



BECKER'S HEALTHCARE

**Key Thoughts – Events, What Works, What
Doesn't, What's Next?**

“That’s been one of my mantras – focus and simplicity. Simple can be harder than complex: you have to work hard to get your thinking clean to make it simple. But it’s worth it in the end because once you get there, you can move mountains.”

“One reason so few of us achieve what we truly want is that we never direct our focus; we never concentrate our power. Most people dabble their way through life, never deciding to master anything in particular.”

“Our life is frittered away by detail. Simplify, simplify, simplify! I say, let your affairs be as two or three, and not a hundred or a thousand; instead of a million, count half a dozen and keep your accounts on your thumbnail.”

“If you can’t explain it to a six-year-old, you don’t understand it yourself.”

1) A simple strategy is better than a complex one

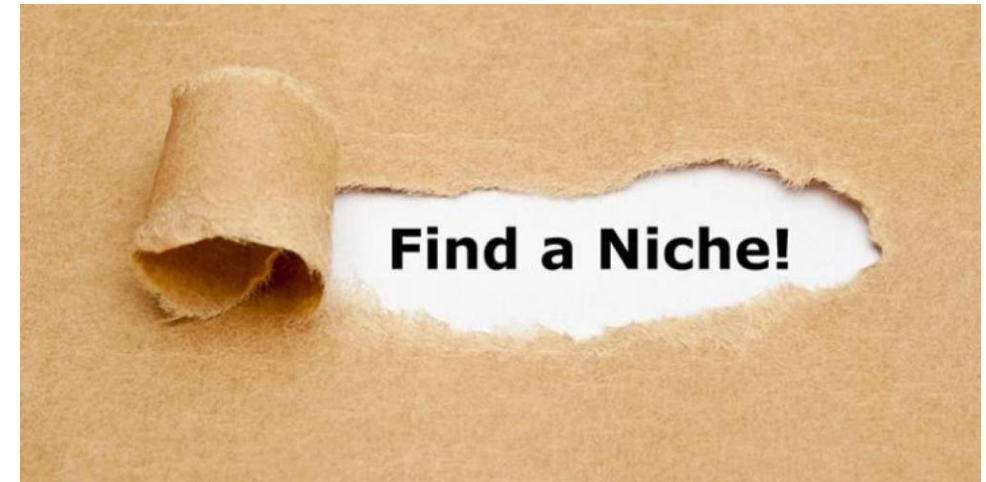


2) Customer centric / service- everyone preaches it, how do you all live it?

- a) Amazing service team
- b) Truly part of our culture
- c) Create raving fans

3) Niche dominant

- a) Have a clear purpose
- b) Who's going to benefit from it?
- c) What's your vibe? How are you focusing like mad to make that happen?



4) A business / events, particularly in its core areas, must constantly keep getting better

5) Keep it Simple

- a) Anyone can make something complex — really smart people can simplify
- b) Help all internal and external constituents understand simply

6) Aggressively control costs where you can and invest where you can



1) Being all things for all people / companies.

- a. No brainer here.
- b. With thousands of attendees and hundreds of sponsors – very hard to make everyone happy.
- c. What's the value prop?

2) Too small or too big

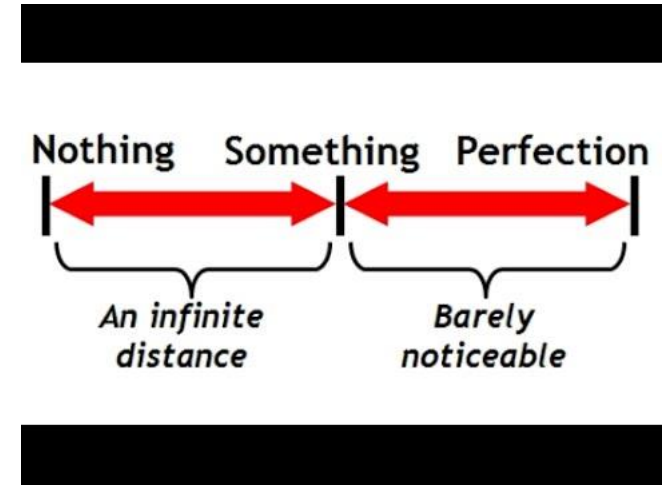
- a) Our strategy is six world class, FOMO factor events

