CAVEMEN NEVER DO BUSINESS

Events according to Ben Gosman

“Don’t believe anything on my authority and consider all that I say as a suggestion and discover it for yourself.”

~ Rudolf Steiner (1861-1925) ~

“Tell me and I will forget. Show me and I may remember. Involve me and I will understand.”

~ Confucius (551 v.Chr.-479 v. Chr.) ~



INTRODUCTION

Events are timeless, even Julius Caesar cited the phrase ‘Bread and Games’. Events are a major part of our existence. People like to flock together, to celebrate, to be entertained and to do business.

New Media can benefit from the effectiveness of Events, but they will never replace Events. There will always be live communication. A business model will never come into existence through LinkedIn, Facebook or Twitter.

It is written on the back of a beer coaster. This is only possible when people meet face-to-face. Author Ben Gosman is an experienced expert who looks at Events in a behavioural scientific manner. In this book he discusses the significance of Events, the next step in Events, the Off Stage Experience and the current environment of Events in the Netherlands: in Maslow’s Penthouse.

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Events, the next step

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The Event that changed your world

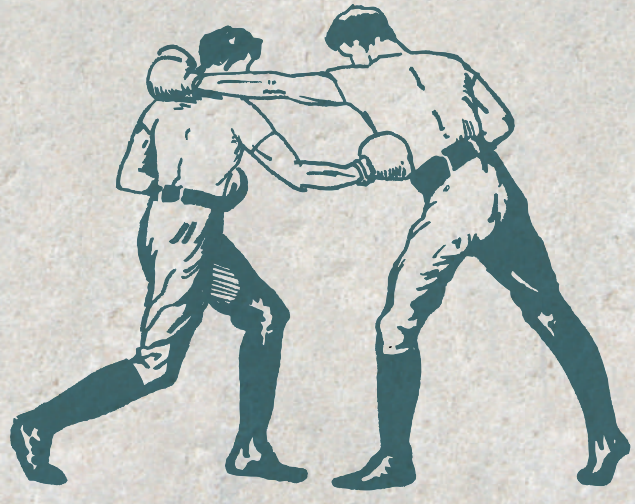
CHAPTER 1

EVENTS ARE PART OF OUR EXISTENCE

SOUNDBITE 1

LET'S GET PHYSICAL

A unique aspect to an Event is the possibility of face-to-face networking. Acquiring knowledge and inspiration is also possible through other media - face-to-face networking isn't.





SOUNDBITE 2

CAVEMEN NEVER DO BUSINESS

A business model will never come into existence through LinkedIn, Facebook or Twitter. It is written on the back of a beer coaster. This will only be possible when people meet face-to-face

SOUNDBITE 3

TO AND FRO

During an Event there is a two-way communication. Visitors can interact. This distinguishes an Event from a conference that consists of one-way communication. During a conference a speaker (the word says it all: he doesn't listen) does all the talking; you can only ask questions after he has finished, to finally be told what you really wanted to hear.





SOUNDBITE 4

SHARING TOGETHER

Successful Events are characterized by co-creation and interaction. As a guest you are partly responsible for the outcome of the Event.

SOUNDBITE 5

COLD COFFEE

At an Event you only get one shot at a good first impression. A printing-, spelling-, or typographical error in the invitation stands out more than the text itself. Even ten years later you will remember the cold coffee at an Event.





SOUNDBITE 6

THE RISK FACTOR

The risk factor is really high for Events. A reputation is hard to earn and easy to lose. The last impression of an Event is the impression that will last the longest.

SOUNDBITE 7

PRACTICE WHAT YOU PREACH

Reputation works from the outside in. Image works from the inside out. Make sure that an Event has a personal touch and fits within the values and norms of the host. Walk the talk.



SOUNDBITE 8

DON'T OVERDO IT!

Overkill at Relation marketing Events has a counter productive effect. It gives the guest the impression that the consignor of the Event receives a disproportionate amount of benefits from the relationship.



SOUNDBITE 9

SERVICE IS A WORD THAT CAN'T BE TRANSLATED INTO DUTCH

There is no word in the Dutch language for service. We do not know the concept. And unfortunately we often act according to our ignorance.





SOUNDBITE 10

EXPERIENCE: HAPPENING OR SENSE PERCEPTION?

The English word Experience can be translated into Dutch by Happening or Sense perception. A Happening is what you undergo during an Event; Sense perception is the effect of this Happening. It is typical that the Dutch language has this specification.

SOUNDBITE 11

EXPERIENCES ARE PART OF OUR BIOGRAPHY

Nature/Nurture is subject to scientific debate: What type of behaviour is innate and what type of behaviour is learned? Events provide happenings and experiences that lead to learned behaviour.





SOUNDBITE 12

PART OF LIFE

Some educated people see an Event as a form of escapism. As an escape from reality. Events are an aspect of life. People always flock together. We play sports with friends, not just to improve our health or to excel in sports, but just to be together, for the social aspect.

SOUNDBITE 13

PARTY FOR THE STRANGEST REASONS

We celebrate a housewarming party (even though we are committing ourselves to the biggest debt in our life). The wedding (although we know that half of the marital commitments will fail). The bachelor party (we are already afraid of what marriage will bring us). Christmas (while a large proportion of the population isn't even religious) and Carnival (whose religious meaning we don't even know anymore)





SOUNDBITE 14

EVENT LINGO

In the Event business we like to use hard and redundant words. Like the abbreviation MICE for Meetings, Incentives, Conventions & Exhibitions, whereas the word ‘Events’ is sufficient. This is embellish idiom; trying to be interesting for the sake of being interesting to make the industry look more important.

SOUNDBITE 15

THE KARAOKE PRINCIPLE

A good Event meets the karaoke criterion: for and by the target group. Singing and singing along provides merriness, the interaction makes it fun.

