

# VICON

## INTEREST IN LIVE EVENTS IS GROWING



*On the Vicon booth, Intersec 2022*

### **By Stephen "Shep" Sheppard**

This pandemic has led many—exhibitors and visitors alike—to question the necessity of live trade events. Exhibitors must consider the health and safety implications, as well as the high costs often associated with a trade show. Show attendees, similarly, must weigh the value of attending a trade show, as well as the risks for both themselves and their employees. In our industry we find these attendees are often end users, consulting engineers, project specifiers, installing dealers and integrators.

For the past two years, many of us have spent a lot more time participating in online events. Many are the same events as before—trade shows, seminars, and conferences—but held virtually. And while live events are making their way back, virtual shows have often been better than expected. This creates a quandary and leaves many exhibitors and attendees wondering what they should do.

There is a symbiotic relationship between life, livelihood and living. I believe strongly that we as people crave human interaction across all levels of work and play. Think about

it...if one commits a crime, they may find themselves in prison, distanced from their fellow humans. Even worse, depending on the crime, they may find themselves alone in solitary confinement. If you know me, then you know that I consider this perhaps the worst punishment of all!



*Shep Sheppard, left, with dormakaba professionals, Intersec 2022*



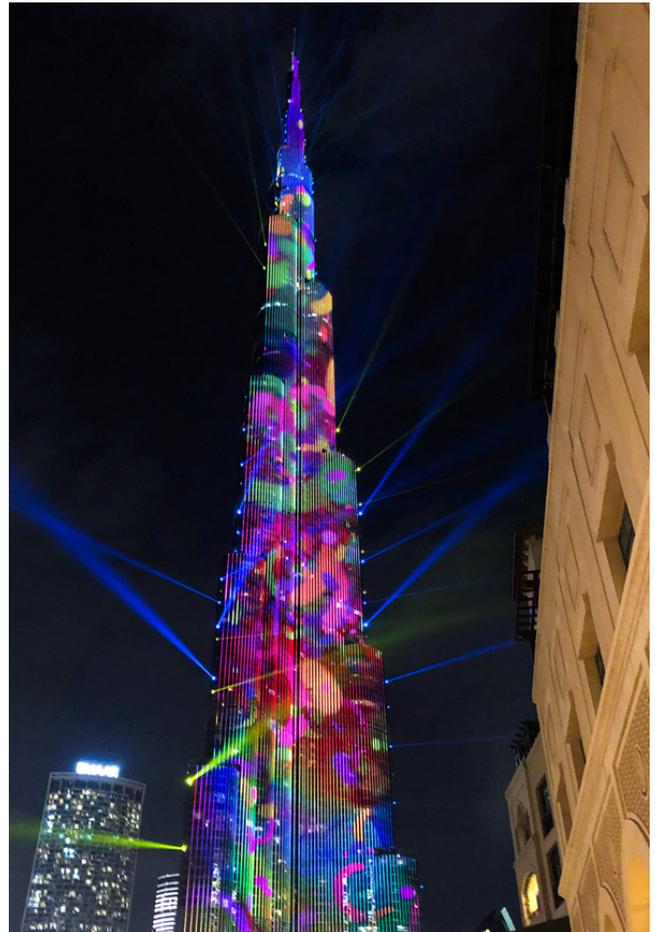
Scott Lindley at Intersec Conference and Expo, Dubai

To be human is to be social. We interact. It's a key element to our mental health. According to the psychologist Abraham Maslow, creator of the popular concept of the hierarchy of needs, after meeting the most basic needs of food, water and security, we all long for connection and community. As a sales professional, it's essential for me to understand the words, manners and body language people use to communicate. I've responded with empathetic interaction, sealing many a deal with a handshake. Does all this stop now? I say no.

***To be human is to be social.***

Recent interest in live events demonstrates that people are genuinely interested in getting out and about. For me, I'm most comfortable when the experience is safe and responsible. I just returned from the Intersec Conference and Expo in Dubai, United Arab Emirates. I flew a long way, then participated in a smaller, but still busy, in-person show. Along the way I worked to practice social distancing. I wore a highly protective mask, indoors and out. I dined al fresco, even at breakfast. Yes, I shook hands. But I also washed my hands regularly (with soap!), as well as kept and used hand sanitizer. I'm both vaccinated and boosted, and tested before, during and after the trip. It would appear I was able to do my job while keeping myself healthy.

This past year I've participated with pride on Farpointe's behalf in both live and virtual trade events. For me, this participation is a necessity. Be it on the road or behind the camera, I strove to do it responsibly and in compliance with the health measures asked of me. Demand in our industry is strong. We should take confidence in our ability to succeed safely together.



Burj Khalifa, Dubai, United Arab Emirates—the world's tallest building



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