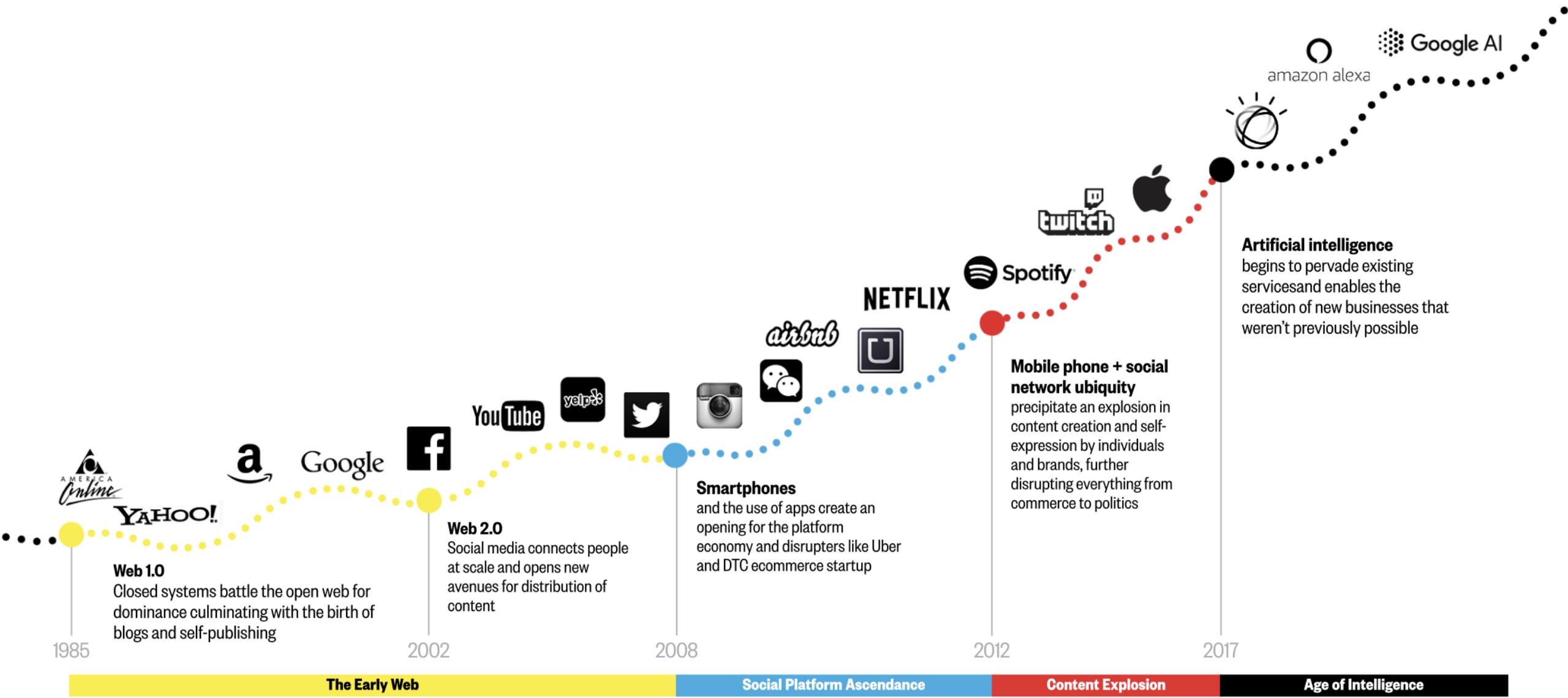
3) Perfection, in most endeavors, is the enemy of good.

4) Focus a serious amount of your energies on what's working — where profits and revenues are coming from and people who are high performing.

5) Knowing the right “chemistry” and what you are trying to create.

6) Don't get stuck in what used to work.





1985

Web 1.0

Closed systems battle the open web for dominance culminating with the birth of blogs and self-publishing

2002

Web 2.0

Social media connects people at scale and opens new avenues for distribution of content

2008

Smartphones

and the use of apps create an opening for the platform economy and disrupters like Uber and DTC ecommerce startup

2012

Mobile phone + social network ubiquity

precipitate an explosion in content creation and self-expression by individuals and brands, further disrupting everything from commerce to politics

2017

Artificial intelligence

begins to pervade existing services and enables the creation of new businesses that weren't previously possible

The Early Web

Social Platform Ascendance

Content Explosion

Age of Intelligence

1) Constantly improving

- a) What’s this mean for **YOUR** event?
- b) How are you different?
- c) Why your event?

2) Using simple technology that is neede moving

- a) What is worth it?
- b) What is not?
- c) RFID, Beacons, Conference app, etc.

3) Again -- Perfection is the enemy of good.

- a) What are you doing to move the ball forward?

4) Use your digital / readership data insights to drive event success

- a) How is digital / events talking to one another
- b) Truly unsiloed so they can both help each other

