

The background image shows a crowd of people at a festival, with a blue overlay. In the foreground, a woman with long dark hair is smiling and looking to her right. Next to her, a woman with curly hair is also smiling and looking to her right. To the right, a man with glasses and a beard is smiling and looking to his left. In the background, there are other people, some holding up their phones, and a sign that says "Bloom" is visible. The overall atmosphere is festive and social.

💥Vibe Eventing💥

The Cure for Boring Events, Beige Metrics, and Burned-Out Attendees

(...because no one needs another snoozefest with sandwiches and swag bags.)



Let's get one thing straight...

If your event doesn't make someone's

Eyes Light Up,

it's a webinar with better lighting.

And if your audience isn't talking about it the next day?

You just ran logistics, not an experience.

CONNECT
& CREATE

7 VIBE EVENTING SHAKEDOWNS

aka The Anti-**Vanilla** Event Commandments

7

Commandments

To transform your boring events

100%

Engagement

The goal for your attendees

0

Vanilla Events

What we're eliminating

1. ELU or GTFO



Eyes Light Up (ELU) is the new KPI

Forget MQLs and session scans—if your audience doesn't visibly react to the content, tech, or people in the room, your event failed.

Vibe eventing tracks sparks, not seats.



Vanilla sin

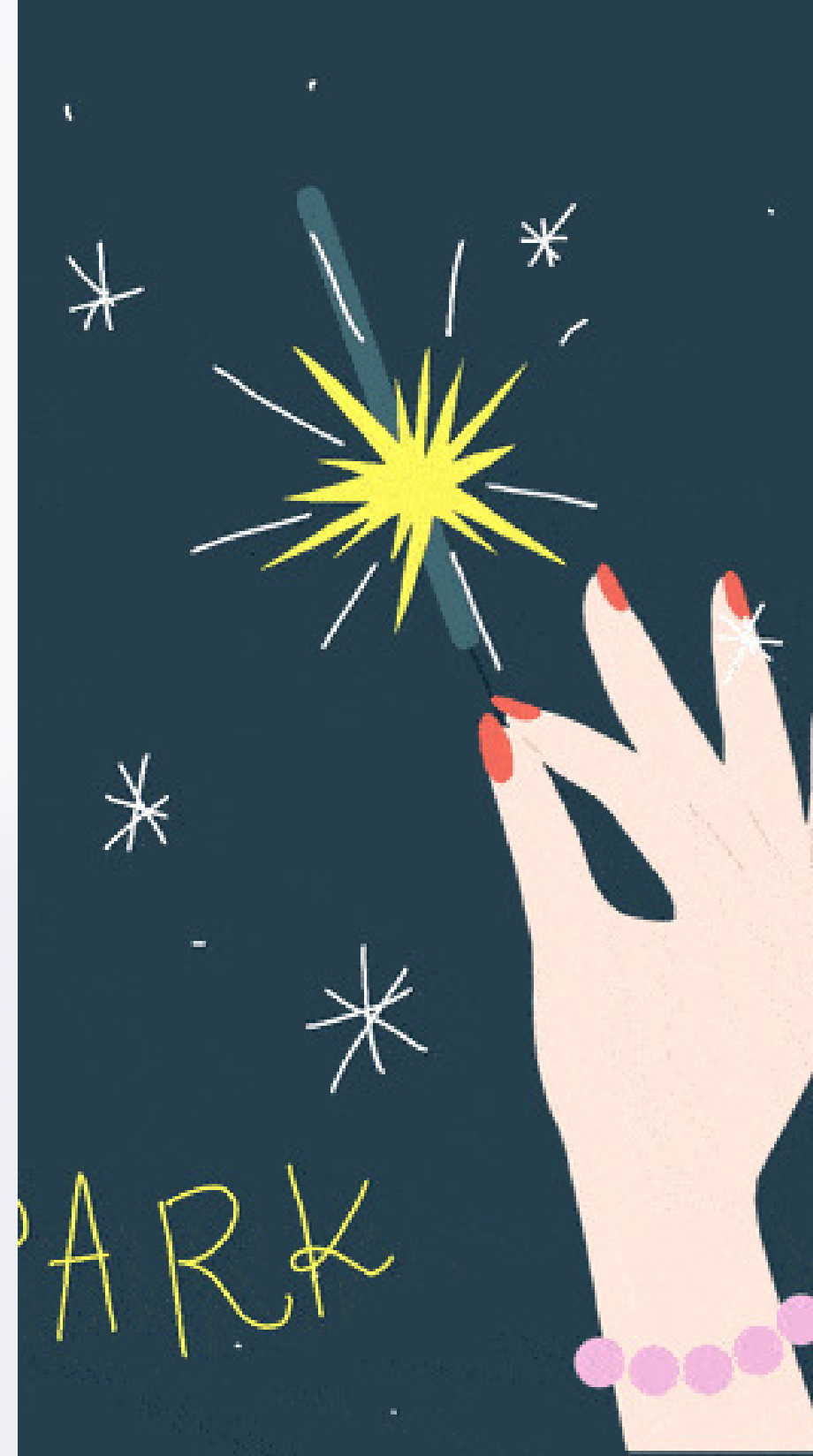
Panels with no purpose, buzzword bingo.



