Ep #58 “The Power of Dynamic Events Creating Impact & Memories with Clients” with Guest Lauren Medley (2)

[00:00:00] All right, what is going on my friends, Mike Walker here with you and another [00:00:05] episode of TWC talks podcast, the wealthy consultant podcast, and I am [00:00:10] fired up. I'm excited because we have a very special guest today. Uh, someone from [00:00:15] our very own team, our beloved Lauren Medley, Lauren. So happy [00:00:20] to have you on today.

[00:00:21] How are you? And, uh, thank you for being here. Of [00:00:25] course. I'm so good. Thank you for having me. This is super exciting. Definitely a step out of what I [00:00:30] normally do day to day, so this is really fun to get to hang out with you here on the podcast. [00:00:35] Yeah. I'm pulling you out of the, uh, out of the zone a little bit and, um, and for good reason because you've [00:00:40] been really stepping up, um, in, in a new environment, new role.

[00:00:44] I mean, I [00:00:45] know you've done these things before, but specifically today's topic is the power of dynamic events, creating [00:00:50] impact and memories with clients. And, um, you're a massive [00:00:55] piece of all that and us being able to do that here at TWC because events are becoming more and more like [00:01:00] a leading, um, you know, platform for us.

[00:01:02] Right? I mean, you know all about that. So why don't you, [00:01:05] um, start with a quick intro. Give us your background because I know people want to know your expertise. You've been in the [00:01:10] game for a long time now with us. Um, so I'd love to know that. And then we'll, we'll segue into, uh, what we're [00:01:15] talking about today with events.

[00:01:17] Absolutely. Um, I actually, I [00:01:20] have worked with Taylor since 2018. Um, before that, my background was actually [00:01:25] in marketing and I was a marketing director and then had a quick [00:01:30] conversation with Peyton one day and decided to move on over. So got to experience [00:01:35] the prior businesses, which was really fun. I was in several different roles over there.

[00:01:39] From client [00:01:40] success to finance and everything in between. And then when we moved over [00:01:45] here to Welch equities, I have been over finance and now events. [00:01:50] My goodness. You like run the whole business. Why do you even, why are we even here? You could [00:01:55] just run the whole thing. Taylor calls me a Swiss army knife and I feel like sometimes I, [00:02:00] I tend to insert myself in every department.

[00:02:02] Yeah. You know what though? Um, I mean, I [00:02:05] know this is a little off topic, but that's an important piece that I think is as an insight for, for all our listeners too, [00:02:10] is that it's really powerful to have a Swiss army knife in your business, you know, because you need [00:02:15] someone that can kind of connect the dots for people if they, if they're not aware of something or something starts to fail in one [00:02:20] area.

[00:02:20] I would say you of all people would probably have, you know, that your finger on the pulse of what that [00:02:25] would, uh, look like or, or mean faster than almost anybody, because you do have that kind of cross [00:02:30] department exposure. Have you seen that actually, you know, happen, uh, in, in your day [00:02:35] in and day out operations?

[00:02:37] Yeah, I do. I feel like I get pulled into more things than I would if I [00:02:40] was just siloed to a single role. Um, but personally, I feel like I thrive in that. [00:02:45] Um, Gabe's and I talk about that a lot, actually, because sometimes I'll get spread a little [00:02:50] thin and she'll be like, okay, how can we narrow down? I'm like, but I thrive in this.

[00:02:54] I enjoy the last [00:02:55] minute, the fires, you know, it's really, it drives from or stems [00:03:00] from a curiosity. I'm just a really curious person by nature. And I like to learn new [00:03:05] things. I'm always learning something. That has no relevance to my life [00:03:10] on the backside, but I, I always say, you know, I would be really good [00:03:15] at a trivia night.

[00:03:16] I have a lot of, you know, not important necessarily knowledge [00:03:20] on a lot of different things. I just am naturally curious. Yeah, no, [00:03:25] that's fantastic. Well, very, very cool. And so, you know, kind of segwaying into the primary [00:03:30] topic here of events. Um, this is something that's near and dear to my heart because both, you know, [00:03:35] um, I've, I've spent a lot of time in the event space, both online virtual events, even before we needed [00:03:40] to with the pandemic and all that.

