

New Podcast Series Aims To Revitalize Events Industry By Fostering Community Among Event Creators Impacted By Lockdowns

Creators Podcast, hosted by Vinay Kumar, founder of Shomee, features event organizers, speakers, educators, and performing artists of every kind discussing events industry trends.



California, Irvine, Feb 10, 2021 ([Issuewire.com](https://www.issuewire.com)) - Events discovery platform Shomee.life is doing its part to help revitalize and support the hard-hit events industry, as the COVID-19 pandemic persists and event creators are forced to re-evaluate their ways of doing business. The young startup has launched a podcast series to unite the community, and bring industry professionals together to learn from each other as they struggle for survival.

Launched in 2019 as a blog site and brand affiliate for LivingSocial, Brown Paper Tickets, and others, Shomee founder and performing musician Vinay Kumar saw an opportunity to create a new service that would give creators access to a suite of tools to sell tickets, t-shirts, classes, one-on-one sessions, and just about everything related. Launching in Q1 of this year, the platform will help audiences discover both virtual and live experiences by connecting them with events happening everywhere. Shomee's vision is to inspire audiences to experience and try new things, and facilitate greater engagement with creators.

"No industry was hit harder in 2020 than this one." says Kumar. "It's made up of hundreds of thousands of event organizers, venues, personal trainers, online educators, and millions of performers. Many will

survive and some are still battling on. I wanted to hear their stories, and I created a forum for doing that, so that we can all support and learn from each other as a community.”

According to industry sources, the transition to virtual events was the overwhelming theme of 2020, with more than 1 million virtual events hosting 75 million virtual attendees. Half of all tickets sold were to virtual experiences, the majority being seminars/talks or classes/training/workshops. With social distancing necessary since March 2020, studies reveal that 45 percent of survey respondents found online experiences helped them stay connected with others, and 32 percent said they made new friends through online events. Another benefit is the ability to “attend” events hosted in other countries without the time or expense of actually traveling there, which 65 percent of respondents said they did at least once.

“We can’t wait for the vaccine or for technology to evolve and become cheaper before we attempt to rebuild connections with audiences” continues Kumar. “This is the time to get inventive, and to remind people that there is life beyond binging.”

Season One of Shomee Creators Podcast is live now and includes interviews with guests like Les Warner of The Cult, actor and Tedx speaker Phil Darius Wallace, as well as owners of dance studios, theater companies, and similar businesses you might find in your own neighborhood. Each episode aims to reveal potential strategies, with an emphasis on how to pivot quickly. One to two new episodes will be released weekly.

“I’m confident that listening to these interviews will light a fire under those whose hopes for recovery have gone dormant.” Even now, as we’re seeing an emergence of hybrid formats that present brand-new genres of entertainment, a lot of speculation still exists as to whether the events industry will return to what it was. In the meantime, Creators Podcast is a place for industry insiders to brainstorm and share their experiences about what’s working.

Creators Podcast is available on Google Podcasts, Spotify, Breaker, Pocketcasts, Anchor.fm, and several other platforms. Links can be found at <https://anchor.fm/shomeelife>

Other Resources:

Shomee homepage: <https://shomee.life>

Youtube channel: <http://bit.ly/shomee-youtube>

Podcast guest FAQ: <https://shomee.life/podcast-faq>



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