My statement about the current Cardano Summit 2024 format

Let me first give you a little background about me.

My name is Martin Lang, i am a **Cardano Ambassador** for several years. **I am running a company in the event business now for 25 years.** To be more specific, our company is providing all the technical stuff you need and see on an event. Like operating the Light-, Sound- and Videosystems. We have many different clients which are doing all kind of events - from small meetings in hotels, up to arena sized events with many thousands of attendees.

Why am i starting with that? Because it came to my knowledge, that there are thoughts about changing the current Cardano Summit format and splitting it up into smaller chunks. Let me tell you this: Over the past 25 years, we worked with customers and doing there large events for them. They do like one or two large events with 1000+ pax per year. At some point after several years, they all have the same idea, splitting up there annual large event in smaller chunks. Because they think that its cheaper and that people (clients/employees) will like it more.

What do we see as an outcome of such a decision over an over again? The companies are doing those smaller events for a period of time (~12 to 15 months), and than the attendees start to complain again about the format. Why? Because if you do all those small events, you create isolated clusters, with very little interaction. We have seen it over and over again, if there is a smaller event nearby, people will of course choose to attend such a closer located event. But there is no overlatching mix anymore between the different locations/branches.

What do you do if your company's employees and teams are widely dispersed or your main activities have a globally distributed ecosystem? You do some events from time to time to bring your own people together. To get them off the zoom calls and let them meet in "real-life" **person to person**. You create an environment where they can enjoy there presence at one place, meeting other employees and create a bond between them. Yes, Cardano is like a big decentralized company. With many branches and flavours. So after a while, the companies which are doing those smaller events, start to rethink there decision.

Whats the result of those event splits? The companies come to the conclusion that its not cheaper to organize smaller events all over the world. They also realize that the people are not happy with it in the end, because they wanna meet other people that are not attending the same local events over and over again. Its team-building on a large scale. And Cardano is no difference. Many CEOs from other companies are joining the Cardano Summit every year, they are involved in various side-events that are not really visible to the broad audience. Deals are made on such events by talking to each other, face-2-face with a handshake. Not via a virtual meeting. Important figures from our industry only attend events with a certain size, they don't have the time to attend small events with 100ish people. Do you really think that the CEO of Binance would come to those local events with 50-200 people? Would be very difficult.

Many people really underestimate how much it takes to get all the Sponsors, Speakers and Partners onboard. They like the fact that the event is big and it reaches many people (local + livestream + recordings). And to do it all within a correct regulatory and bureaucratic

environment. The quality of the Cardano Summit 2024, especially the content/panels itself, has reached an outstanding level now. We have to keep it at this level!

Also many small improvements - like doing a permanent meeting lounge with food and drinks - improved the overall Summit experience a lot!

Is there room for improvements? Yes of course. For example the choice of the location where a Cardano Summit is held is always open for a debate right? The ones resposible for hosting such an event should be open for suggestions from the community, to make it a reachable event from a geographical and an affordable one from a financial standpoint. We want as many attendees there as possible. Our cardano ecosystem consists of a lot of differenct sub-areas: The ADA-Holders, SPOs, Developers, VCs, StartUps, Intersect, the Cardano-Foundation itself... The Summit should be a place for all of them!

Smaller side-events and there role: Smaller side events that appeal to a specific geographical and thematic target group (Builderfest, for example) can not only fill the rest of the year around the summit but can also be used as an incentive. E.g. all-year ticket, or anyone who took part in a challenge at builder fest will receive an exclusive offer for the summit.

So much time is going into the organization of an event like the Cardano Summit, most of that is flying under the radar and is not seen by local or virtual attendees. This event is the most important event of the year for our Blockchain. Many really underestimate what goes into such an event-organization, the importance and the impact it has for all our decentralized "branches" and how much it impacts the bonding of the people working in our ecosystem.

Again, as i have seen this over and over again during my now **25 year experience in live-events** my express opinion is:

Keep it like it is, the Cardano Foundation is doing an amazing job hosting it! The summit is THE EVENT OF THE YEAR for our Blockchain/Ecosystem!

Sincerely,
  Martin Lang - Cardano Ambassador

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