



VeeCon 2023 Recap Report

May 2023

Recapping an epic VeeCon 2023

In its second year, VeeCon established itself as the place to be for marketers looking for what's new and next in digital innovation. With discussions and performances from iconic and emerging leaders in business, marketing, innovation, and pop culture, the VeeCon super-conference delivered an action-packed weekend with truly something for everyone. From Tubi to Tim Tebow, from Bose to Drew Barrymore, from Guy Raz to Barbie, from Coinbase to Starry - we were surprised, delighted, and

programming and exciting activities throughout the 3-day experience. Hats off to the VeeCon and VeeFriends teams!

At Vayner3, we also had an incredible time learning from innovation leaders about a more **ownable, immersive, and personalized** digital consumer experience. If you're feeling the FOMO, remember first that "fear is the enemy of growth" (a memorable Day 3 quote from Gary himself), and then read ahead - this recap will bring you up to speed on what you missed!

VEECON BY THE NUMBERS

200+

Industry Leading
Speakers

60+

Countries
Represented

35+

NFT Projects
& Artists

31

Sponsors

180M

Social Media
Impressions



Day-by-Day: Speakers & Sponsors

Day 1:

Field Day

The day kicked off with a high-energy, **outdoor festival** combined with **community-focused panels** and **fun and surprising brand activations**. Among many things, we saw a life-size human claw, the Planters peanut-mobile, and an **epic Busta Rhymes concert** to set the tone for what was to come.



Day 2:

Business, Marketing, & Culture

A packed day of fireside chats, panels, and intimate conversations with a **range of thought leaders**, Day 2 was full of incredible insights for marketers and technologists.

Notable speakers:

Arlan Hamilton, Arianna Huffington, Bobby Hundreds, Drew Barrymore, Ed Reed, Jesse Itzler, Jon Taffer, Neil Patrick Harris, Scooter Braun, Snowfro



Day 3:

Innovation, Leadership, & Web3

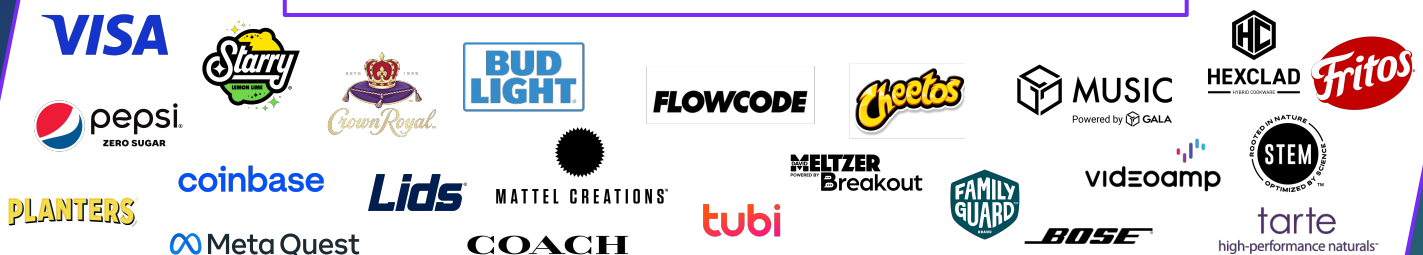
To conclude the conference, we heard more from **inspirational speakers**, attended **interactive learning sessions** & **guided meditations**, and got ready to build for the future.

Notable speakers:

Cesar Milan, Deepak Chopra, Daymond John, Eric Thomas, Guy Raz, Jessica Alba, Luca Netz, Sam Acho, Tim Tebow, Tom Bilyeu



Thanks to VeeCon's amazing attendees and sponsors



Vayner3's key takeaways from the action-packed weekend

With so much going on and with so many diverse participants and speakers, we wanted to cut through the noise and pull together a list of top takeaways relevant to Vayner3's enterprise clients. It was excellent to hear many strategic

narratives around innovation brought to life with real entrepreneur stories, creator experiences, and senior executive perspectives. The future of the internet and connected consumer behavior is here now, and here to stay.



1. Artificial Intelligence was, of course, the hottest topic

Although it wasn't intentional, the promise of AI found its way into the vast majority of panels and conversations - it's simply too fascinating, disruptive, and culturally relevant to be ignored. Although we didn't hear any revolutionary new use cases or silver bullets for this emerging class of technology, we did hear one consistent and repeated message: if you aren't playing with the newest generative AI tools, you're already falling behind on one of the most massive technological shifts of our generation.

