

Finance Yard Event Calendar

Easily offer relevant events
to your audience



September 2024

Official Finance Yard sponsors:



Who We Are



A Bridge To New Knowledge

Finance Yard is designed to connect people, organizations, and financial hubs to educate, shape opinions, and enable new business models for the financial services industry of the future.

We do this especially by connecting existing offerings for finance users online, such as events, without re-inventing the wheel.

Website: <https://www.finance-yard.com>

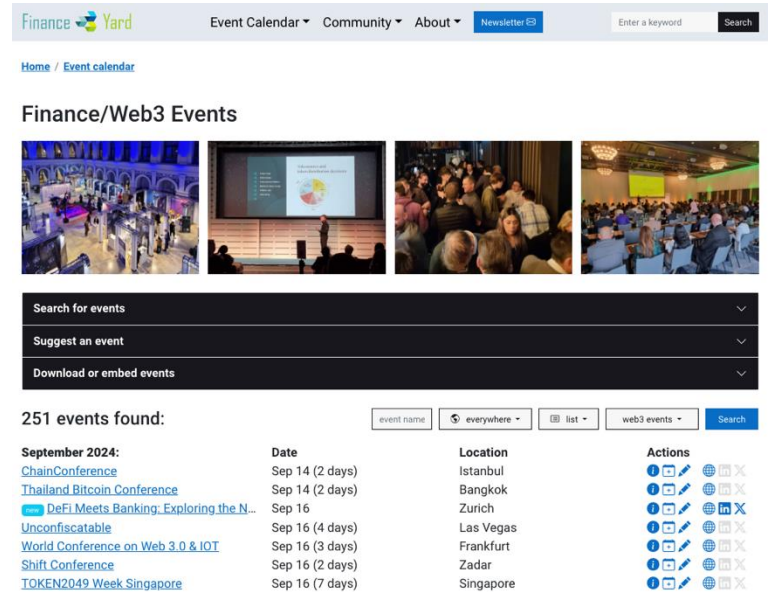


Event Calendar

Finance Yard launched an Event Calendar in July 2024 with the goal of allowing users to easily find events in the field of Web3 and finance technology.

While the events are currently curated by a team of researchers, the team wants to automate the process of finding and listing events as much as possible.

At the moment, there are 250+ Web3 events listed worldwide and 200+ other finance/fintech events.



The screenshot shows the Finance Yard website's Event Calendar page. The header includes the Finance Yard logo, navigation links for Event Calendar, Community, and About, a Newsletter sign-up button, and a search bar. Below the header, there are navigation links for Home and Event calendar. The main heading is "Finance/Web3 Events". There are four small images showing event scenes: a large hall, a presentation slide, a group of people, and a conference room. Below the images are three buttons: "Search for events", "Suggest an event", and "Download or embed events". The main content area shows "251 events found:" with a search bar and filters for "event name", "everywhere", "list", and "web3 events". A table lists events for September 2024 with columns for event name, date, location, and actions.

September 2024:	Date	Location	Actions
ChainConference	Sep 14 (2 days)	Istanbul	
Thailand Bitcoin Conference	Sep 14 (2 days)	Bangkok	
DeFi Meets Banking: Exploring the N...	Sep 16	Zurich	
Unconfiscatable	Sep 16 (4 days)	Las Vegas	
World Conference on Web 3.0 & IOT	Sep 16 (3 days)	Frankfurt	
Shift Conference	Sep 16 (2 days)	Zadar	
TOKEN2049 Week Singapore	Sep 16 (7 days)	Singapore	

Visit the Event Calendar:

<https://www.finance-yard.com/events/>

Customizable Events

Users can limit the search results through a variety of filters. By adjusting these filters, they can limit the results to only specific regions or topics.

Our team 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.

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

The screenshot displays the Finance Yard website's event calendar interface. At the top, there is a navigation bar with the Finance Yard logo, links for 'Event Calendar', 'Community', and 'About', a 'Newsletter' button, and a search bar. Below the navigation, the page title is 'Home / Event calendar'. The main section is titled 'Finance/Web3 Events'. A dark search bar contains the text 'Search for events'. To the left of the search bar is a filter panel with the following options: Topic (all topics), Type of events (in-person and online events), Event format (big and small events), Date range (14.09.2024 to 31.12.2025), Location (search for city name), City (Berlin), Date format (condensed date), Output results (tiles), Sort by (next events first), Limit by text (no name = show all), and Limit by thumbnails (events may or may not have a thumbnail). A 'Search now' button is at the bottom of the filter panel. To the right of the search bar, there is a section titled 'Supporting the ecosystem' with a paragraph of text and two buttons: 'Suggest an event' and 'Back To Event Calendar'. Below the search bar, there are two more sections: 'Suggest an event' and 'Download or embed events'. The main content area shows '38 events found:' and a row of four event cards. The second card from the left is titled 'CRYPTO BUSINESS BERLIN' and features a blue background with white text. The search bar at the bottom of the event cards shows filters for 'event name', 'Berlin', 'tiles', and 'all topics', along with a 'Search' button.

