Yard

A Better Event Calendar

Everything connected.

Official Yard sponsors:

Frankfurt School
Blockchain Center

BLOCKSIZE

[WM INNO LAB

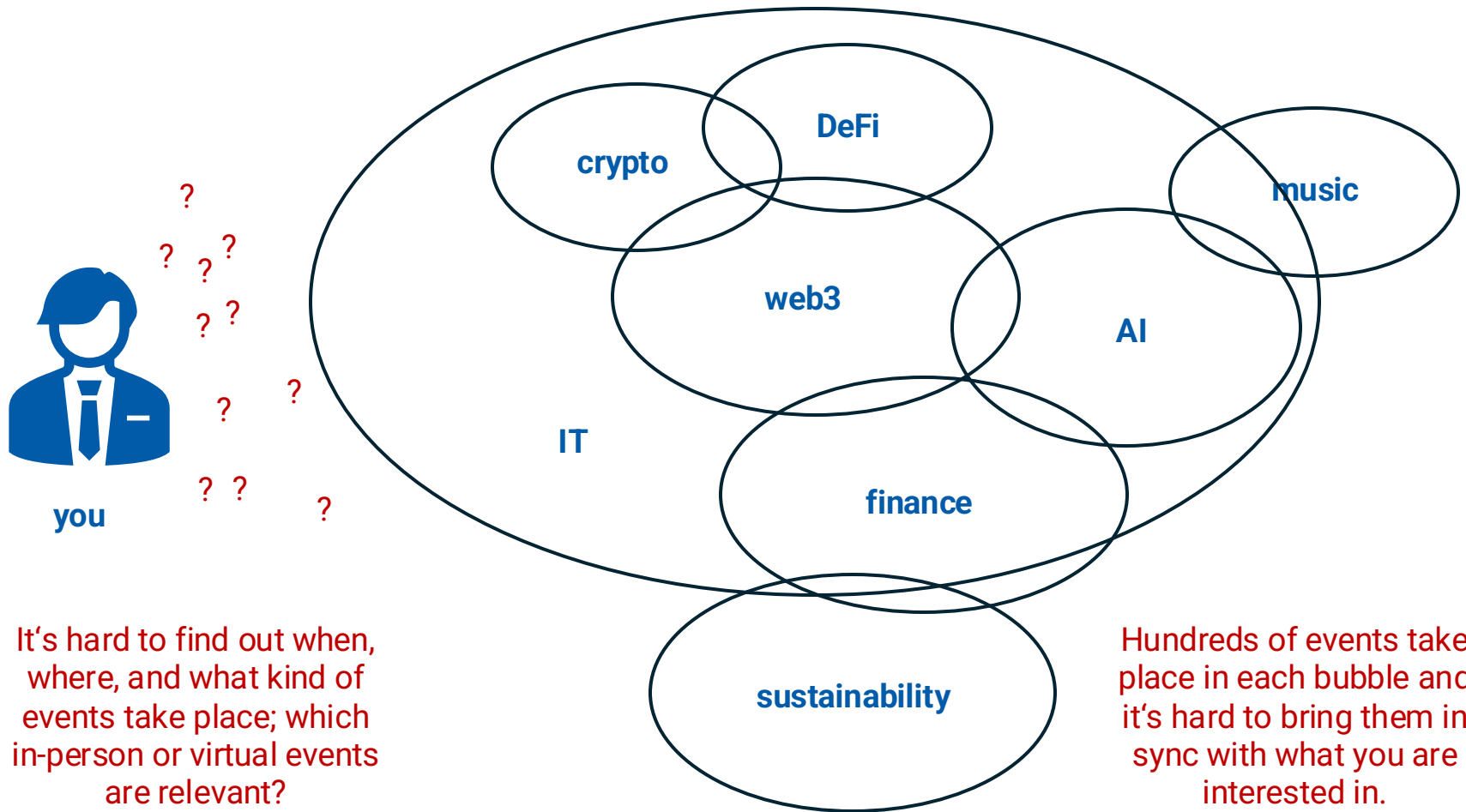CoreLedger

A Million Opportunities

In today's fast-paced world, staying up to date with relevant events is a time-consuming challenge for most people. The problem lies in the fragmented nature of events and individual interests of everyone.

