

Setting the Standard for Professionalism in the Event Industry

OVERVIEW

At a time when the pandemic had put so many in-person events at a standstill, landed people out of work and shuttered companies, Business of Events focused forward to raising an industry's level of professionalism. Events professionals take on every current events issue across every industry, but this event posed the question: "Where's the benchmark for event businesses?"

Business of Events Challenge:

Affect change across a fragmented industry

JUNO's Solution:

One platform for deep connection and business discussions

THE APPROACH

Calls kept coming in from colleagues across the continent: "You've got to do something."

And so the Business of Events was born.

"I think what often gets overlooked is the business of events," said founder Aaron Kaufman, President of Fifth Element Group. "There's an undercurrent of good enough in events. I think good enough in our industry is not good enough. So my idea was to bring together some of the best minds in our industry to be able to say, 'Hey, listen, we need to be talking about data. We need to be talking about measurable results. We need to talk about billable hours. We need to talk about all of these things that will help mature our industry.'"

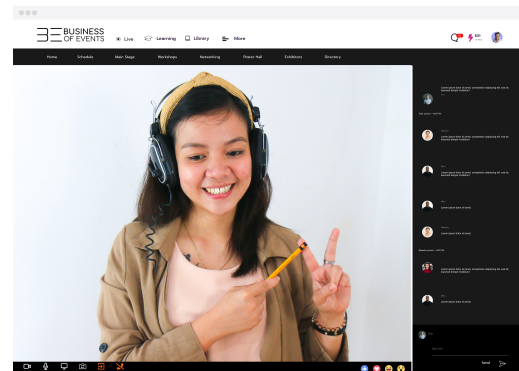
Designed as a short five-hour day with back-to-back sessions, the event convened brilliant business minds from in and out of the events space in order to have quality conversations about real business issues.

For the organizers, the silence around fees and billable hours had gone on long enough, discussion about mergers and acquisitions were, too often, too quiet for clients to understand the impact.

The purpose was for the industry to start movement toward standards and guidelines, rules and principles around how events businesses operate.

"I think the overall concept was really a disruption, not necessarily to any particular area, but to the industry as a whole," Kaufman said. "And I think it's a positive disruption."

To disrupt, Business of Events had to work around bans on in-person gatherings and create a space online for conference content and connected conversations.



The organizers found no reticence among speakers to get serious and no reticence to skip the hugging and the traveling, either.

Speakers were able to participate because of the ease, in fact, thereby bringing into the same virtual rooms powerful voices from Germany, Scotland, New York, Toronto and Dallas, beyond the home-crowd Canadian contingent.

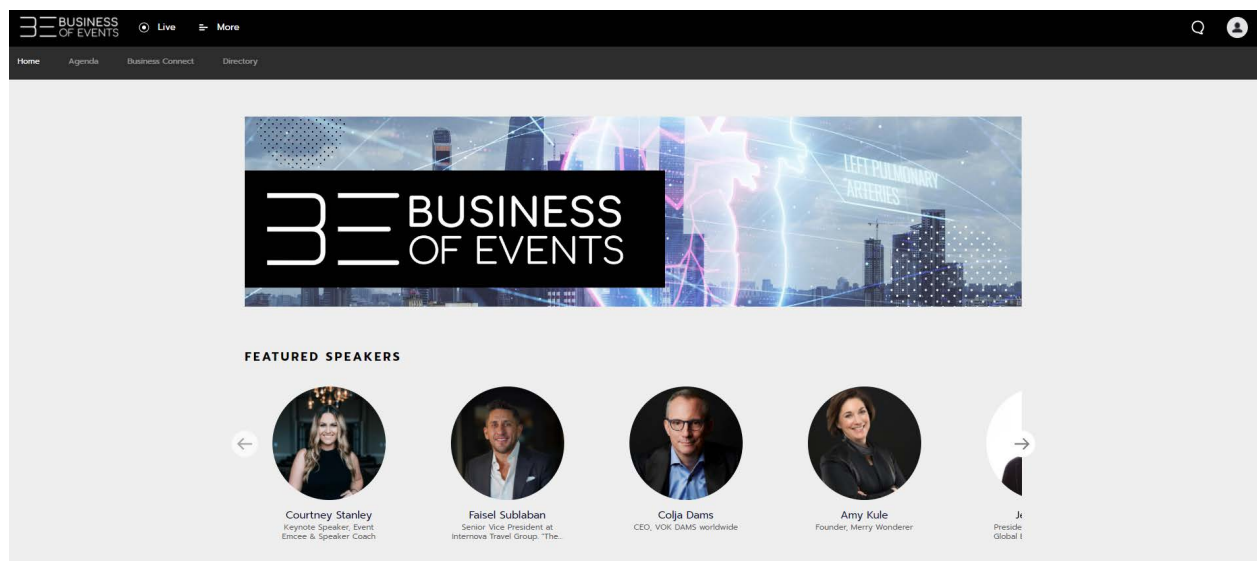
For the event's audience, the graphical elegance of JUNO was ideal, as was the ease of onboarding and the emphasis on personal service. The event itself chose the platform, because when event strategy and design are intentional and planned, platform and partner choices often become obvious.

Especially for speakers, the ease of training and access on JUNO were ideal. The support team working through arising challenges behind the scenes stood out as a win for the way in which the Fifth Element Group and JUNO teams worked in unison to create a great experience.

People had the opportunity to chat and connect and advance their business knowledge and plans. Shifting economics had such a vast impact in 2020, the Business of Events organizers want to keep those discussions going through 2021 and beyond -- on the JUNO platform and off.

"Growing good companies would be good for our industry."

With the help of JUNO's digital software, The Business of Events was able to create a experience that brought people from all around the world together during a pandemic. Discover JUNO for yourself at junolive.com/demo.



JUNO