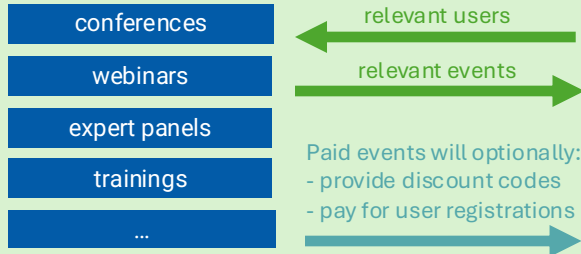
An Opportunity Machine

Finance Yard makes sure that enough relevant events will be present in the Event Calendar.



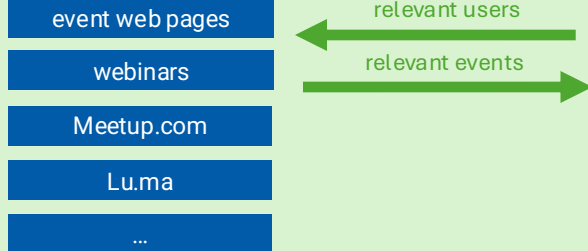
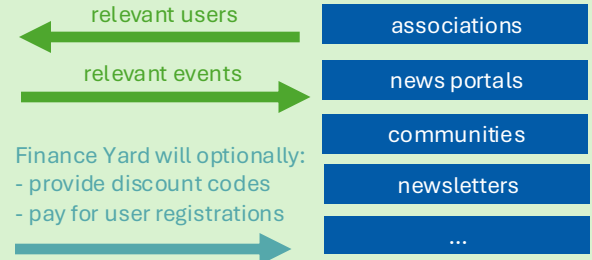
Paid Events (Websites)

Events can optionally partner up as a Media Partner with Finance Yard.



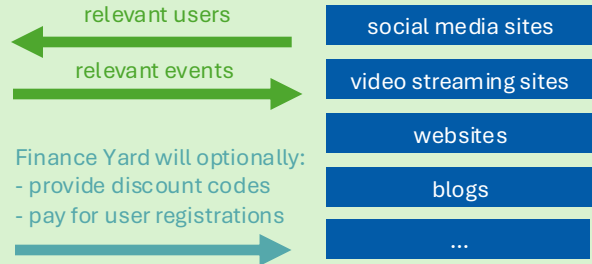
Professional Publishers

Publishers can integrate the calendar as a Calendar Partner.



Free Events (Websites)

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



Influencers and Bloggers

Affiliates can share an event link as an Affiliate Partner and earn.

Become a Calendar Partner: Integrate the Calendar on Your Website



Finance Yard is allowing organizations to use the Event Calendar for free on their website using an iFrame tag, Javascript call, or a WordPress plugin integration.

Every Calendar Partner will get access to an admin area for filtering upcoming events by topics/tags, or region. They can also add events and make own discount codes available through it.

And the best is: As Calendar Partner, you will be able to earn a commission if a user booked a paid event through a discount code in your calendar.



Become a Media Partner: Get More Attendees



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

- An event organizer will provide a custom discount code to Finance Yard which allows calendar users to save cost during the event registration process.
- Finance Yard may get a commission when users register for a paid event using the discount code. Finance Yard may share the commission with a partner, if the registered user booked through them.



Future Outlook for the Event Calendar

Currently, all events shown in the calendar are curated by the research team. Besides having manually managed events, Finance Yard plans to automate the indexation and publication of relevant finance events.

Finance Yard also plans to introduce event alerts for specific topics, tags, time frames, and regions. So, users and partners can stay informed about events matching their exact criteria.

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



Finance Yard Advisory Board



Jochen Biedermann
Finance Expert



Michael Wellenbeck
Finance Expert



Michael Wutzke
Web3 Enthusiast

To become a partner of
Finance Yard, write to:
team@finance-yard.com



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

www.finance-yard.com/newsletter/