[00:03:41] Um, but then definitely a lot of live events. I mean, for, for [00:03:45] over 20 years now, more than that, I mean, I make myself sound old, um, [00:03:50] doing live events, conventions, all kinds of stuff. Right. So, um, Uh, I know [00:03:55] and have seen firsthand, um, as I'm sure a lot of our listeners have the power of being in the [00:04:00] room, you know, and, and the, the kind of dynamic environments, uh, and how they [00:04:05] impact people.

[00:04:05] Um, obviously you have the gurus out there, the Tony Robbins and whatnot that, I [00:04:10] mean, they essentially live off these live events, right? That's the entire platform. They, [00:04:15] they built their own personal brands on. So. All that to say, [00:04:20] you know, what is it about events that drew you in? Like, why, why is it that you are running [00:04:25] events now?

[00:04:25] Um, and what do you see as being the most impactful piece [00:04:30] as we start to do more and more of them here at TWC? Um, the [00:04:35] why I just enjoy it's. It's a good way to plug in that Swiss army [00:04:40] knife mentality because there's literally, I mean, events are so wide scope. There's the [00:04:45] logistics, there's the people, there's the fun.

[00:04:47] Um, I'm also just, I'm [00:04:50] creatively driven. And so I get to have a little bit of that, you know, woven in with the [00:04:55] logistics side of it. Um, but really. At the end of the day, I [00:05:00] just enjoy it and I am naturally hospitable. I never really wanted to go into [00:05:05] hospitality just because I feel like it did silo me. Um, but I do naturally like to host [00:05:10] and do that sort of thing.

[00:05:11] And I just love people. So that's the why. And [00:05:15] then what was the second part of your question? Yeah, it was a long winded question, actually. And so, um, [00:05:20] we'll, we'll fade into this one. So. Can you share an example of events that you've [00:05:25] organized that really resonate with clients and what do you think it was that made it [00:05:30] resonate, right?

[00:05:30] Like, if we have listeners thinking, yeah, maybe I should do events for my client base. [00:05:35] What is it that you have found that resonates and makes for an [00:05:40] impactful event for attendees? Um, I feel like I could answer this several [00:05:45] different ways and I were very fortunate here at TWC because the content is [00:05:50] never a concern.

[00:05:51] You know, we have Taylor, we have you, we have a huge [00:05:55] faculty and guest speakers that are willing to speak pretty much at all times that are [00:06:00] going to knock it out of the park no matter what. So that's a piece I really don't have to stress about. [00:06:05] Um, you know, putting that agenda together, there's never a concern about, is this going to hold attention?

[00:06:09] Is it going to [00:06:10] be valuable? Are people going to enjoy this? I never, we're very blessed [00:06:15] and fortunate to not have that struggle. Um, so I would say. Events in [00:06:20] general, that would probably be the initial thought. You know, you want to get the actual speakers and the [00:06:25] content nailed down. I have an easy job of that just because I do have all of [00:06:30] you guys.

[00:06:30] You know, to speak at the event from a logistics standpoint, I would say [00:06:35] pretty close to number one would be good food that can literally make or [00:06:40] break. I know that sounds super simple, but it can make or break an event. If you show up and [00:06:45] you're like, okay, we've got to have breakfast, lunch, dinner. And the food isn't great.

[00:06:49] People are [00:06:50] hangry. They're not, you know, if it was cold, they're not a huge fan, I would say from a logistics [00:06:55] standpoint, that's super important. Um, but the atmosphere is [00:07:00] also tied for first. So we have incredible clients here in chamber. We [00:07:05] get to, and also now future facing and launch kit that we'll have our event, you know, in May, which will be super [00:07:10] exciting, but getting everybody first of its kind.

[00:07:12] Right. Yes. Yes. May will [00:07:15] be our first in person launch kit event, which will be really fun. We're going to have it at City Winery in [00:07:20] Nashville and their huge open room where they have concerts and [00:07:25] all kinds of stuff from stage. It's going to be really exciting. And obviously you and I have been there for other [00:07:30] events and their food is incredible.

[00:07:32] Um, but I would say that environment, [00:07:35] having people in the room, getting to interact with other clients, getting to interact with the team [00:07:40] and being around other like minded people that are not only just as motivated [00:07:45] and driven as you are, but also are from what the environment [00:07:50] we have. Everybody's willing to help one another regardless of what they [00:07:55] get out of the situation.