You may have to search across multiple websites, review outdated information, follow social media accounts, join countless mailing lists, and rely on recommendations just to find out about events that are crucial to your career or business. So, how do you find relevant events?
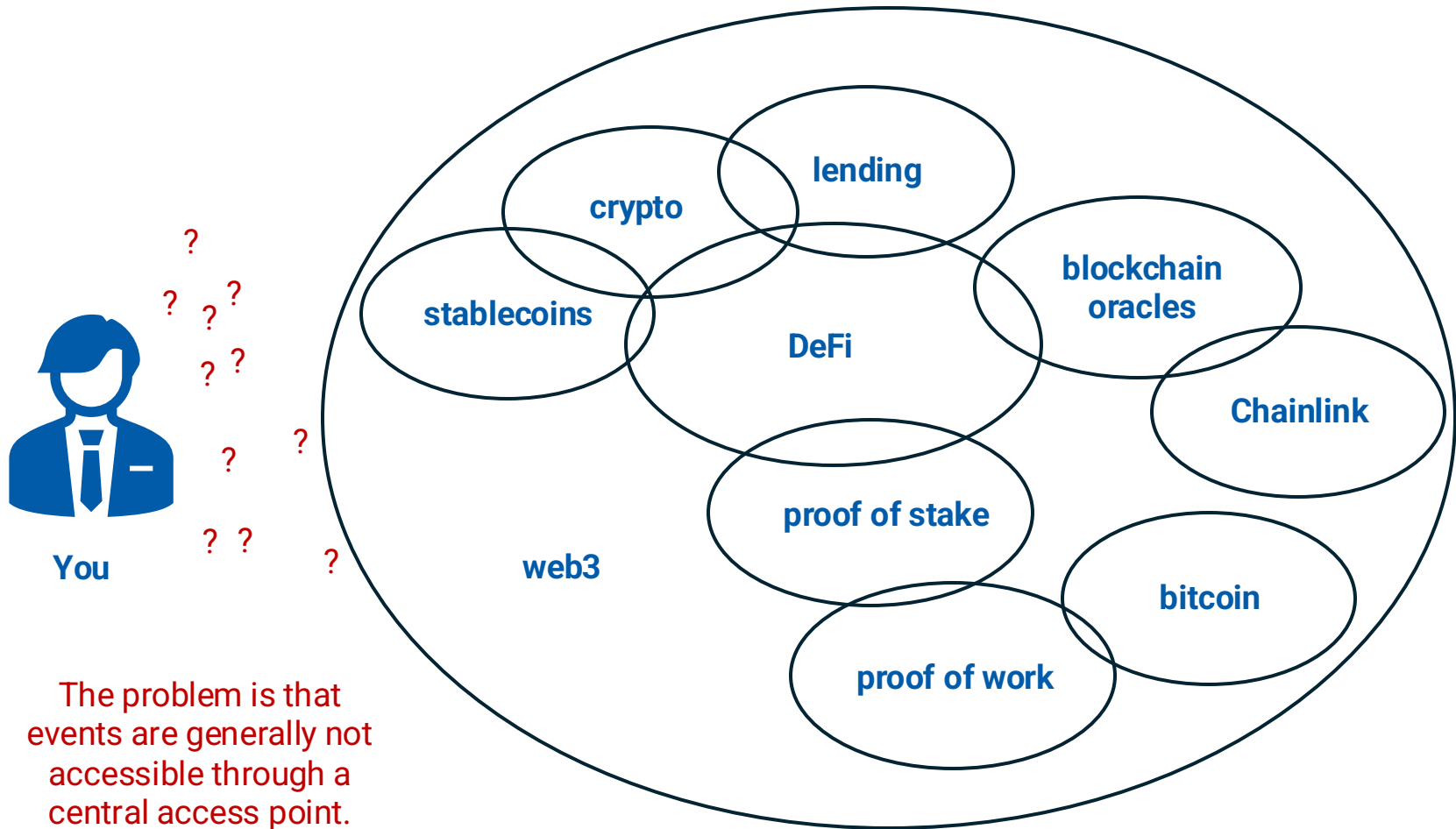
Let's Yard: https://www.yard.global

Events happen in several industries, are sometimes connected.

you

? ? ? ? ? ? ? ? ? ?

crypto

DeFi

music

web3

AI

IT

finance

sustainability

It's hard to find out when, where, and what kind of events take place; which in-person or virtual events are relevant?

