is to keep up-to-date with what's going on with that, and make that a priority and not make that something that you're not willing to do.

Nick Borelli:

I think, sharing information with all of your stakeholders, all of your sponsors, potentially exhibitors and, obviously, attendees, and let them make the decisions on their own, I think, to a certain level. Then once larger organizations get involved, then you could make decisions. I would, if you're having events at a venue, the venue is going to be very involved, and you should ask your venue, as far as what they do or if they have any history of being able to increase different ways to, I guess-

Will Curran:

Hand sanitizing stations.

Nick Borelli:

Yeah, stuff like that.

Will Curran:

Signage.

Nick Borelli:

Signage, potentially. I think considering additional signage that have that. Again, you don't have to breed it in fear, but just say something to the effect of, "A safe meeting environment starts with you here," or something like that. You don't have to say, "Don't get the virus."

Will Curran:

Yeah. Well, I think you bring up a good point too of, what additional things can planners do that's in their control? I think you bring up a good point. Like maybe talking to your venue to see if they can put some additional signage up to let people know where, maybe, restrooms are. Maybe adding additional hand sanitizing areas where there's large groups of people going in together, like maybe the entrance to the GS, and things like that.

Will Curran:

I was also thinking about too, that there's probably a programing aspect of it all too. That, for example, maybe it's something like building it so your chairs are just a little bit further apart from each other. Or maybe making it so if there was an activity where people were going to get really physical and shake a lot of hands together, maybe not having that. Maybe there's like temporary things. It's not going to affect your entire event for the next 20 years, but maybe just your events in the next six months. Like maybe being aware of this and how you can kind of adjust the programing without creating fear in some way.

Will Curran:

Just do subtle things that a lot of people will still have the great experience that they're having, but not necessarily, I don't know ... Again, it's one of the interesting things. We talked about this, I think, right before we got on the show is, we're not experts on this sort of stuff too.

Nick Borelli:

Yeah.

Will Curran:

If you're also concerned that there is a larger thing at play for you, or you're at higher risk or whatever it may be, you probably need to bring an expert in at that point. It's funny, you talk about the roles of the future, but maybe one of the roles is you need to have a health person who understands how to keep your attendees healthy.

Nick Borelli:

I think wellness, honestly, I think that wellness has the ability to be so many different things. I think that it's a big umbrella when we talk about its role in events, and as we talked about it in a previous episode about the future team members for the design team. I see the wellness one as super vitally important. Also, potentially, that wellness person has resources themselves, be it full-time consulting, whatever. To the degree that wellness is mental health, wellness is stretching and running around at events, or whatever. Wellness is also the idea of when you bring people together, as anyone who's flown knows, the increased likelihood of people getting sick are much higher, so that is an element of wellness. It's not just yoga.

Nick Borelli:

I think that there's an opportunity there to, again, make that position more robust by offering, and really specializing in those areas. If that person or that consultant, depending on who you bring in, there's a lot of training that they could take on as well. There's the idea of, I think we've had conversations around this before too, of like a crisis person. There's preventatively, you would talk to your wellness person and they would say things like, "Okay, let's let our attendees, upcoming attendees know what they should pack. What kind of fibers are good for things. How to pack their clothes differently." Who knows? A Purell, what have you, if you have any of these issues. Right now, it seems like it's attacking people who are older and younger than most, which is a common thing with virus, which means weakened immune system.

Nick Borelli:

There could be a thing saying like, "Here's the most susceptible people to this," as opposed to breeding fear and saying, "Nobody shake hands at the networking event," saying something, effective like, "If you're pregnant, if you have an autoimmune issue," this and that," Consider bumping people's ..." What do you call it? Elbows, as we do in the back of the house in F&B. I don't know if you ever do that with a chef, and they're cooking something. There's a lot of this movement, which you can't see in a podcast land, but it's a lot of the elbow against the elbow.

Will Curran:

Elbows up, side-to-side.

Nick Borelli:

Yeah, yeah. Then there's whole, you could have ... I don't know. The CDC, I'm sure, has tons, and the World Health Organization has tons of materials you could give them.