[00:07:56] Um, so I would say that fostering that community [00:08:00] of, of people that you do like to spend time around. Una Taylor says this all the time. [00:08:05] He wants to go to an event where he wants to hang out with people. If we have clients that aren't [00:08:10] necessarily within that or don't like to socialize or [00:08:15] might stand off a little bit inside of an event or not want to have friendships inside [00:08:20] of a group, it makes a big difference.

[00:08:22] Yeah, definitely. Definitely. And I think that's something that [00:08:25] you've done really well that I've noticed even the last handful of events that you've [00:08:30] really like taking the reins and been running them. Um, directly is your ability to [00:08:35] get people engaged, you know, just cause they show up. Doesn't mean that they're fully there.

[00:08:39] [00:08:40] And there's, you know, you have different personality types too, right? You have some people that are very comfortable and, you [00:08:45] know, networking and moving around a room and then others are naturally. [00:08:50] More timid or, or just even people that aren't yet clients. Right. We do open up some of these [00:08:55] events for people that are not yet clients.

[00:08:57] We, we do sell public tickets, not always, but [00:09:00] sometimes. Right? And, um, and those people naturally aren't, aren't gonna know anybody pretty much. So [00:09:05] what do we do and what do you specifically do to design an environment that is [00:09:10] inviting for people that may be. Are, you know, they want to attend. They know the value of [00:09:15] attending, but they're a little bit not, you know, the social butterflies that feel comfortable in those environments.

[00:09:19] Any [00:09:20] suggestions there? Absolutely. It can be super intimidating to walk into a room of 50 [00:09:25] people where you don't know anyone and you're hoping to obviously engage with the content, but [00:09:30] it kind of feels like kindergarten all over again. Um, so how I, [00:09:35] and we as a team personally. Absolutely. You know, kind of step over that barrier is first of [00:09:40] all, I do a lot of research on the backside.

[00:09:41] I am aware of what that person looks like. If I can, [00:09:45] some people aren't as prominent online, but for the most part, our clients are. [00:09:50] Um, so we know what they look like. We put a face to a name before they ever walk in the door, [00:09:55] um, you know, get a little bit of information about them, but more than that communicating.

[00:09:59] And when they [00:10:00] walk in that door, either myself or someone on the team is going to be the 1st person to say, Hey, Hey, [00:10:05] It's so great to see you here and connect them, not only with other people on the team, but other people in [00:10:10] the room and get them a seat. That's not going to be, you know, in the back by themselves [00:10:15] isolated, but really integrate them with the group.

[00:10:18] Yeah, yeah, [00:10:20] super cool. And I've seen that for sure. Even in the last event we had, you know, [00:10:25] it was really neat. And just so you guys know, listening, one of the coolest things that [00:10:30] Lauren's done for us here pre event. Is creating these [00:10:35] kind of Intel reports as to who these attendees are, right? So in our team Slack, [00:10:40] she'll drop, uh, in the events channel.

[00:10:42] Hey guys, here's the people, um, [00:10:45] you know, that are, uh, that are coming and, and here's what they're all about. I mean, she gets amazing [00:10:50] Intel. I mean, it's, it's almost a little bit crazy how much we can learn from people just from their [00:10:55] social media. So it's, it's, that's a whole nother topic. I'm not going to go there.

[00:10:57] It's like, wow, are you sure you know how [00:11:00] much information about yourself you're putting online? Because. These reports that Lauren's feeding us prior [00:11:05] to the event is like, what are you like a detective? This is amazing. Like we know that, you know, what [00:11:10] toothpaste they use in the morning. How are you doing that?

[00:11:11] You know, so it's just, it's really cool to, uh, [00:11:15] to be able to provide that experience and be able to walk up. So someone that only [00:11:20] knows you by name, you know, maybe they've seen me or Taylor or whatever, you know, on a show or, or [00:11:25] in the, some of the. Websites or whatever, whatever it is, right. But for us, we'll walk up to them and go, [00:11:30] Hey, Joe, how are you?

[00:11:31] And like, make them feel comfortable is just so cool. And it [00:11:35] makes me feel more comfortable because I'm naturally, I'm a little bit more of an introvert too. So for me to walk up to [00:11:40] someone that I've never, you know, met before to have a little bit of insight [00:11:45] into who they are, what they like, those types of things makes me feel more comfortable.

[00:11:48] So not only Lauren, are you doing it on [00:11:50] behalf of the client or the, you know, the attendee even. But you're doing it for us too, making [00:11:55] our jobs easier to connect. So it's just, it's just full circle. It's just really, really cool. [00:12:00] Um, it's one of the, one of the biggest, I would say, upgrades that I've seen in, in recent weeks [00:12:05] with our events is those kind of pre event things.