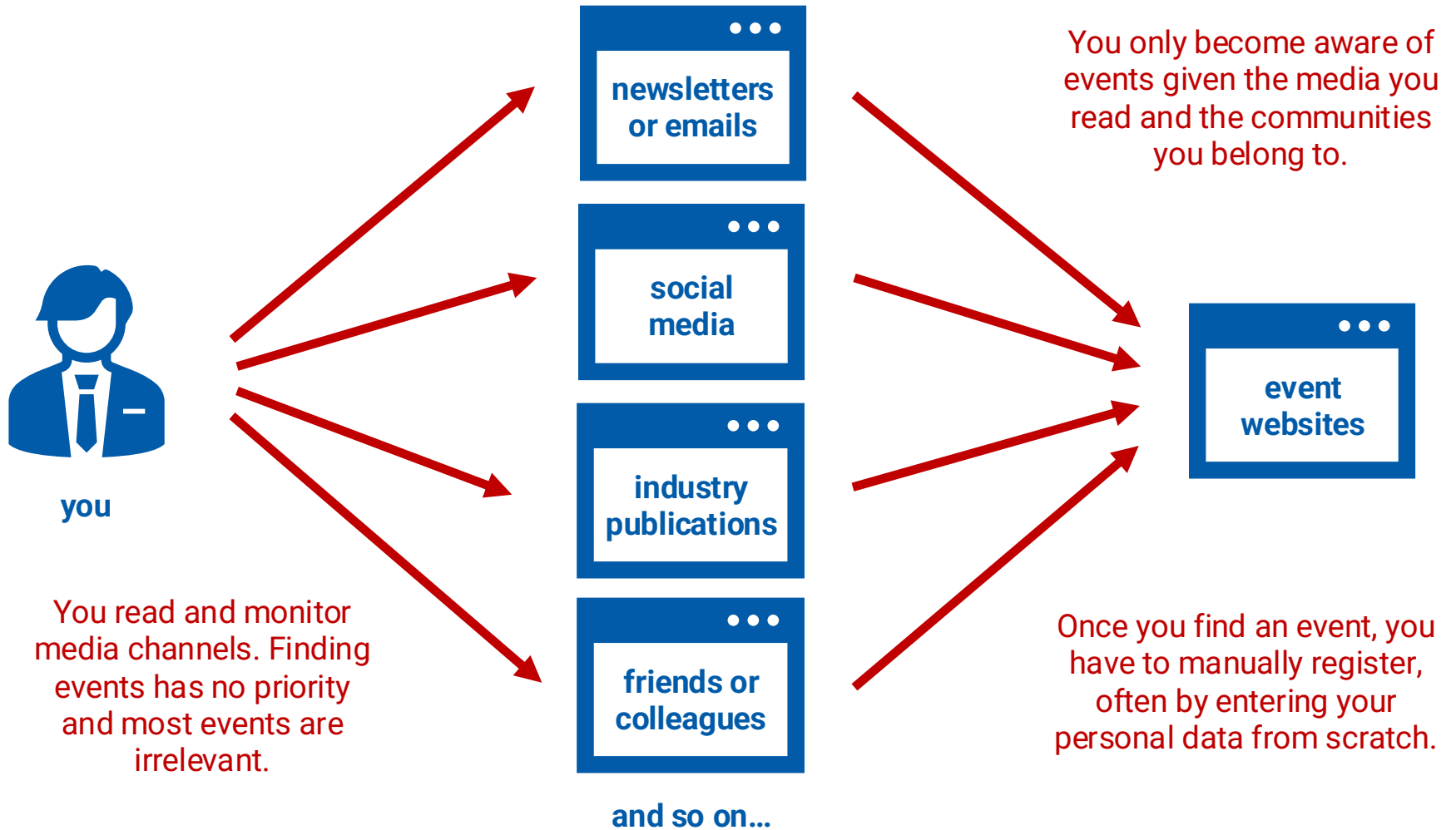Hundreds of events take place in each bubble and it's hard to bring them in sync with what you are interested in.

You

The problem is that events are generally not accessible through a central access point.

crypto

lending

stablecoins

blockchain oracles

DeFi

Chainlink

proof of stake

web3

bitcoin

proof of work

Right now: Finding relevant events is time-consuming and frustrating.

you

newsletters or emails

social media

industry publications

friends or colleagues

and so on...

event websites

You only become aware of events given the media you read and the communities you belong to.

You read and monitor media channels. Finding events has no priority and most events are irrelevant.

Once you find an event, you have to manually register, often by entering your personal data from scratch.

Yard is making events more accessible

newsletters or emails

social media

industry publications

event websites

and so on...

events are collected by humans and submitted to Yard

Yard

Yard in September 2024

Yard website

find events on Yard

you

DB

Publishers or communities can show relevant events on their website

find events through communities

sharable calendars

publisher websites

Powered by Yard

Yard website: Hundreds of events

Yard was launched in September 2024 with the goal of allowing users to easily finds events in the field of Web3 and finance technology. While the events are currently curated by researchers, the team wants to automate the process of finding and listing events as much as possible.