Vibe fix

Invite chaos-curious thinkers, not just "titles." Mix unexpected people and watch the ELUs explode.

*ELU is a term that belongs to Wes Kao - the best advisor ever





2. Stop Hosting, Start Orchestrating



Your event isn't a playlist—it's a live remix

Vibe eventing is about weaving magic through energy, timing, surprise, and storytelling.



Vanilla sin

Predictable run-of-show with clunky transitions.



Vibe fix

Open with an emotional punch. Kill the "housekeeping notes." Inject moments of wonder. And cue the dopamine drops intentionally.



3. Ditch the Digital Duct Tape



Tech should create awe, not anxiety

Stacking random tech platforms doesn't make you innovative—it makes you tired. Vibe tech is invisible magic, not visible effort.



Vanilla sin

Boring virtual lobby with no personality.

A mobile app that doesn't work.



Vibe fix

Smart matchmaking, holographic interactive intros, or a human concierge via facetime/chat.

If it doesn't surprise or serve, cut it.

4. Burn the Agenda. Light the Experience.

When was the last time a session made you feel something?

Vibe eventing breaks the fourth wall. We don't "program content." We design emotional arcs.



Vanilla sin

"Let's start with a keynote, plenary, then breakouts..."



Vibe fix

Start with a ritual. End with a rebellion.

And make every speaker answer one wild card question from the audience.



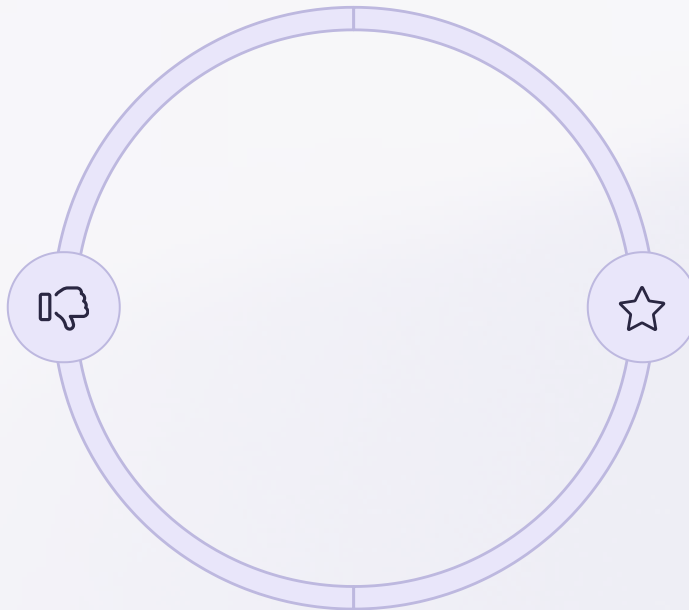
5. Sponsorships Should Slap

Nobody wants a logo. Everybody wants a moment.