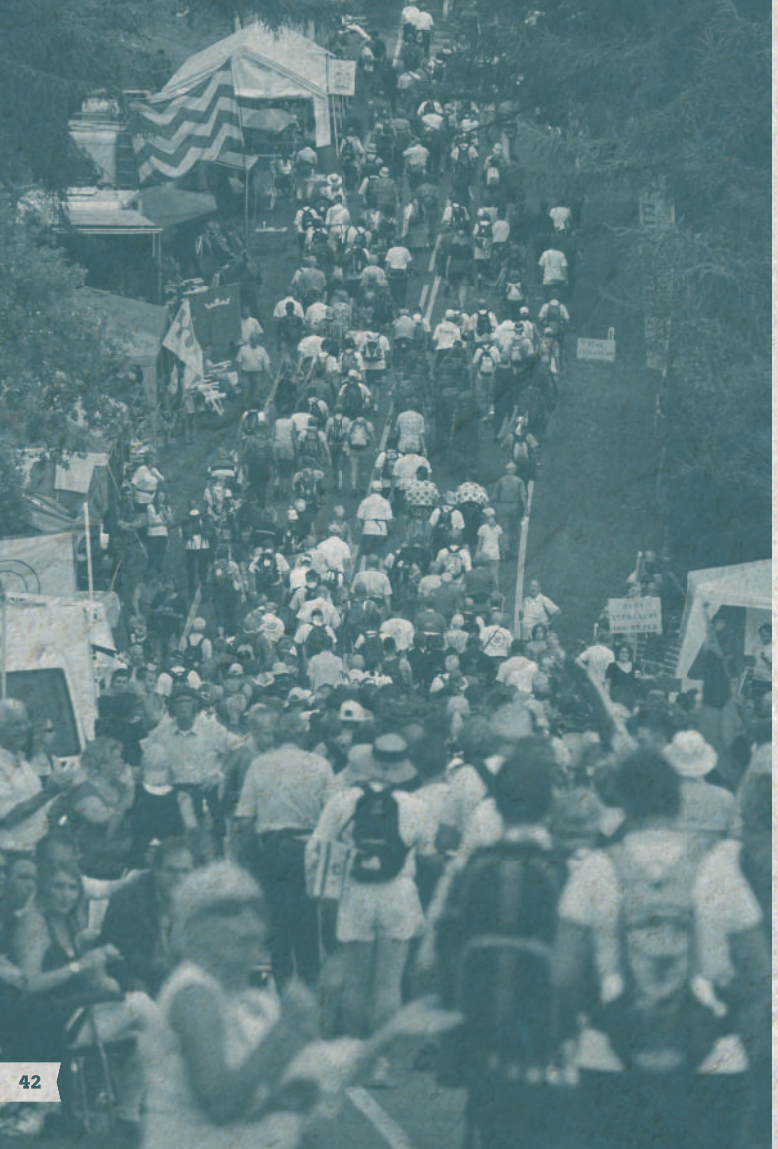




SOUNDBITE 16

I FEEL WHAT I SING

Music has a significant impact on our emotional state. We often don't say what we feel. We often feel what we sing or hear.



SOUNDBITE 17

PARTICIPANTS MUST CONSIDER THE EVENT AS THEIR PROPERTY

During the Four Day Marches of Nijmegen, the organisation has basically nothing to say. The participants, the celebrants, the volunteers and spectators along the way, feel as if they are ‘emotionally’ owners of the Event. It’s their Party. If the organisation wants to make a change, they are completely dependent on the approval of these new owners.



SOUNDBITE 18

EVERY DISADVANTAGE HAS ITS ADVANTAGE

An Event also has its disadvantages compared to other media. The costs per contact at an Event are higher than at other communications tools, the risk factor is higher, the results and effect of Events are difficult to measure and there is a greater burden on the time of the guests



SOUNDBITE 19

DISASTER SCENARIO

Risk is the effect divided by the chance. The chance of a fatal accident during an Event is small, but the effect is huge.

SOUNDBITE 20

ABSOLUTELY NO WASTE

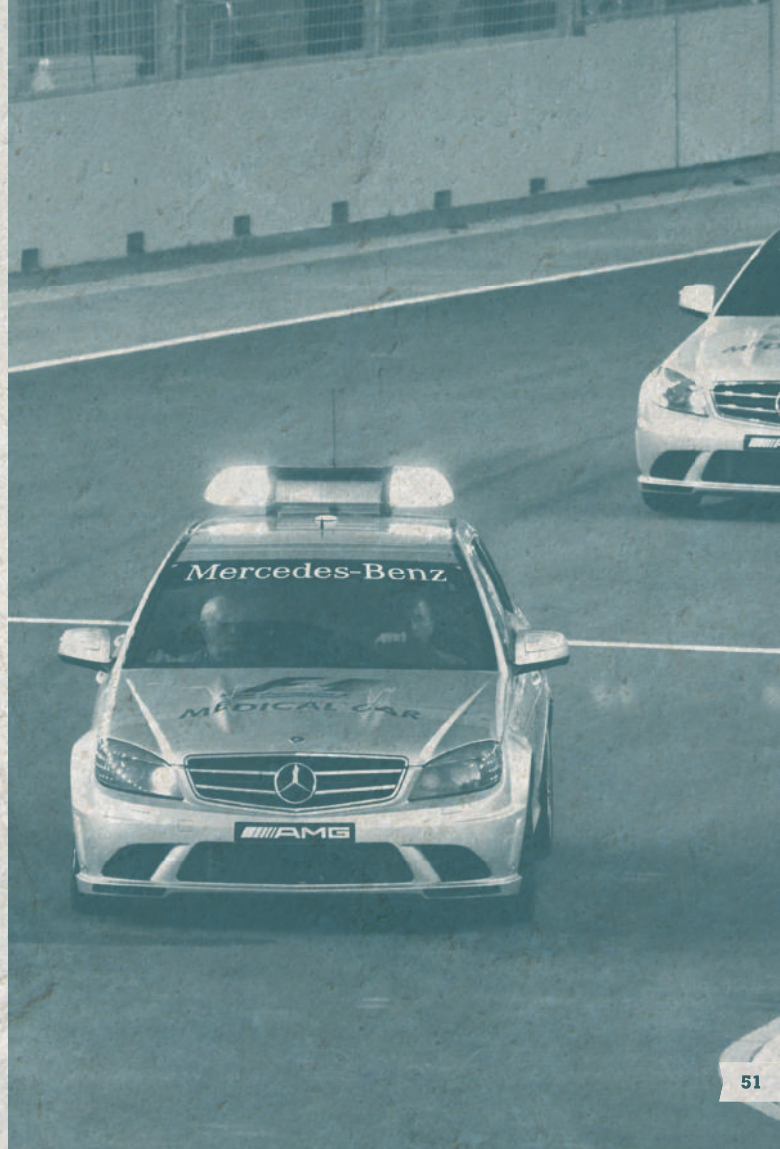
At an Event the investment is 100% justified and there is 0% waste. While “50 cents of every commercial guilder is wasted, you just don’t know which 50 cents. (Giep Franssen)