Will Curran:

Yeah, and we'll share a bunch of these links down in the resources for the podcast episode, so make sure to go check out the blog post with all the links to what we found were the best resources, when we come to-

Nick Borelli:

Would you ask a CVB? If you were going, if you had ... Do you feel like they would be-

Will Curran:

Yeah. Again, this is where I really feel like that we need to move ... This goes right back to that future team episode, I think, where we really hit it on the head, that planners try to do everything and from a cost standpoint it's, "Oh, it's one person's job." It can't be one person's job anymore. I think that, again, I feel like delegating to a wellness person and a crisis person, they can be having these in-depth conversations, and having an hour-long conversation of, "Okay, what are our risks? What has your city had so far? Has your city had any major infections?" Or whatever it may be, and can talk about these things.

Will Curran:

Because I'm betting you right now, some planner is listening to this right now and going, "I don't have time to do this. I'm already behind schedule. I'm still getting six bids for my AV company, I still got to figure out what food I'm going to do. Now I have to have an hour-long conversation with a CVB about a virus?" Like, "I need to talk to them about next year's discounts already, and I don't want to be having that conversation when I talk about ..." I think that it's time for the industry, in a lot of ways, that ...

Will Curran:

The reason why I think this is scary is, in addition to, as you said at the beginning is, in addition to what can actually happen, but also in addition to, "I don't have time to worry about this." Or not even worry about this, "I don't have the time, and I need to worry about this. I'm going to have someone else do it."

Nick Borelli:

Yeah, I agree. I could see the overwhelmingness of it just being like, "I just can't deal with this. I'm just going to roll the dice." I get that from a practical and a pragmatic standpoint because generally, that's where I come from, is a place of real and pragmatism. I do believe that, again, I think that safety is a core competency. Safety is the bare minimum. You're either safe or you're not safe. Then the rest of the stuff, as far as like how tasty the chicken was or whatever, is people complain about that, sure, but in the grand scheme of things, no one ever lost their brand from it, and no one ever went to the hospital because the cheese wasn't that good on the

chicken. Although, I've signed enough NDAs to tell you that chicken sends people to the hospital too.

Nick Borelli:

There's a lot of safety opportunities out there. I think that what's important is, is that you have the channels that matter, the channels that are the most reputable in the world, and you exclusively focus on those. You push out the noise. You don't go to CNN for this kind of stuff. That's information via entertainment. To some extent, I think all of that stuff really is.

Will Curran:

Yeah. Some sensationalism around it too.

Nick Borelli:

Yeah. It's in their best interest. Again, I'm not getting into a whole fake news conversation. I think, I'm almost to the opinion, everything is fake news. I do think, just go to the science.

Will Curran:

Yeah. I was going to say, go to the science. Pay attention to the major resources like World Health Organization, CDC. I think, pay attention to industry specific, people filtering out ... It might be delayed. For example, we're talking about this now, a couple days later, so you're not going to get the latest. One interesting source for me has been, honestly, and as ironic as it is, is Skift, because they're travel-

Nick Borelli:

Sure.

Will Curran:

... focusing on travel. Then also, ironically, The Points Guy, the guys who focus on credit card points and travel and stuff-

Nick Borelli:

Oh, yeah. Absolutely.

Will Curran:

.... because they're so about flights. For example, I read an article this morning that a bunch of airlines, from American Airlines, in Dallas ... Are suing American Airlines because they're forcing them to do flights to the areas that have infection in China and they're like, "Look, why did you ground all the LA and San Francisco flights, but why are we taking the flights in Dallas?" Like, "You cannot put us at risk. We want you to ground these flights and not allow them to happen."

Will Curran:

I thought that was really interesting because that's kind of like bleeding-edge stuff. That maybe the CNNs, the NBCs of the world are just like, "Well, now it's in this region, and now it's in this

region." You might be like, "Well, this is just too much stuff," so I think you got to figure out how to filter-down in some ways too.

Will Curran:

Maybe this is also a good time to bring up, a lot of times too, everyone ... You got to figure out how to filter your news too. I know, Nick, you and I are so, almost in some ways bad, because we tunnel vision ourselves to specific sources, but I think that far too often, people are looking at way too much broad news.

