

The Unwanted Guest (and Unreliable Tech) by Katie McPhee, European Metro Marketing Manager at Eventbrite (@BriteLondon) I recently held a networking / talks event for the digital community. While the presenter managed to fill the awkward moments while we tried half a dozen options to get it running, we could not get it to work and the hardy speaker ended up having to ad-lib without slides. As one of our high profile speakers took to the stage I was alerted that someone who'd been begging outside had ran in. He'd locked himself in the toilet where a queue was rapidly forming, and was refusing to leave – saying he was experiencing 'issues'. As it was a community event – no sponsors and free entry – all elements were provided gratis and we decided we'd probably be ok not to have someone on the door after the talks were under way. At another event I organised I had 5 small businesses talk about the tools !that had made them successful. Big mistake! Not good