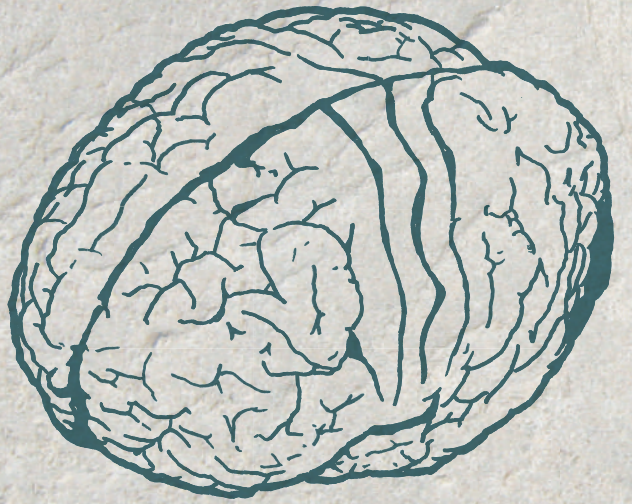


SOUNDBITE 21

WHAT OTHER MEDIA CAN'T DO

Events provide the opportunity for physical contact and interaction. The organizer can keep the meeting clear from noise. Visitors can experience a product or message, and emotions may arise, whereupon the impact increases. Also, it is possible to adjust certain issues during an Event, if a message doesn't come across as intended.





SOUNDBITE 22

YOU CAN SMELL, TASTE, SEE, HEAR AND FEEL IT?

Al senses can be activated during Events. This distinguishes Events from all other media. The more sense used in the communication, the more effective the communication.

SOUNDBITE 23

EMPATHY AS CORE COMPETENCY

People have overcome empathy in order to survive. But as an Event Organizer you should re-learn empathy or never have lost it.





SOUNDBITE 24

IT'S ALL THEATRE

The laws of theatre science are applied to Events. We use peak and rest moments. Don't try to avoid the lows, as they connect the highs.

SOUNDBITE 25

WE WON'T PROVIDE YOUR INFORMATION TO THIRD PARTIES

In the hospitality industry, we record everything. In hotels, at airports, during Events passports, tickets, vouchers, reservations, admission tickets and such cases are requested. Strangely enough, not a lot is being done with all this information. And the next time we ask these same people to fill in the same information again. Bureaucracy at its finest; the processing of data without adding value to it.



SOUNDBITE 26

CHANGING IS FOR OTHERS

You can't research new things by asking people their opinion beforehand. People don't want to change and can only identify what they already know. Empirical research (see how people react to change) yields more. In the Event business, we are good at empirical research and combine this with empathy. Event Organizers polish up Event concepts based on their experiences.





SOUNDBITE 27

UNDERPROMISE & OVERDELIVER

Never create towering expectations that you can't deliver. In 1958, car brand Ford launched the Edsel after a costly and blatant marketing campaign without listening to the market. The first models showed defects, and car buyers dropped out on mass. The Ford Edsel continued to be, despite the huge fuss, a showroom model. People can't be fooled.

SOUNDBITE 28

GOOD NEWS

Only your mum is interested in good news.





SOUNDBITE 29

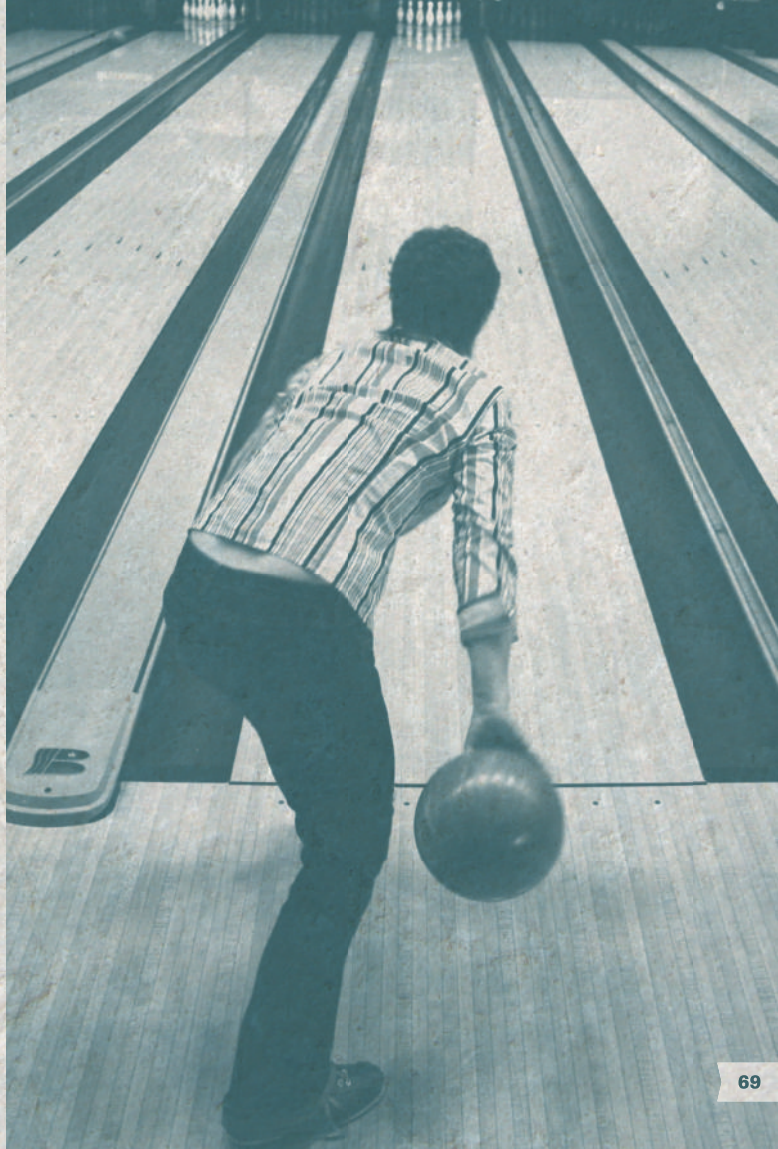
ORGANIZING ISN'T ROCKET SCIENCE

Mothers organize birthday parties for their kids without that much hassle. But organizing efficiently & effective, is something quite different. Every Event Organizer knows what it takes to organize an Event but does this, so often, inefficiently.

SOUNDBITE 30

90% OF THE EVENTS ARE UNCREATIVE

Studies in Event magazines consistently show that clients from the trade and industry especially aspect creativity from their Event Organizers. That is the top priority, at number one. But clients don't want creativity. They want fast feedback, a reliable partner and a slightly distinctive Event.