Your sponsors are bored too. Vibe eventing makes them co-creators, not just check-signers.

Vanilla sin

Lame lanyards and logo walls



Vibe fix

Create sponsor-led activations with intention—digital art drops, scent experiences, "choose your own adventure" demos.

Make them feel more empowered than they did when they checked in to your event.



6. Your Audience is the Content

Don't build a stage. Build a mirror.

People remember the stories they see *themselves* in. Let your attendees be the voice, the muse, and the spark.



Vanilla sin

Talking at the audience with no feedback loops.



Vibe fix

Crowdsource closing remarks. Use session summaries or attendee insights in real-time and project them on THEIR screens.

7. Uncertainty is Your Co-Producer

Vanilla sin

Pretending everything is fine

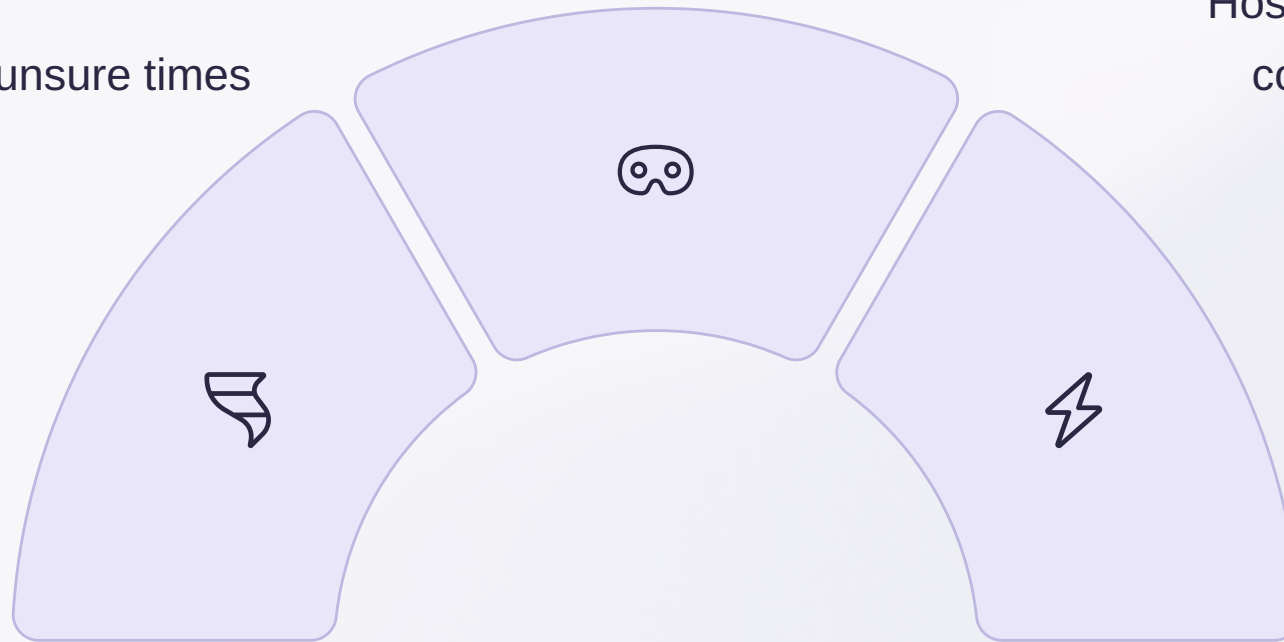
Vibe fix

Design "WTF Zones" for real talk.

Host off-the-record
confessionals.

Vibe thrives in chaos

We're in weird, wild, unsure times



Stop pretending it's business as usual. Events are your time to name the tension—and alchemize it. Give people the mic to speak what's really on their minds.

Your **CALL TO ACTION**

Events aren't content dumps. They're **energy transfers**.

And vibe eventing?

It's your ticket to creating the kind of impact that hits hearts, not just inboxes.

Reach out if you want more vibe eventing or event marketing tips:

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