Will Curran:

They're getting their news from an Instagram feed, from a source that's just so high-level, or they're going to CNN.com. Figure out ways to filter-down stuff so you get what's important to you. I think that also helps with the overwhelm, because I'm only seeing stuff that's affecting travel right now. That's how I knew this was a topic that we wanted to do because I was like, "Oh, the travel industry's freaking out about it. The events industry must be freaking out about it too."

Nick Borelli:

Yeah. I'm looking at conferences, and when I see things as far as like the feeds that I have, that deliver me the content that I consume. I'm looking at always, how does this affect conferences? I'm looking at canceled flights and shows. To me, if I'm a show, I'm looking at the events that are taking place in the same area around the same time to see if they're doing anything. There's no reason why not to be inspired by others, and to take into consideration that there's opportunities maybe that exist in that city that you could take advantage of as well.

Nick Borelli:

Things that I would ask a CVB or boots on the ground at an event, just assuming that your event's not in the city you're in, would be an understanding of some, maybe, potential frequently asked questions, and maybe you put something together like that that exists in social and on your website of like, "Where's the nearest hospital? Where's the nearest drugstore?" Things like that that you can add into your app, I think would be really important. Even an opportunity to say, "If you're experiencing these symptoms"-

Will Curran:

Sort of symptoms.

Nick Borelli:

Mm-hmm (affirmative). I think that your event app's a great possibility for that. Overarching, I think that you should just not be shy to communicate. Back-and-forth communication is key. The people won't feel-

Will Curran:

And over-communication.

Nick Borelli:

Yeah, I guess. Yeah, or at least a resource center where you're just going over, reiterating the fact that everything that you would need is one place, and making sure that's a living place that is updated, or at the very least, has links to ... Like I'm watching this RSA conference. There's just links to these living documents on reputable organizations as to ...

Nick Borelli:

Again, imagine you having to think about, update a webpage every hour, as things change. That's a burden, but having the links to the places that are updated every hour, and by the organizations that are in charge of this kind of stuff, that's I think the best bet. Then just making sure that people are aware of that. Then just making sure that you also have open lines of communication so you can say, "Look, if you're experiencing anything and you need any help, let us know and we'll be able to help communicate you to the proper authorities, locally."

Will Curran:

It's interesting too, I just thought about this too is, how many parallels there are to this. We talked, obviously, about the crisis communication portion, but even if you just think about things you talked about like over-communication, giving people signs that say, "See something, say something." All these things like that, it just has a lot of parallels. I might get flack for saying this, to like an active shooting event in some ways too-

Nick Borelli:

Sure. HIT Safe.

Will Curran:

Like a lot of these things ... Yeah. It's all safety and crisis related communication stuff that people, I think, really need to focus on. Definitely, if you haven't yet, I know Nick mentioned it. Go check out Alex Plaxen's Crisis Communications class. It is phenomenal. It helps you build the sort of stuff to be able to deal with this sort of thing, so you feel a little bit more at ease that you have it all handled and you have it under control.

Nick Borelli:

Yeah. I think that trying to control the story, quote, unquote, and to piece out information to people is a bad play. Open communication, back-and-forth in order to address things as they come up, and also just pivot as quick as possible is the best bet. I think you're right. Alex does have his thumb on the pulse of that, for sure. I also believe that there is a point where you're in control, and then there's a point where authorities are in control, and you have to know where that threshold is. This is why I always believe in ... I think it was put out there in that episode about the ... We'll probably put this in the show notes too, but that episode about future positions.

Nick Borelli:

We were saying that these are all different people that should be at the table. However, in my opinion, a crisis team could actually be the same people at the table, but different shifts of authority. I believe that events of any decent size should have a crisis team. That just means that if you are in any kind of crisis, like let's say this would break out quite a bit at your event and you have to figure out, "What does that mean? What do you know? What do you not know? Who should we contact?" All that stuff. You would say, "Okay, in this instance, this is the person ultimately in charge of communicating. This is the person who's ultimately in charge of wrangling people. This is the person in charge of talking to the authorities."

Nick Borelli:

It might be the same hierarchy of your event leadership. It might be completely different. I think I gave the example of like, imagine if you had someone who was a hand at your event, as far as like load-in extra ability to take cases out, et cetera, but also was ex-military. They're trained for crisis in ways that most of us aren't with like sitreps and other ways to identify real problems and identify what you don't know. Maybe in that instance, that person's in charge when there's a crisis. Their skillsets, their life experience puts them in charge.