As of September 2024, there are 500+ events listed worldwide of which 250+ events are in the field of Web3. Discover events: https://www.yard.global/events/
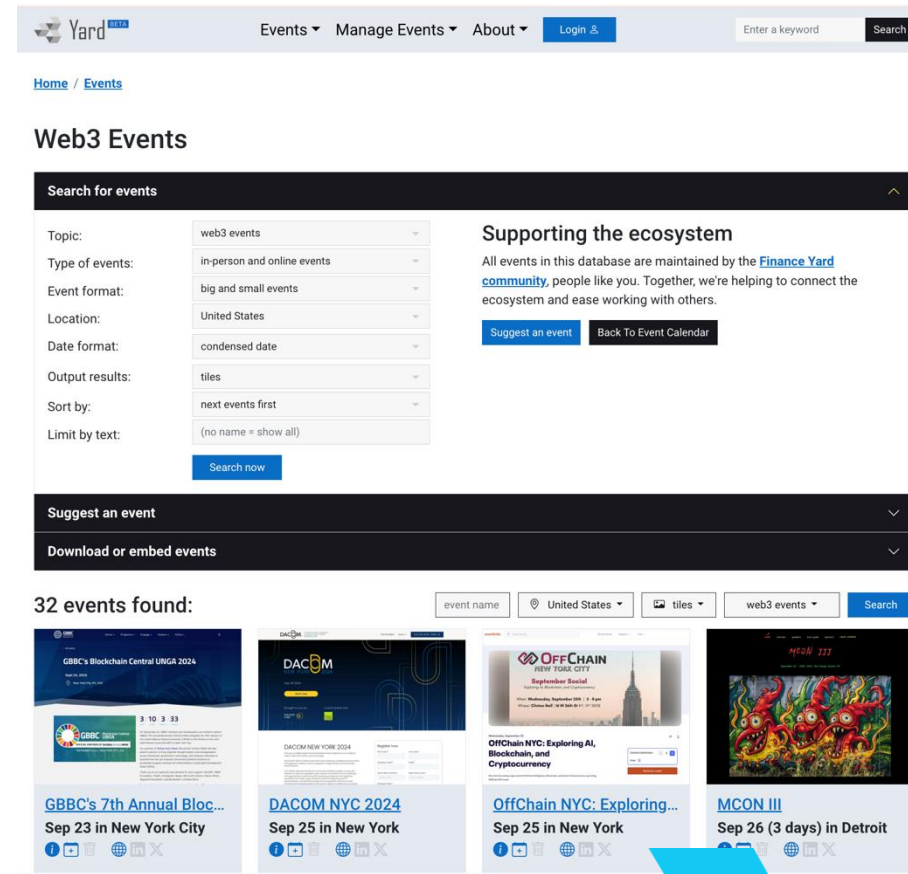
Yard website: Drill down into events

Users can limit the search results through a variety of filters and display options.
By adjusting these settings, they can limit the results to only specific regions or topics to be displayed.

Yard is estimating the number of in-person and virtual events to be **above 3k each year** just concerning the Web3 field, so indexing and filtering the events will be a special focus for the months to come.

Yard in planning to add additional fields and categories, such as the cost to attend an event.

Search form for events:
https://www.yard.global/events/?show=search-form

Become a Calendar Partner: Integrate the calendar on your website

Users can not only discover events through the Yard website, but can also find events through Yard calendars. A Yard calendar can be integrated into any website and automatically contains all listed Yard events. This enables industry associations, news portals, and other communities to share relevant events to their audience – without the necessity to enter them.