SOUNDBITE 31

PEOPLE ARE CREATURES OF HABIT

80% the same and 20% new is pretty progressive for an Event. That is why living from a suitcase like artists, professional tennis and golf players do, is so exhausting

SOUNDBITE 32

SPEAKERS ARE SELF-INVOLVED AND DON'T PAY ATTENTION TO THE GUESTS

Due to this the attention span of people is only fifteen minutes. Once the speaker turns his attention towards the guests interaction will arise, and will extend the attention span.





SOUNDBITE 33

CAN EVERYBODY HEAR ME?

This is a frequently asked question at Events and Conferences. This question can only be answered positively. But won't solve a possible problem.



SOUNDBITE 34

MY GROUP IS BETTER THAN YOURS

People in a group take on each other's behaviour. Especially supporters of the Dutch National Soccer team. This explains the success of merchandising (The Heineken Trompet for example) there is even a hint of ethnocentrism; our group is better than the other.



SOUNDBITE 35

I DO, I DO, WHAT YOU AREN'T DOING

Don't do what others are doing, but ask yourself why you are doing what you are doing. The well known shaking of hands on weddings and funerals. Does this sound familiar? There is always congestion, because it is a ritual for the guests to shake the hand of the people concerned, when immediately after the coffee table is set in the narrow hall. Result: congestion, poor circulation. Serve the coffee in a central hall immediately after everybody is in, and then let the guests look for the host.



SOUNDBITE 36

A BAD IDEA WILL NEVER TURN INTO A GOOD ONE

Every good Event concept can strand in the execution. But a bad concept will never lead to a good Event, even if the organisation is perfect. The quality of the organisation is indeed important. It's a core value of Events.

SOUNDBITE 37

EVENTS CAUSE WASTE

Events are major environmental polluters (vehicle mileage, plastic waste and other waste). Event Organizers are only now becoming aware of their social responsibility. Locations, Caterers, etc. are fortunately getting more engaged in CSR.



SOUNDBITE 38

WE ALL BELIEVE IN FAIRYTALES

An Event is always a way to, not the goal itself. A cultural meaningful Event such as the marriage of Prince Willem-Alexander and Maxima is a way to maintain the monarchy, means to make adults believe in fairytales.



SOUNDBITE 39

DUTCH GOVERNMENT SEES EVENTS AS SQUANDERING IN STEAD OF INVESTING

Tax legislation is since the introduction of the work cost sanction detrimental to the Event industry. The Event industry has responded to the plans of the government, rather than to act on the false premise of the government. The Event industry didn't convince the government of the economical usefulness and necessity of Events. No other form of communication falls under the work cost sanction!





SOUNDBITE 40

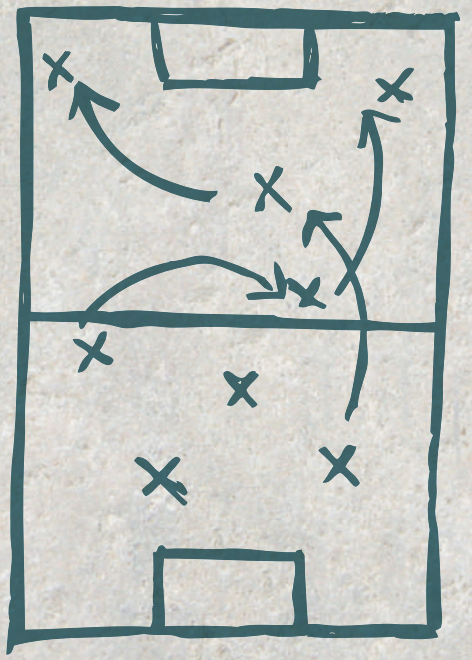
NEVER A GOAL ON ITS OWN

As soon as an Event is perceived as a goal, it will be squandering in stead of investing. Then laziness rears its ugly head.

SOUNDBITE 41

WE CAN'T MANAGE TO CLARIFY OUR ECONOMIC RELEVANCE

The Event industry only has themselves to blame for the particular sensitivity to economic fluctuations. The industry is too concerned with 'what & when' (tactics) and too little with 'how and when' (strategy).





SOUNDBITE 42

BUSINESS EVENTS ARE BECOMING SHORTER AND SHORTER IN TIME

Events are becoming more and more basic and the ‘what’s in it for me’ is more pronounced. Long Events are being cut into smaller pieces that become Events on their own. Such an elongated program doesn’t cut it anymore in this day and age. The range of entertainment and plenty of self-imposed obligations leave their mark on the time allocation.

SOUNDBITE 43

THE QUALITY OF EVENT MARKETING IN THE NETHERLANDS IS LOW.

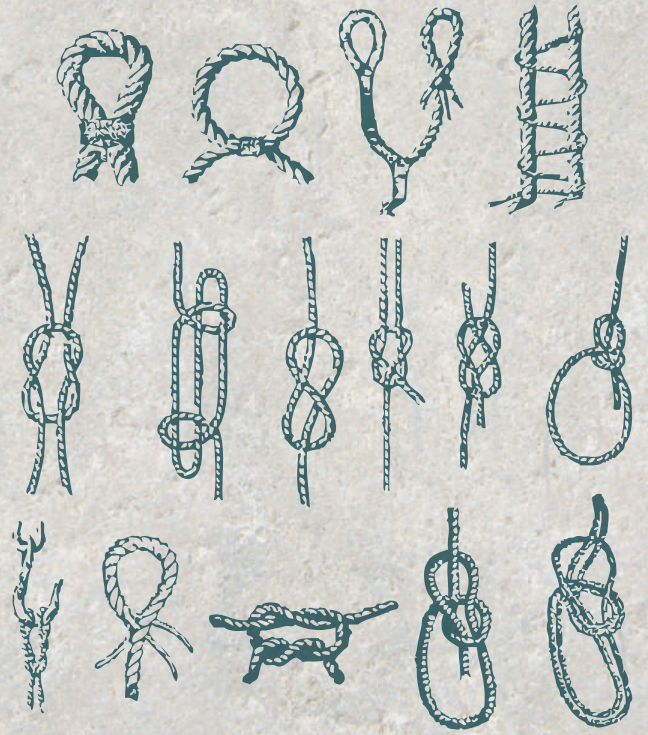
There is a shocking lack of good Event agencies. They get away with it due to the lack of knowledge and content of the clients. The established order has no need for development, in the land of the blind the one-eyed man is king.