[00:12:07] Um, so let's talk about the, [00:12:10] uh, the lasting impression that we make. I was going to add something really quick. Sorry, [00:12:15] Jake, can you crop that part out? I'm going to add a second thing. Um, another thing that I [00:12:20] integrated. So, you know, originally lanyards with name tags. That, and that seems [00:12:25] super basic, like, Oh yeah, that looks nice and it looks good, but people don't put them on.

[00:12:29] So I actually [00:12:30] will write somebody's name tag on a sticker, branded, and put it on their [00:12:35] shirt or tell them, you know, here, put this on your shirt and hand it to them already pulled off the tag so they don't have an opportunity [00:12:40] not to put that on because having someone's name front and center there on their shirt makes a [00:12:45] huge difference for being able to socialize too.[00:12:50]

[00:12:50] Yeah, I agree. I'm, I'm not always a fond of, of having to wear name [00:12:55] tags at first, but for the sake of the event and for the sake of the [00:13:00] networking experience and everything, it is, it is one of those necessary evils. I feel like, you know, you need that. [00:13:05] Um, so, yeah, I, I totally agree with you there. Um. So when [00:13:10] you're designing these events, what do you think is, I mean, we talked [00:13:15] about the food.

[00:13:15] We've talked about the environment. Um, I mean, some of the dinners we've had, by the way, like, [00:13:20] uh, last year's event in London was just incredible. Um, that dinner was, [00:13:25] could you go into that one? Cause I know for those, for those of you that are listening that maybe not be aware. So [00:13:30] we, we hold events almost every single month of the year, but every quarter we do what we call [00:13:35] destination events.

[00:13:36] And these are specialty, uh, Events will typically have people, you know, [00:13:40] featured speakers coming in from outside of the organization. Um, and these are 2 or even [00:13:45] 3 day events at destinations all around the world, like really premier locations as an [00:13:50] example of that last year's event in London was just incredible.

[00:13:53] And the dinner that we had. [00:13:55] Was so cool. I mean, just share a little bit about the logistics of getting that dinner put together because [00:14:00] the location was phenomenal. I'd love to know. I don't even know some of the insights and strings you had to pull to make that thing [00:14:05] happen. So we'd love to get any kind of juicy details on that.

[00:14:08] Um, yeah, we were at a place [00:14:10] called circle of popular, which is down in London and super, [00:14:15] super. Popular restaurant, like you can't even get a reservation if it's not a month out, [00:14:20] um, is what they told me. It's what the hotel told me that we stayed at. Um, but I actually reached out to them [00:14:25] a few months prior, and I had located them ironically on tick tock.

[00:14:29] [00:14:30] So, I know when I grew up, Pinterest was obviously when I was in college, the way to [00:14:35] find anything unique, but I feel like that's kind of segued away for a little bit. [00:14:40] So I use social media heavily when I'm researching, you know, there's nothing like a good [00:14:45] organic. Tick tock or Instagram or Facebook review of somebody that's [00:14:50] actually been there.

[00:14:50] That's filming it themselves. It's not curated on the website. It's not, you [00:14:55] know, some posed photography. You get real reviews. They're reviewing the food. [00:15:00] If you're researching restaurants or venues, I would highly suggest to utilize social media. It's [00:15:05] can be your best friend. Um, take it with a grain of salt though.

[00:15:07] I would definitely not, you know, watch a [00:15:10] bad review and make that be. You know, the forefront of your decision making, um, [00:15:15] but that's actually how I located that restaurant initially. So then [00:15:20] after that, you know, I just basically dig around on websites and contact every email I can until I get a [00:15:25] response.

[00:15:25] And they are actually, they have four restaurants, the, um, [00:15:30] it's called Big Mamas. Is their umbrella company, and they [00:15:35] allowed us to purchase that entire back room for the evening. And, you know, we had like a, a 4 or [00:15:40] 5 course dinner and it was just incredible. And they're an incredible facility. If you ever have [00:15:45] a chance to eat there in London, I would highly suggest it.

[00:15:47] The food is unlike anything I've [00:15:50] ever had. They fly all their food in from Italy. Um. But yeah, the [00:15:55] logistics side, it really just boils down to getting in contact with corporate if they're not corporate owned. It's [00:16:00] usually a little quicker. Um, but there was, you know, a formal contract situation there [00:16:05] and just had to cross our t's and dot our I's.