Nick Borelli:

Don't know, but I would say, look at your team. It doesn't have to be where the team members, roles in their ... One's a Director of Communications and one is the CMO and so, "The CMO, we have to listen to that person." In a crisis, it's whole other sets of skills, so you have to know who those people are. Once you do that, you say, in the makeup of the people who'll be present, "Who will hold this position? Who will have this position? Who will have this position?" Then you go into crisis mode and it's a whole other leadership hierarchy.

Will Curran:

I couldn't agree with you more.

Nick Borelli:

Yeah.

Will Curran:

Nick, how you feeling on this topic? You feel like we wrap it up, we got a nice little bow on the coronavirus?

Nick Borelli:

Yeah. Ultimately, we don't know what we don't know. Event Brew is not about experts telling you what you should do. We're like you. These are the things we would do. This is how we would handle it. We would go out and go to the people we know have the real information. We would communicate a lot. We know what we don't know, and I think that's key for planners. Planners, they have so much they have to know, so I think that they're often burdened with the fact that they're pretty smart and they know it. Know when you're not smart about something. Know when you're not an authority on something-

Will Curran:  
Preach.

Nick Borelli:  
... In that instance, go to the people who are, and don't try to overextend yourself to the degree that it would hurt somebody. That would be how I would leave it.

Will Curran:  
Nice. I like it. Yeah, I would definitely agree. If you're worried about this sort of thing, bring in your team and delegate and trust that they will follow-through on this and look into it further for you. Don't let this, in some ways, become like a dual-aired virus, like It's the virus itself and then fear alongside of it. Don't let that fear get to you. Just let your team, trust your team. If you don't have a team, maybe this is the episode for us, the call to action for you to start building the team to be able to help with that sort of thing. All right. Nick, do you want me to take them home, or do you want to take them home?

Nick Borelli:  
Yeah, I'll give it a shot.

Will Curran:  
All right, Nick. Everyone say, "Go, Nick, go." You can do the outro. We believe in you.

Nick Borelli:  
Okay. Well, you believe in me, I believe in going to EventBrew.com to read show notes, to look at links for the resources. I feel like this one will have more resources than most, because we're just kind of getting you interested in where we're at right now with this to make sure that you're aware of it. We're going to have lots and lots of show notes of other articles that are coming out that are relevant to the events industry and travel. We always have show notes for our events but this one, I think, is going to give you a lot more to read.

Nick Borelli:  
In addition to that, we have transcripts with some of the best quotes from every episode, and there's links to subscribe. Check that out for this one and all episodes. In addition to that, you can rate and review us on your podcasting platform of choice. I would love to see some reviews on Apple Podcasts, Pocket Casts, Google Play, Spotify. It makes us feel really good, it helps people discover us so we have the ability to maybe impact more people and have more dialog.

Nick Borelli:  
When we're talking about dialog, we are really open to any ideas that you have, if you've experienced crises in your events or gone through some kind of pandemic-style issue before, we would love to hear about that. We are learning as much as you are about this stuff. If you

want to do that, all of us are on social media, on all the social media. If you use #EventBrew, we'll come at you, in a nice way.

Nick Borelli:

If you want to email us directly because you want to have a more kind of nuanced conversation outside of the public eye, that would be [EventBrew@HelloEndless.com](mailto:EventBrew@HelloEndless.com), and we always people right back with that. Yeah, I think do your due diligence. Keep the conversation going. We're really excited to next time maybe talk about something that's a little bit less grim.

Will Curran:

Here's to more less grim things, for sure.

Nick Borelli:

Yeah, yeah.

Will Curran:

Thank you, Nick, for joining today.

Nick Borelli:

Yeah. Thank you, man. I always enjoy the whole Brew Crew but also, the Brew Crew, two, is fun too.

Will Curran:

The Brew Crew, two. Well, thanks everybody for tuning-in. We'll see you guys next time on the Event Brew.

Thanks again for listening to Event Brew. Be sure to rate and review us on your favorite podcasting app. Also, be sure to head to [EventBrew.com](http://EventBrew.com) and leave us a comment about this week's episode. See you next time on Event Brew.