SOUNDBITE 44

THE STRATEGY, THE TACTICS AND THE OPERATION

Strategy is determining the business targets, and why you're using Events to reach these goals. Tactics is whether and when to use Events. Operation is combining invitation, location, catering, logistics, etc.





SOUNDBITE 45

EVENTS AT THE HANDS OF A MOTIVE ARE REASON TO STAY AWAY

The ‘what’s in it for me’ aspect is too small. Organize an Event if you have something to communicate, so for a reason. It will benefit the quality and effectiveness.

SOUNDBITE 46

FAIRS AND MARKETS ARE FOR ENTERTAINMENT

That contributes to the major part of the success of the Household Fair (actually the largest 3D commercial of The Netherlands). Back in the days markets were Events pure out of economic necessity. Today they fulfil the need for entertainment.





SOUNDBITE 47

EVENTS ARE THE ARCHETYPE OF DM

The product doesn't come to you, but you are going to the product. The type of media isn't the phone, fax, email, letter or RTV, but live communication.

SOUNDBITE 48

WHY ISN'T THERE FREE TRADE IN TICKETS?

It's called scalping and it is deemed wrong. Nonsense. Please let culture and entertainment roam free on the free market. Think of it as an entropy problem; it is about concentration and the distribution of tickets. If people are willing to pay 3000 Euros for a ticket to the final, then that's a fact. Value is what the damned fool is willing to pay for it. It's like shares; these can be traded freely and profits from stock trading are celebrated.



SOUNDBITE 49

OUTSOURCING OR ORGANIZING YOURSELF?

That is the question in times of economic recession. If companies outsource the organization of Events to Event Professionals, the organization will be more efficient (faster), more effective (higher turnover) and more qualitative. The costs are lower, because fewer hours are made, while hourly rates for the internal- & external staff is approximately equal. In addition, a professional can realise a better acquisition than an inexperienced ‘one-day fly’.



CHAPTER 2
MASLOW'S PENTHOUSE



SOUNDBITE 50

THE TOP OF THE PYRAMID

Prosperity has skyrocketed in The Netherlands over the past 35 years. As a result, we have risen in the needs pyramid of the psychologist Maslow. The need for food, water, shelter, safety, and security are already fulfilled. We are in the top of the pyramid, in Maslow's penthouse, and we are mainly focused on the need for entertainment.



SOUNDBITE 51

LIVE AS A CELEBRITY

We have an increasing need to live like this in Maslow's penthouse. And Social Media give us that opportunity; me and my followers.



SOUNDBITE 52

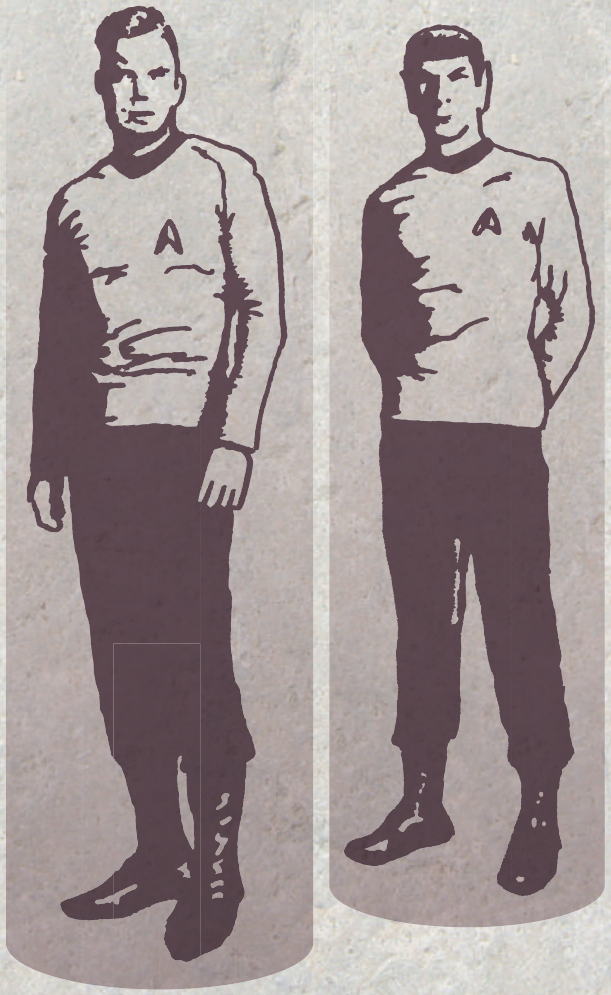
SOCIAL & NEW MEDIA AMPLIFY THE EVENT EXPERIENCE

In the preliminary stage, during the Event, and in the later stages. These Modern Media won't replace the old forms, but will supplement them. All 'New Media' have led to more communication but never to the disappearance of the 'old' communication modalities.

SOUNDBITE 53

BEAM ME UP, SCOTTY

As long as this isn't possible, the virtual Event won't be reality. 90% of all communication is non-verbal.





SOUNDBITE 54

THE SOCIAL MEDIA ARE PLATFORMS FOR DIGITAL EXHIBITIONISM

Social Media offer false interactivity. We post all sorts of data, which we previously considered as private matters, visible for everyone to see. Because these private data. publicly available, we do not need to interact with friends and acquaintances anymore. This leads to autism.

SOUNDBITE 55

THE NETHERLANDS IS CHANGING.

It is more and more about Me, I'm the centre of the universe. It is also plain to see in the use of language: "I and Peter" instead of the other way around. On television our opinion is asked on every subject and there is a vote on almost everything. Also during Events we like to participate, interact and give our opinion, because we view ourselves and our opinion as very important.





SOUNDBITE 56

HERE WE ARE NOW. ENTERTAIN US

The strong individualized society provides a feeling of 'entitled to' On Stage entertainment? It also leads to narcissism and materialism.

Nirvana: Smells like Teen Spirit

SOUNDBITE 57

(EXCLUSIVE) RIGHTS

In the present time we experience Privileges as Rights. A parking attendant at IKEA (Amsterdam) is killed by a customer who wanted to park in a handicapped spot where he wasn't entitled to.





SOUNDBITE 58

I AM @

This is the most frequently made picture on a smart phone. Taken with an extended arm with the phone in hand, the self-timer isn't even a function anymore on smart phones nowadays. A classic example of a highly individualized society today.