[00:16:08] Yeah. [00:16:10] Phenomenal. Phenomenal. Yeah, it was, it was so cool and it made that impression. Right. And that, that's kind of where, [00:16:15] um, I was going with that too, is, you know, these live events. It's that emotional [00:16:20] connection that's forged that I think speaks volumes for people, both, you know, existing [00:16:25] clients and also those that are, you know, coming in on a public ticket that they're, they're looking into [00:16:30] chamber.

[00:16:30] They want to know more about, they want to meet the people inside of the, uh, the network. [00:16:35] Um. And so naturally having just really cool places, uh, [00:16:40] environments, you know, are, they're inspiring. And that's one of the cool things I think, uh, [00:16:45] coming up this year. Let's go there real quick. What, uh, what are some of the destination events that we have [00:16:50] coming up this year?

[00:16:51] So next week we are headed to Beaver Creek, Colorado, [00:16:55] which. Our venues next week are insane. [00:17:00] Like I'm so excited. I've not even told everybody what we're doing on Friday night. I am [00:17:05] so excited for everyone to get to see it. And it's [00:17:10] just going to be an amazing week. I'm so pumped. Um, and then coming up in June, we're going to [00:17:15] Barcelona.

[00:17:15] So we'll be in the Gothic quarter of Barcelona. And I've got [00:17:20] some secret things in the works for some group activities and tours [00:17:25] that I'm going to be integrating as well. And then in September, we're headed to San [00:17:30] Diego. So we'll be in your neck of the woods, Mike.[00:17:35]

[00:17:36] Some sunshine. I feel like we, we definitely go [00:17:40] either colder or city places, and this will be really fun for us to meet you in the palm trees. [00:17:45] Well, Barcelona will have the beach too, so that'll be good. Um, and then [00:17:50] in December, we're headed back to London. So then we'll have [00:17:55] the Christmas setting in London.

[00:17:57] It's going to be incredible. Hi, [00:18:00] Taylor. Amazing. Amazing. And look who's showing up. Mr. Taylor. [00:18:05] What's going on? My friend. I'm really enjoying the like late [00:18:10] entrance on the podcast weeks I've made. I like it a lot. [00:18:15] Jump on stage and go, it's like a magic trick. And Taylor's here. Poof. [00:18:20] It's like, it's the one area where I'm not required.

[00:18:23] And so I just, I'm like, well, I'll just show up [00:18:25] later. Yeah, it's great. Hey, it's all good. That's what, what's cool about this, uh, this whole [00:18:30] podcast style, man. We keep it casual. It's conversational. And it's literally like just hanging out with us in a room. So I, I, [00:18:35] I dig the energy that we put on these things.

[00:18:38] Keep going. I'll patch in. [00:18:40] Yeah. Yeah. So, so I've been, um, grilling Lauren here about all things, uh, events [00:18:45] related. Um, the topic today, of course, being the power of dynamic events, creating [00:18:50] impact and memories with clients. And, uh, so I was just extracting some of the juicy [00:18:55] details of, um, how she pulled the London event from last year together and that [00:19:00] phenomenal restaurant.

[00:19:00] We had. Uh, it was just, it was just a really cool experience. Um, [00:19:05] that was amazing. So Lauren, question for you. How do we gauge, uh, how [00:19:10] do we measure success, um, beyond just attendance? Like what metrics or, or how are we [00:19:15] evaluating a successful event? What do we do there to, to quantify our efforts and make [00:19:20] sure that we are in fact, delivering an impactful experience for, for those who attend.

[00:19:24] [00:19:25] Absolutely. Um, I feel like right off the bat, we get initial feedback from clients, you know, they're very vocal [00:19:30] and will quickly post on social media and things like that. But from a legitimate side, [00:19:35] thanks to you, we have our post event survey that we will send out anonymous anonymously [00:19:40] to all of our quarterly event attendees.

[00:19:42] So they can give us direct feedback then, [00:19:45] um, without us having to put a name. To their results so they can give us [00:19:50] genuine feedback. Um, I would like to think that we'll probably get all good reviews [00:19:55] after next week's event, but we'll be able to see after that. Um, and then from other [00:20:00] standpoints, you know, I also connect with clients throughout the year.

