

A Roadmap for the Next Generation of Event & Tech Explorers

Thank you for: Thank you for: **The Five-Minute Window** from Marlen Chason, Senior Sales Executive of Conference Compass, MESA Patron Member.

1. **How to use your job to build your dream:** Your career is not a distraction - it's an advantage
2. **How to use the skills you already have:** You don't need to start from zero
3. **How to turn your dream into a system:** Structure beats motivation every time
4. **How to track your progress** What gets measured gets improved
5. **How to plan your dream like a target:** If you can forecast work, you can forecast your future

Thank you for the **E-Book Express Showcase** by Richard John, COO of Realise, MESA Member. View in the Community Platform – Trends, Reports, Videos & E-Books (Files / E-Books / 4M's / March 2026) or click on the direct links below:

1. 17 Templates to Follow Up on Event Leads - <https://mesa.wall.idloom.com/#/filelastversion/3628>
 2. BeEvents - Paradox - Trend Report AMEX Forecast 2026 - <https://mesa.wall.idloom.com/#/filelastversion/3629>
 3. CIM's Guide to Course Content - <https://mesa.wall.idloom.com/#/filelastversion/3630>
 4. Onsite Intelligence Report - Delegate Behaviour (fielddrive) - <https://mesa.wall.idloom.com/#/filelastversion/3631>
 5. Wheel of Belonging (storycraft) - <https://mesa.wall.idloom.com/#/filelastversion/3632>
- Overview – <https://mesa.wall.idloom.com/#/filelastversion/3633>

Thank you to Vignesh Ramalingam from fielddrive, MESA Patron Member. for the announcement of the fielddrive Academy – you can view the slides on: <https://mesa.wall.idloom.com/#/filelastversion/3641>

Main topic: A Roadmap for the Next Generation of Event & Tech Explorers

The main topic featured an interview with **Danny Stevens**, a veteran of the event technology industry with 35 years of experience, discussing his career journey and insights on entrepreneurship. Danny shared his experience founding and scaling fielddrive, which was later sold to Hubilo, and his current role as "Chief of Nothing" after stepping back from active leadership.

He emphasised the importance of **passion, drive, and surrounding yourself with the right people as key ingredients for success**, while also discussing his approach to **hiring based on gut feeling** rather than formal qualifications. The conversation covered his experiences with M&A transactions, including a challenging situation where he had to pivot after a business partner attempted to take control of his company, and his recent decision to step back from daily operations to focus on mentoring and advisory work.

Danny also shared his perspective on the **future of event tech**, noting that **the industry must adapt quickly to new tools and technologies**, and highlighted how **AI and personalised experiences will become increasingly important in the space**.

Strategic Mindset & Scaling

- **Think Big from Day One:** Successful scaling requires having an ambitious plan and the drive to follow it through without hesitation
- **Find Your Product-Market Fit Through Frustration:** The best products are born from solving a real problem or addressing a frustration within the industry
- **"Ditch Your Darlings":** Be willing to disrupt your own ideas and innovate constantly; if you are still selling yesterday's solutions, you are standing still
- **Build to Sell:** Always prepare your business for a potential M&A by building it as a sellable asset from the start

Leadership & Resilience

- **Prioritise People Over Balance:** Danny identifies passion, drive (even at the expense of work-life balance), and people as the core ingredients for success
- **Trust Your Gut:** While planning is vital, a founder must rely on their intuition when navigating fast-changing environments
- **Accept Failures and Changes:** Expect to face significant challenges; learn from mistakes, accept changes (like shifting market conditions), and know when it is time to let go
- **Stay Ambitious, Not Defensive:** Even when being copied by competitors, stay proud of being an inspiration to others rather than focusing on the "copycats"

The Future of EventTech

- **Adapt or Die:** The world is changing rapidly; businesses must be agile enough to adapt to new technologies and trends to survive
- **Focus on the "Lovable":** Beyond functional technology, aim to create products and experiences that users truly love

Giving Back: The "Chief of Nothing" Role

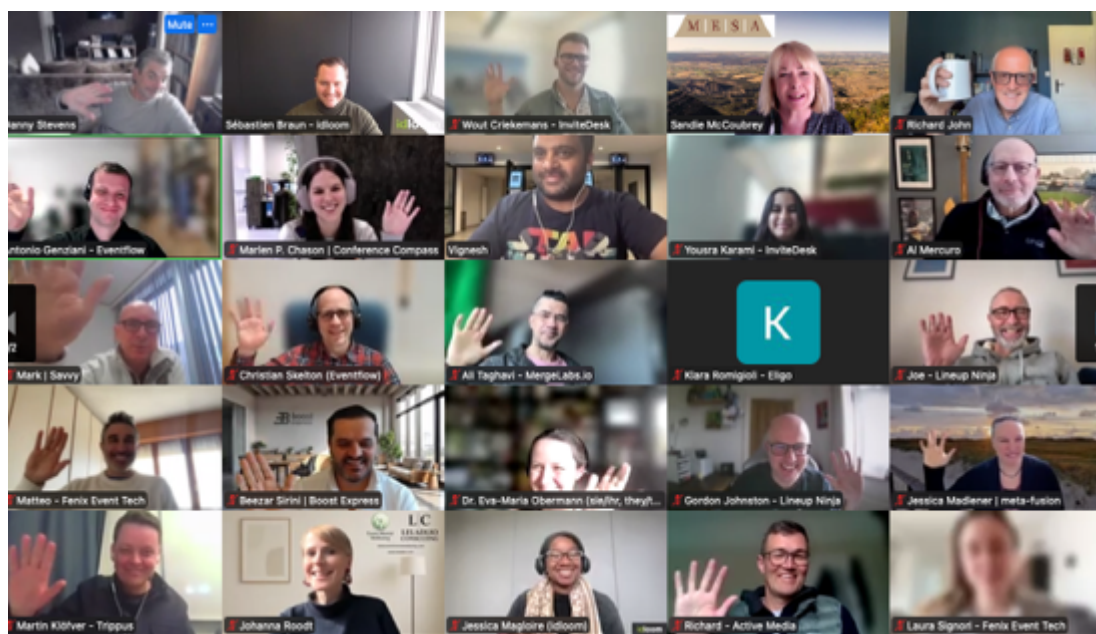
- **Become a Sparring Partner:** Use your external perspective to advise other founders, start-ups, and scale-ups through advisory boards
- **Focus on Others:** Shift the focus from personal proof to inspiring others - mentorship is about the growth of the next generation, not your own ego

"Sometimes you have to jump off a cliff and build your wings on the way down"

Thank you to our speaker & moderator:

Moderator: [Sébastien Braun](#), CEO & Founder of [idloom](#), MESA Patron Member

Speaker: **Danny Stevens**, Founder of [fielddrive](#), MESA Patron Member



NEXT MEETING:
MESA MONTHLY MEMBER MEETING (4M) 1400 GMT / 1500 CET:

Tuesday 21st April - Mastering the Science of Tradeshow ROI with [Jakob Dyrbye](#) and [Sébastien Braun](#) (Moderator)

[MESA Events page](#)
[MESA MONTHLY MEMBER MEETINGS \(4M's\)](#)

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- For general access and content
- To be connected and hear about events
- To get to know MESA and the community

Please post content and connect with each other