SOUNDBITE 59

AMUSEMENT HAS BECOME A SERIOUS BUSINESS

The majority of Dutch people feel that visitors must be compensated by Event Organizers if bad weather throws a spanner in the works.

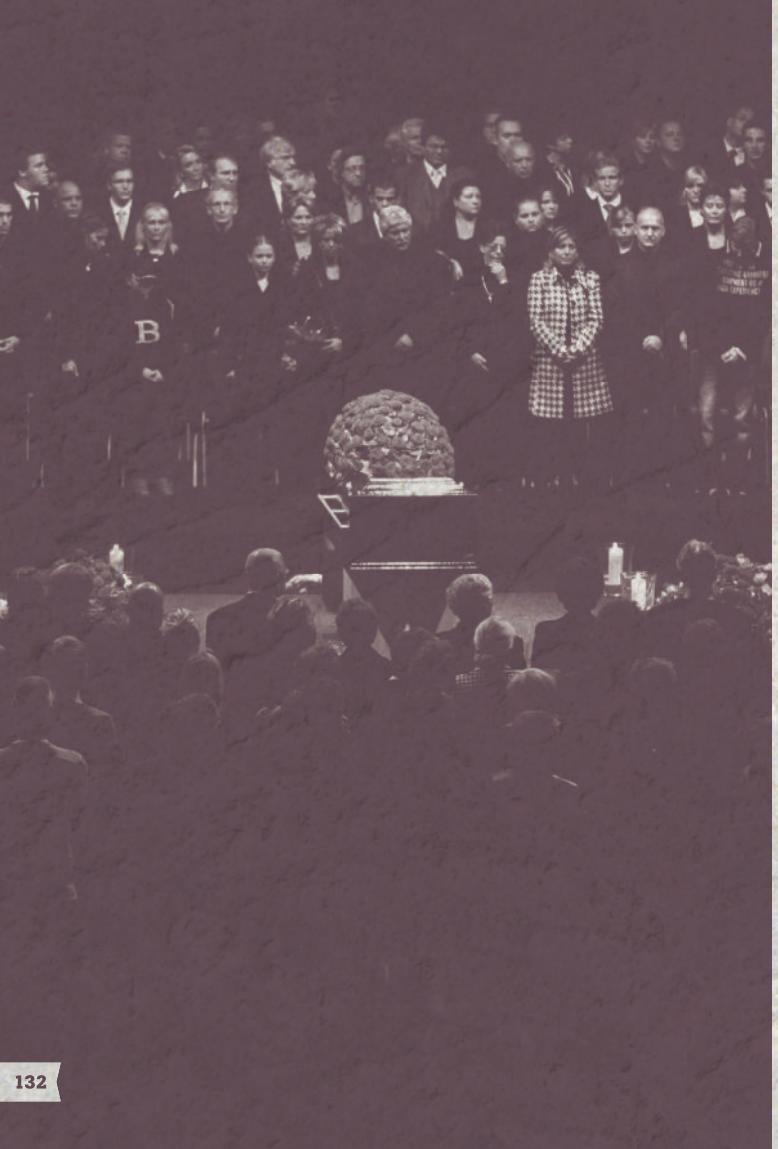


SOUNDBITE 60

YOUR PLAYLIST DIRECTS YOUR LIFE

When you are making a soundtrack on your iPod to your activities, your life flashes before your eyes as a movie, and your friends are digital. We don't say what we feel, but we feel what we say. The music makes you happy, sad or relaxed. Saying 'Wow' means feeling 'Wow'.





SOUNDBITE 61

THE DECEASED DIRECTS HIS OWN CELEBRITY FUNERAL

A deceased person who wants to be taken seriously creates a high-profile Event out of his funeral. Celebrities started this trend: Princess Diana, Michael Jackson, and many other international celebrities. Now available for ordinary mortals.

SOUNDBITE 62

WE ARE PRESENT AGAIN AND THAT'S FINE*

Take a minute and consider what is actually said in this song text. In the absence of real life problems we live to the rhythm of 'Here we are now, entertain us' We are less interested in the big picture. Common enemies such as poverty, unemployment and the threat of a Russian invasion have vanished. We indulge ourselves more and more into micro-societies, and only want entertainment

*(Wolter Kroes – Viva Hollandia, about the Dutch Soccer Team)





SOUNDBITE 63

EXPERIENCE MORE, LESS SENSE OF PERCEPTION.

We experience more and more but with less and less sense of perception. We always need stronger incentives with shorter rest periods. But where does it end?



SOUNDBITE 64

HAPPINESS DOESN'T NEED ANY WITNESSES

Success on the other hand does. Look at the flashy wedding of Wesley & Yolanthe. Success is celebrated and shown to the public through an Event. Like the saying: the celebrated stud.

SOUNDBITE 65

WE ARE DRIVEN BY REGRET MINIMIZATION

Modern man sleeps one hour a night less than thirty years ago, due to the wide range of entertainment. This has to do with the psychological phenomenon of *regret minimization*. We aren't driven by utility but by the desire to have no regrets afterwards.





SOUNDBITE 66

LONG LIVE THE REGRET MINIMIZATION!

Principals of Event- and Incentive Organizers are becoming so enthusiastic after an inspection trip that they add optional (fun) things to the program, which were rejected in advance for budgetary reasons.

SOUNDBITE 67

DOCTOR, I HAVE OPINION INCONTINENCE

The individualized society leads to opinion incontinence. Followers on Twitter are confronted with unwanted personal information.





SOUNDBITE 68

DIGITAL IMMIGRANTS MEET DIGITAL NATIVE

The type of visitor of Events is changing. Next to the Digital Immigrants, the people that are born in the pre-internet era are the Digital Native, the people that are used to the idea that information is always immediately available. This new generation expects that Events are always participatory and interactive.

SOUNDBITE 69

CELEBRITIES ENSURE THE ATTRACTIVENESS OF AN EVENT

A real celebrity skyrockets the status of an Event, while the client is associated with an A-brand. It is remarkable that we assign expertise to fame.





SOUNDBITE 70

CELEBRITIES INCREASE THEIR OWN STATUS BY SHOWING UP AT THE RIGHT PARTIES

There are celebrities that extend their status as a celebrity by organizing Parties and Events for other celebrities. In this manner they remain part of the scene. These meetings stimulate the phenomenon of 'celebrity without merit', celebrities that need to be announced with: 'He or she played in …

SOUNDBITE 71

WE USED TO BE CALVINISTS

Dutch people like Parties and Events. We used to be Calvinists, but now we seize every opportunity to celebrate. That's why a lot of performers record their live albums in the Netherlands. The attendance number to Cirque du Soleil and musicals is nowhere in the world as high as in the Netherlands.