[00:20:03] Um, so I just [00:20:05] always just casually ask them, Hey, is there anything that you felt like we could have done better or just [00:20:10] to organically have feedback back and forth when I'm, you know, on calls with them or [00:20:15] messaging with them. And there was very forthcoming and. Give genuine feedback [00:20:20] as well. What, what is the like ratio of [00:20:25] like good to bad feedback?

[00:20:26] Cause I know we've changed things in that anonymous survey. [00:20:30] Like we've loosened up timelines, we've added mixers, but do you guys know [00:20:35] what the averages are on post event feedback? I feel like the, [00:20:40] to say good to bad, the feedback that wouldn't necessarily be exceptional [00:20:45] is never truly bad. I would say it's.

[00:20:47] Average, so [00:20:50] maybe five to one, if that, I mean, it's probably higher than that. [00:20:55] And again, it's feedback like, Hey, you know what? [00:21:00] Maybe have a mic in this spot or. Yeah.[00:21:05] [00:21:10]

[00:21:10] Did we lose Lauren? It's been, it's been going in and out a little bit, [00:21:15] so I don't know how this will fly on the, on the replay, but we'll, we'll get it edited. [00:21:20] Lauren lives in the hills of, of the Ozark mountains. It's probably on [00:21:25] like a T Mobile hotspot right now. I think what she [00:21:30] was saying is like five for one.

[00:21:31] Mike, most of the, most of the reviews that I [00:21:35] see are like, this is our best event ever. And I think that speaks to, um, the [00:21:40] value of a data driven organization because we're always adding things from the last [00:21:45] event. From that feedback. And so it all always almost feels like it's the [00:21:50] best event ever because we're actually, it, it actually is like we're tweaking [00:21:55] quantifiably.

[00:21:55] Is that, yeah, a hundred percent. Yeah. Yeah. So everything kind of operates like that. [00:22:00] We, we track attendance. We track, um, how [00:22:05] many questions people ask. We kind of track, Oh, Lauren's back. [00:22:10] That's okay. You were saying something really impressive and then we just lost you.[00:22:15] [00:22:20]

[00:22:20] That's okay. You're in the boonies. We're [00:22:25] talking about running a data driven organization. Um, and [00:22:30] most of the feedback people give is like, this is the best event that you've done. And it's because it quantifiably is, [00:22:35] we've changed things from the past. Anonymous feedback. One of the things, [00:22:40] uh, I think we're really good at, and this is because of you, Lauren, is, is just the experience.

[00:22:44] So [00:22:45] the, an event that's got great training is not always a great event. Um, because you could do the [00:22:50] same thing over zoom, but there's really cool things that we've added in for. [00:22:55] People to meet with each other, connect with each other, the mixers, the dinners, [00:23:00] how much time does it take you to put all of that together?

[00:23:02] And you guys might have already answered this, but I'm [00:23:05] curious on the time component. And I know where that's going. So let's, let's hear that because our [00:23:10] listeners are going to know what's involved in pulling on these things off. Well, I [00:23:15] know, um, and, and Taylor's been a huge proponent of this, and I'm really excited that now [00:23:20] it's going in 2024.

[00:23:21] We literally have our entire event calendar, you know, [00:23:25] for better or worse, pretty laid out all the way through here, which is a big [00:23:30] better. For better. For better. Just better or better. It's . Exactly. We [00:23:35] have it all the way listed out. Yeah, exactly. So that alone has been a [00:23:40] huge lift because now from a logistics standpoint, like what you're saying, especially those international ones, [00:23:45] the the time, the, the runway you need for these things is [00:23:50] longer.

[00:23:50] Like, it's kinda like what it is, like building a house, right? They're like, oh, if, if you think it costs this much and takes this [00:23:55] much time, double or triple it because it's gonna be that, you know. [00:24:00] The part of the part of, I think the advantages of getting planned out ahead [00:24:05] is it takes time to plan the venue and the components, just the [00:24:10] mechanical components, but then it takes a lot of time to plan the experience, which is a [00:24:15] totally different thing.

[00:24:16] So, like. People, um, I learned this from trap [00:24:20] for the traffic and funnels events is like, people don't want to just learn. They want to have fun. And if you can have [00:24:25] fun and learn at the same time, it's a win. And so, you know, like, and we're about to [00:24:30] go to Colorado next week. We're gonna be skiing. It's going to be a blast.