As a Yard Calendar Partner, you will get access to an admin area for filtering upcoming events by topics/tags, or region. This way they can also add missing or private events, which should not be available with anyone else. A Calendar Partner make own discount codes available through its calendar, which will not be shared with in other connected calendars.
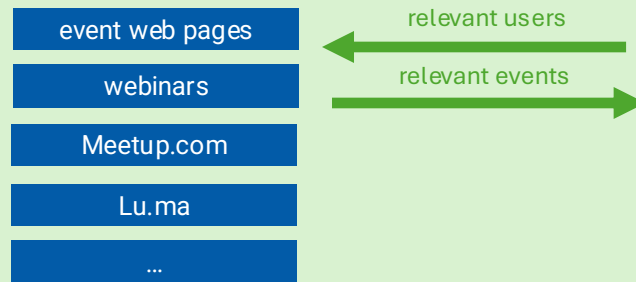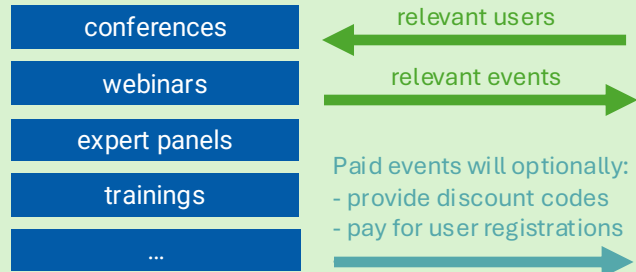
More details: https://www.yard.global/calendar-partner/

Yard will make (relevant) events accessible to (relevant) parties

Paid Events (Websites)

Event organizers can optionally become a Media Partner.

- conferences
- webinars
- expert panels
- trainings
- ...

relevant users →

relevant events →

Paid events will optionally:
- provide discount codes
- pay for user registrations

Free Events (Websites)

- event web pages
- webinars
- Meetup.com
- Lu.ma
- ...

relevant users

relevant events

Yard will add events to its calendar and link to them.

2024 🇺🇸

JANUARY FEBRUARY MARCH
APRIL MAY JUNE
JULY AUGUST SEPTEMBER
OCTOBER NOVEMBER DECEMBER

Yard
Event Calendar

Professional Publishers

Publishers can integrate the events as Calendar Partner.

relevant users

relevant events

- associations
- news portals
- communities
- newsletters
- ...

Yard will optionally:
- provide discount codes
- pay for user registrations

relevant users

relevant events

- social media
- video streaming
- websites
- blogs
- ...

Yard will optionally:
- provide discount codes
- pay for user registrations
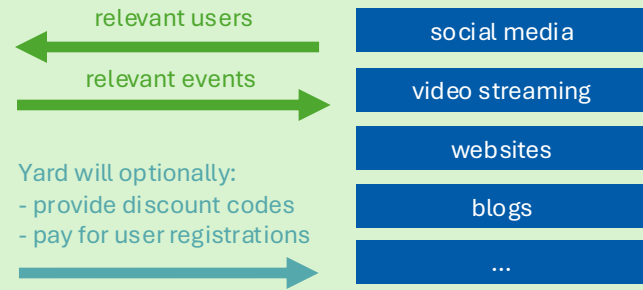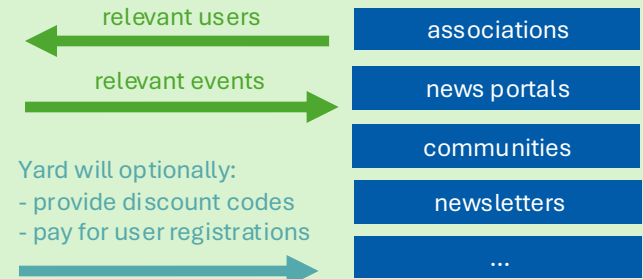
Influencers or Bloggers

Partners share event links as Affiliate Partner or Ambassador.

Become a Media Partner: Get more attendees

Event organizers who offer paid events can become a Yard Media Partner:

- An event organizer will provide a custom discount code to Yard which allows calendar users to save cost during the event registration process.

- Yard may get a commission when users register for a paid event using the discount code. Yard may share the commission with a partner, if the registered user booked through them.

- An Event organizer can promote a specific event through Yard to relevant audiences.

More details: https://www.yard.global/media-partner/

Future outlook for Yard

Currently, all events shown in the calendar are curated by the research team. Besides having manually managed events, Yard plans to automate the indexation and publication of relevant finance events. Yard plans to add way more events in all areas of finance (beyond Web3, fintech, and AI).

Yard will introduce event alerts for specific topics, tags, time frames, and regions. So, users and partners can stay informed about events matching their exact criteria using their preferred communication methods (email, social media, etc.).

Furthermore, users will be able to play a more active role in dealing with events, such as rating and recommending events to others.

More details: https://www.yard.global/events/roadmap/

Yard Advisory Board

Jochen Biedermann
Finance Expert

Michael Wellenbeck
Finance Expert

Michael Wutzke
Web3 Enthusiast

To become a partner of Yard, write to: team@yard.global

Stay informed when the next finance or emerging technologies events take place.

www.yard.global/events/alerts/