SOUNDBITE 72

WE EVEN CELEBRATE A DISAPPOINTMENT OR DECEPTION

Just because we feel like partying. The rest of the world was stunned to the glorious reception of the losers of the World Cup Final. This is the epitome of ‘Here we are now, entertain us. The absolute idleness has struck.

SOUNDBITE 73

TRADED THE SOUL FOR HAPPINESS

Events are often meaningful; they have a cultural or religious background. But 90% of the people will go there just for fun. That has been the case for Carnival (which had a religious meaning) for a long time already, but today visitors take up every Event to go into a Carnival like state.





SOUNDBITE 74

ONLY FOR BIG SHOTS AND FAMILY

The Olympic Games (OG) are made for the sports fan in Maslow's penthouse. They aren't there for the normal people: in the stands, you only see big shots and family of the athletes. The OG is a typical TV Event. Where the TV cameras used to zoom in on the Events, that were interesting for the people, nowadays the Events are being made interesting by television.

CHAPTER 3

OFF STAGE EXPERIENCE

SOUNDBITE 75

EVENTS CAN BE CREATED. EXPERIENCES CAN'T

The course of Events can be directed by creating the conditions On Stage: you can arrange the location, security, catering, lighting and sound and so forth. But how guests experience the Event Off Stage can't be directed.





SOUNDBITE 76

START AN EVENT OF ON THE RIGHT FOOT

If visitors can't park their car, you start of trailing 1-0. It is difficult to get the guests in the right receptive mood after a false start. This is disastrous for the Off Stage experience, for the experience that makes the Event. Well begun is half done. Avoid the 'stepped out of the wrong side of the bed' effect.

SOUNDBITE 77

DRESS CODE MAKES YOUR EVENT

An example of Off Stage Experience is Sensation White. The visitors make the Event. They set the tone with their dress code and determine the atmosphere. The same applies to Gala evenings and other theme parties.



SOUNDBITE 78

NO FESTOONS ON THE WALL FOR ME*

The Event organisation mounts the festoons; the guests make the Event a success. An Event is a physical, one time, never exactly reproducible occasion. The difference with entertainment productions (musical/theatre) is that no re-hearsals are possible. The core of an Event is that besides an On Stage experience (on the 'stage') there also is an Off Stage experience (the experience of the guest), which isn't available for rehearsal.

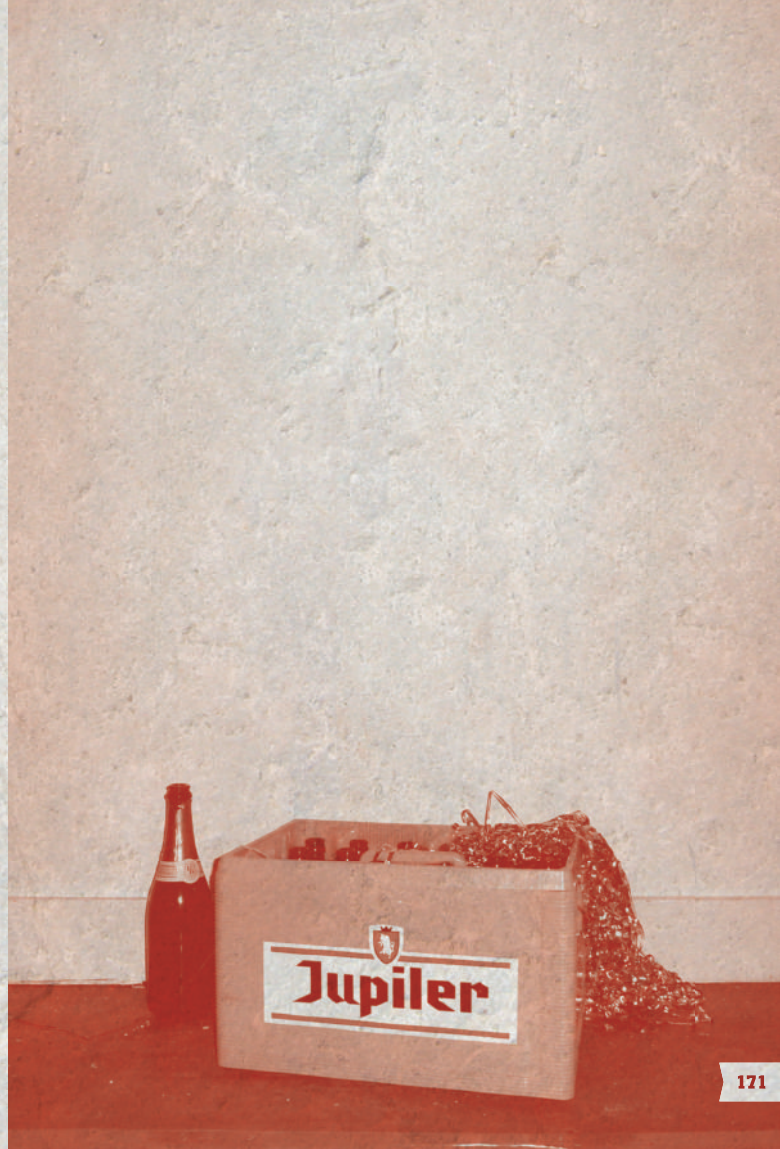


*(Voor mij geen slingers aan de wand- Andre Hazes)

SOUNDBITE 79

I'M MOUNTING THE FESTOONS, YOU MAKE THE PARTY

An Event is as a birthday party. You can provide the festoons, the right music, snacks and drinks and the program. The guests make the party. The actual experience and the return of an Event takes place Off Stage. Like during a birthday party, the conviviality can often be found in the kitchen.





SOUNDBITE 80

RUMOUR AROUND THE BRAND

At a company party it is useful for the Event Organizer to work together with an organization committee of the client, containing core members of divers peer groups or departments, which promote the communication in the preliminary stages. Through a whisper campaign they can provide rumour around the brand. Apart from that, a whisper campaign generates high expectations.

SOUNDBITE 81

YELLING OUT WOW MEANS FEELING WOW

The ‘wow’ feeling is a real Off Stage experience. The Emile Ratelband effect (Dutch Motivational Speaker). Experience shows that if we all yell ‘wow’ often enough, soon we feel and think it is ‘wow’. Supporters of the Dutch national football team create a real Off Stage experience. Hours before the game they begin celebrating, often with fun finds, often filled with vulgar humour. They have already decided in advance that they will experience a ‘wow’ feeling on the match days.