[00:24:32] A lot of clients are bringing their kids and putting them in [00:24:35] ski lessons and learning how to scale a business during the day. Barcelona will do [00:24:40] like wine tastings and really cool outings. And, um, you know, we'll do London in [00:24:45] December and I'm sure that there'll be really cool stuff that we're planning.

[00:24:48] And I think that there's something to be said [00:24:50] for, look, come to a business event and we're going to spend 70 [00:24:55] percent of time making your business better, bigger, more resilient, more durable [00:25:00] marketing CS, all of the above. But then 30 percent of the time is just having a really [00:25:05] good time with other people.

[00:25:06] Um, almost a vac, you're mixing the vacation element [00:25:10] with the business element. Um, that takes quite a lot of time. So make sure it [00:25:15] fits into the itinerary. I mean, you can't do that if we're planning an event next month. [00:25:20] Some of it is like, I speak at a lot of different events and I go to [00:25:25] events. And so I think I'm, I'm booking out right now until September.

[00:25:28] Um, and what I [00:25:30] can say is like the, the events that have the most. [00:25:35] Integration between experience and then training are always the best events [00:25:40] and people want to come back to them. Whereas the, you can have a really great event with really great [00:25:45] training, but you don't meet anybody. You kind of just go to the event and [00:25:50] go to your hotel afterwards.

[00:25:51] And those events kind of feels a little bit draining. Like, [00:25:55] there's, you feel so mentally tired and [00:26:00] creativity comes from the push pause, like the rest. Yeah. [00:26:05] And the, the, the experience and the fun mixed in with [00:26:10] all of the training is actually where you get your best ideas. I tell people, like, if you think [00:26:15] the training is good, you should go to the dinner after the event.

[00:26:19] Like, [00:26:20] when we train on Thursday and go to dinner that night. You'll get your best ideas in [00:26:25] history from that dinner, because you're just now you're just connecting with other people. And that's where the [00:26:30] creativity happens. And that's really like an overpowered way to, to make [00:26:35] sure your events are, are successful.

[00:26:37] I think, you know, one of the elements that we haven't [00:26:40] touched on to about live events is the addition and. [00:26:45] Um, and the added complexity of the virtual event [00:26:50] element, right? They're like the live streaming type component. There's a lot of moving parts that happens as [00:26:55] soon as you start offering that. So Lauren, I'd be interested in any insights you could [00:27:00] share with our listeners about what that's like aligning, how do, how do we [00:27:05] create an impactful.

[00:27:06] Environment for someone who's not even there. [00:27:10] Yeah. Making sure that attendees know what's coming, right. That was always kind of a big thing for me is just make sure that people know [00:27:15] what to expect, you know, having them just kind of waiting while it's starting today and they don't even know what's going on.

[00:27:19] So [00:27:20] it's communication cures all right. So I think that's. That really is a big piece. [00:27:25] Um, well, for those that are, uh, have not yet attended one of our fantastic events [00:27:30] or wanting to, uh, in 2024 beyond, you can go to wealthy consultant. com for [00:27:35] slash events. All the details are there. Um, Taylor, is there anything that comes to mind for [00:27:40] you as we wrap up this episode about dynamic events?

[00:27:43] I would just say that my [00:27:45] most impactful, I think my most impactful moments in my career have [00:27:50] actually been from The energy transfer of being in a room with [00:27:55] other people, um, you know, like we, we've always done events, but we've [00:28:00] never gone all in on events. And it's a big thing for us to, I made a post about this.

[00:28:04] [00:28:05] Um, because that's [00:28:10] usually indicative that the data is telling us overwhelmingly, like, this is the [00:28:15] thing to do. And so it's, it's, everyone is, [00:28:20] um, you know, buying courses and programs, but if you can swing it, just get [00:28:25] into a room with people who are where you want to be, you And it will change you and [00:28:30] it changes the way you think it changes the way that, uh, you believe about [00:28:35] yourself.

[00:28:35] Um, and I can tell you stories from years ago, like [00:28:40] 2015 walking into like my first event for copywriters. It was in, [00:28:45] uh, Tampa, Florida. And I got on a Southwest flight early in [00:28:50] the morning and flew down there and we lived in Memphis at the time and, um, [00:28:55] you know, I'm kind of when I got into the room, I was, it was very overwhelming for me because I'm an [00:29:00] introvert.