Photo:

Arianna Huffington speaks on the main stage about the future of AI and the Human Energy Revolution

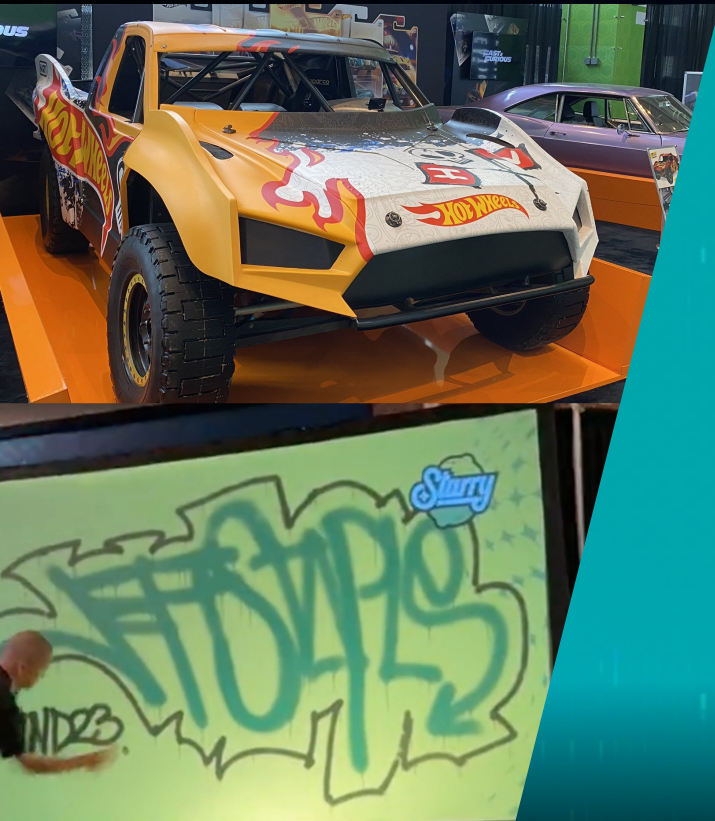
2. Blockchain technology is still very compelling; the consumer journey needs work

Participants highlighted the major strides that have been made in blockchain, NFTs, and how brands can use the technology to deliver new and exciting experiences and consumer outcomes. But, there was broad acknowledgement that mainstream adoption hinges on the industry's ability to simplify the consumer journey and abstract away the polarizing technical jargon.

Photo:

Coinbase has recently launched their own Layer 2 blockchain network. Pictured here, Gary with Coinbase Senior Director of Product, Jesse Pollak





3. Immersive technology brings IRL to life, bridging digital to physical

VeeCon itself was honestly one big Immersive Experience. It brought to life the IP of many Web3 projects and initiatives through interactive storytelling and new uses of existing technology. The conference explored the frontier of physical experiences enriched by digital technology, and we saw glimpses of a future where the lines between digital and physical become increasingly blurred.

Photos:

Top: Mattel Creations featured life-sized hot wheels cars from their NFT Garage collection
Bottom: Jeff Staple creates digital graffiti on Starry's interactive art wall

4. The Collab Economy continues to prove that 1 + 1 can actually equal 11

As content becomes more directly tied to commerce, brand executives shared strategies for successful, value-accretive partnerships and collabs with artists, creators, and even other enterprises. It's clear in 2023 that brands who lean in on culturally relevant and authentic partnerships can elevate their positioning, tap into new audiences, and create exciting new IP that delights their consumers. Web3's ethos of community and composability will continue to push enterprises towards a more interoperable, partnership-driven ecosystem future.

Photos:

Top: Gary shows off his Crocs featuring limited edition VeeFriends Jibbitz
Bottom: Heidi Cooley, CMO Crocs, discusses the power of collabs with artist Fewocious during a panel with Crocs, Bose, StockX and Fewocious





5. Community, community, community

Community has been the buzzword of the moment for several years at this point, but it continues to be an incredibly hot topic amongst the group of innovative leaders we heard from at VeeCon. Selling a product to an audience vs. building a product with your community certainly defines a new paradigm for brand marketers, and we heard this narrative echo across both major enterprises and emerging Web3 upstarts throughout the conference. It's a nebulous idea that is challenging to measure, but when built organically, your community can be an incredible new asset for brand advocacy and insight generation.

Photo:

Building digital communities with Web3 leaders Luca Netz, Terry Tomonaga, and Andy Krainak

6. Personal growth & leadership development was a strong, unifying theme

Although much of the programming was business-focused, we heard a consistent theme from speakers that mindset and personal philosophy is equally critical to entrepreneurial success as strategy, tactics, and skill sets. Understanding consumer culture is absolutely at the forefront of Vayner DNA, but Gary himself - alongside many inspirational speakers on Day 3 - did well to emphasize that understanding yourself is equally as important for long-term success as a business leader and as a human

Photo:

During his panel "The Awakened Life" with moderator Alexys Feaster, Deepak Chopra asks 'If you're not joyful, then what's the point?'



We are thrilled to congratulate the VeeCon and VeeFriends team for VeeCon's second year, and we thank all of the attendees, sponsors, speakers, and participants for your time and energy throughout the weekend.

For those who attended, hopefully this recap helps crystallize the key learnings and inspires you to bring a friend next year!

For those who weren't able to make it, don't worry - planning is already underway for 2024.

**Keen to learn more?
Lets talk!**



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