SOUNDBITE 82

VISITORS TRUST THE ORGANIZATION BLINDLY

An Event leads to an experience, for visitors, only after the surrender to the situation. This is only possible if they feel safe. The persuasion that everything is arranged at Events (such as food, drinks, safety, parking, etc.) knows no boundaries. We are extremely surprised if this conviction is damaged (like when the Four day Marches in Nijmegen and the Love Parade in Duisburg got cancelled due to fatalities).



SOUNDBITE 83

ALONE IS JUST ALONE

Experiences are better experienced as they are shared. A baseball game in Taipei can be a wonderful experience. But if you are there without any friends and surrounded by people that don't speak the same language, then you aren't able to share the experience and this experience will be a lot less intense. A sunset looks more beautiful, when you watch it with someone you love.



SOUNDBITE 84

EVENTS CHANGE IN THEIR SOUL

Due to the uprising of the Social Media and the use of Smart phones and iPads, there is increasing interaction during Events. This affects both the On Stage and Off Stage experience fundamentally.



SOUNDBITE 85

THE CLOWN DOESN'T ENTERTAIN THE AUDIENCE

The guests entertain themselves with the clown. Some Event Organizers put the emphasis of an Event on the wrong spot. Sometimes entertainers are used to break the ice, but some of them think that the audience came especially for them. Like the table magician, that interrupts a successful conversation between two guests at the Event to show them his routine. This is a conflict between the On Stage & the Off Stage experience.



SOUNDBITE 86

YOU HAD TO BE THERE!

A frequently heard statement made by guests after the Event. Event guests often can not express what they have experienced: the Off Stage experience is much harder to describe than the On Stage experience.



SOUNDBITE 87

WE NEVER KNOW

The success of an Event can't be predicted beforehand. It is just as hard to understand as people's behaviour. Isaac Newton already said it in the 18th century, after losing 20,000 pound sterling to a ponzi scheme "I can calculate the movements of the celestial bodies, but not the madness of people."

CHAPTER 4
EVENTS, THE NEXT STEP



SOUNDBITE 88

THE ENTRANCE FEE TO A CONFERENCE IS MUCH HIGHER THAN THAT OF AN EVENT

Yet people get permission much easier to go to a Conference. Noteworthy: people mostly visit conferences out of the following three motives: gathering knowledge, inspiration and networking. Networking is often the main reason. The entrepreneur Eckhart Wintzen warned people not to expect to learn much at a Conference “A Conference is good when you hear two or three new ideas or gain two or three new contacts.”

SOUNDBITE 89

90% OF SUCCESS IS JUST SHOWING UP

Woody Allen already said it:
“Events are the catalyst of the economy”





SOUNDBITE 90

THERE'S ONLY ONE CHANCE FOR A FIRST IMPRESSION

The golden rule at Events is: 'it's not what you know, it's who you know' or 'you are who you know. The next step is: 'it's not what you know: it's how they think about you. Actually, it's how you make them feel'.

SOUNDBITE 91

DUTCHMEN ARE BAD AT NETWORKING

It starts with shaking hands. A sincere greeting, looking someone straight in the eyes and a good handshake is pretty difficult for a Dutchman. We have next to none ability in making emotional contact.





SOUNDBITE 92

PUBLIC SPEAKING IS WORSE THAN BEING ILL OR DYING.

People don't walk that easily towards the interruption microphone during conferences in the Netherlands. They have an aversion of speaking in public. This doesn't apply to Americans. Americans realize' you are always On Stage'



SOUNDBITE 93

A GOOD PRESENTATION IS A QUICK WIN

In our society we are looking for quick gratification. You need to captivate the audience right from the start, otherwise people lose interest.

SOUNDBITE 94

DUTCH EVENT ORGANIZERS ARE BAD AT COMMUNICATION

However, we are good at hosting. Big shots remember to which foreign Event they have been, but don't remember anymore what company invited them. Events have become 'copy paste' and thereby lose effect. This lack of distinctive communication comes forth out of Dutch Calvinism. 'Just act normal, then you are doing crazy enough as it is'. 'Who stands out from the crowd gets shot down', 'High winds blow on high hills'.



CHAPTER 5

THE EVENT THAT CHANGED YOUR WORLD



SOUNDBITE 95

EVENTS THAT CHANGED THE WORLD

All World Wars, J.F Kennedy (1963) Martin Luther King's speech ('I have a dream'), the moon landing by Neil Armstrong (Á small step for man, a giant leap for mankind',1969), The Woodstock festival (1969), World Cup finals, 9/11, etc. Events are a crucial part of life.

SOUNDBITE 96

WE DEPLOY EVENTS IN ORDER TO PUT SUBJECTS ON THE AGENDA

Think of the Climate Summit, the G8, and the G20. Events are also being used to promote cities, like Amsterdam.





SOUNDBITE 97

9/11 IS A TEXTBOOK EXAMPLE OF PERFECT EVENT MARKETING

Osama Bin Laden attacked the icons of capitalism: the Twin Towers in Manhattan (the heart of the Western financial world), The Pentagon (the military headquarters of the Western world) and the White House (the presidential residence). According to rumours Bin laden made billions out of front running through the sudden stock fall on Wall Street (he actually dealt with inside knowledge). In terms of organization and logistics it was a real masterpiece and the PR was beyond compare. The Event generated a disproportionate amount of free publicity; In Africa more children die every single day of AIDS and famine than the amount of people that died during the attacks of 9/11.



SOUNDBITE 98

REVOLT

Most people don't follow the leader because they think he should win, but because he wins.

SOUNDBITE 99

WHICH EVENT CHANGED YOUR LIFE?

Apart from Life Events such as the birth of your children, your marriage and such. Is there one occurrence or Event that has influenced your life or even changed your life drastically? Please let us know. Send an email to ben@jbgec.nl and maybe your story will appear in the next book by Ben Gosman.





SOUNDBITE 100

HOW TO GO ON?

We hope you enjoyed this book with Event insights. For the people that didn't like it we end with a quote of Mark Twain: "be thankful for the fools, but for them the rest of us could not succeed'.

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This booklet could be realized…

Because I have been invited to so many good and lesser Events as well.

Because I have been able to discuss and test our experiences and its significance, sometimes for hours and hours, with a lot of knowledgeable people.

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And many other books.

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