[00:29:01] And so not everyone is like, it's not like, um, it's [00:29:05] overwhelming sometimes to book of flights and hotels, and it's [00:29:10] like, you're going to be in a room of people. You don't really know. Uh, but those are the inflection points like that, [00:29:15] that event marked me. It changed how I thought about everything. And honestly, that wasn't, wasn't [00:29:20] even a great event.

[00:29:20] It was like. A bunch of old copywriters who like [00:29:25] were not anywhere close to the same life that I was, that I was living at the time. [00:29:30] But because I had to get into that room, it [00:29:35] changed how I ran my business. And since then, there've been dozens of events been to, was in a, [00:29:40] at an event in Vegas one times 2017.

[00:29:43] And I just got a picture of [00:29:45] like, what's possible. We, we sometimes under index because we [00:29:50] don't know what's possible. And if you don't know what's possible, it's impossible for your [00:29:55] mind to, to reverse engineer it. And so we, we really try hard to [00:30:00] make the environment conducive, uh, for all types of business owners to be a [00:30:05] part.

[00:30:05] Like if you are just getting started, you should figure out how to come to an event in [00:30:10] Nashville. Why Nashville? Cause they're cheaper, you know, our Nashville events are world class, but they're cheaper. Like you [00:30:15] can get to them a little bit easier. Um, Barcelona is a little bit more expensive. Colorado is a little bit more [00:30:20] expensive.

[00:30:20] But as a business owner, it's one of the better investments you can ever make because [00:30:25] it's not just an investment into your mind. So your intellect gets better. You get smarter. [00:30:30] It's actually an investment into your identity because when you hang and rub shoulders with people, [00:30:35] uh, who look just like you, but they make way more money, you're like, oh, well, I could probably [00:30:40] do that, you know, and you don't get that effect on zoom.

[00:30:43] You don't get that, that [00:30:45] effect on a podcast. There's something different when you're like. You're eating dinner and you're [00:30:50] making jokes and you're developing friendships with people who run 40 million [00:30:55] brands. It's different. And then you have their phone number and it's like, now you [00:31:00] have the connection with someone.

[00:31:01] Who's way ahead of you that you would never have gotten on the [00:31:05] internet. Cause it's spammy if you try to connect to them on the internet, but if you're an event with them, [00:31:10] that's a different ballgame. And, um, that's one of our favorite things to do is just connect people, [00:31:15] you know, so that's all I would say.

[00:31:17] Basis of business is relationships, right? And to [00:31:20] Taylor's point, when you, when you're sitting across the table and it's like, Oh, I'm just like this person, you know, they may [00:31:25] have this massive, uh, personality or, or, uh, presence online [00:31:30] that makes them seem really, you know, wow, you're way up there. But when you're just sitting across from me, you realize, wait a [00:31:35] second, they're just like me.

[00:31:36] They're just a little bit farther down the road, but they're still just a [00:31:40] regular person. You know, that just, the belief level just goes, wham, just totally [00:31:45] was up. The, the theory of relativity came from Albert [00:31:50] Einstein, but it was actually, it was actually put together at a mastermind, [00:31:55] an in person group of people, a lot of a bunch of different [00:32:00] scientists, and they just got together and they taught one [00:32:05] another and through teaching one another, Einstein was able to fact check different things.

[00:32:09] And [00:32:10] so I think even when you look at the invention of the automobile. [00:32:15] Masterminds, when you look at a lot of these paramount discoveries in [00:32:20] human history, they weren't just one genius in his basement, you [00:32:25] know, like hitting neck nicotine and coming up with stuff. It was people together [00:32:30] who created something that couldn't be created in solo [00:32:35] in a silo.

[00:32:36] And so it's 1 of the, it's just, it's powerful. So [00:32:40] I think we have. 15 or 16 different events this year and, um, yeah, [00:32:45] make, make it happen. Yeah. Figure it out. Figure it out. [00:32:50] Yeah, a hundred percent. Well, this has been awesome, Lauren. We don't always, uh, this is actually the first one we've [00:32:55] ever had you on. I'm so glad we did.

[00:32:56] So thank you for, uh, pulling out of your crazy, [00:33:00] uh, events focused schedule. And, uh, I can't wait to, um, hang with [00:33:05] you guys, uh, next week in Colorado. And for everybody listening. To their [00:33:10] point, come check out an event, this power of the room and, uh, you won't be disappointed. That's for sure. [00:33:15] We'll see in the next episode, guys.

[00:33:16] Take care.[00:33:20] [00:33:25]