

2024-10-20



Yard

A Better Event Calendar

Everything connected.

Official Yard sponsors:



Yard: Who we are



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You may have to search across multiple websites, review outdated information, follow social media accounts, join countless mailing lists, and rely on recommendations just to find out about events that are crucial to your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?

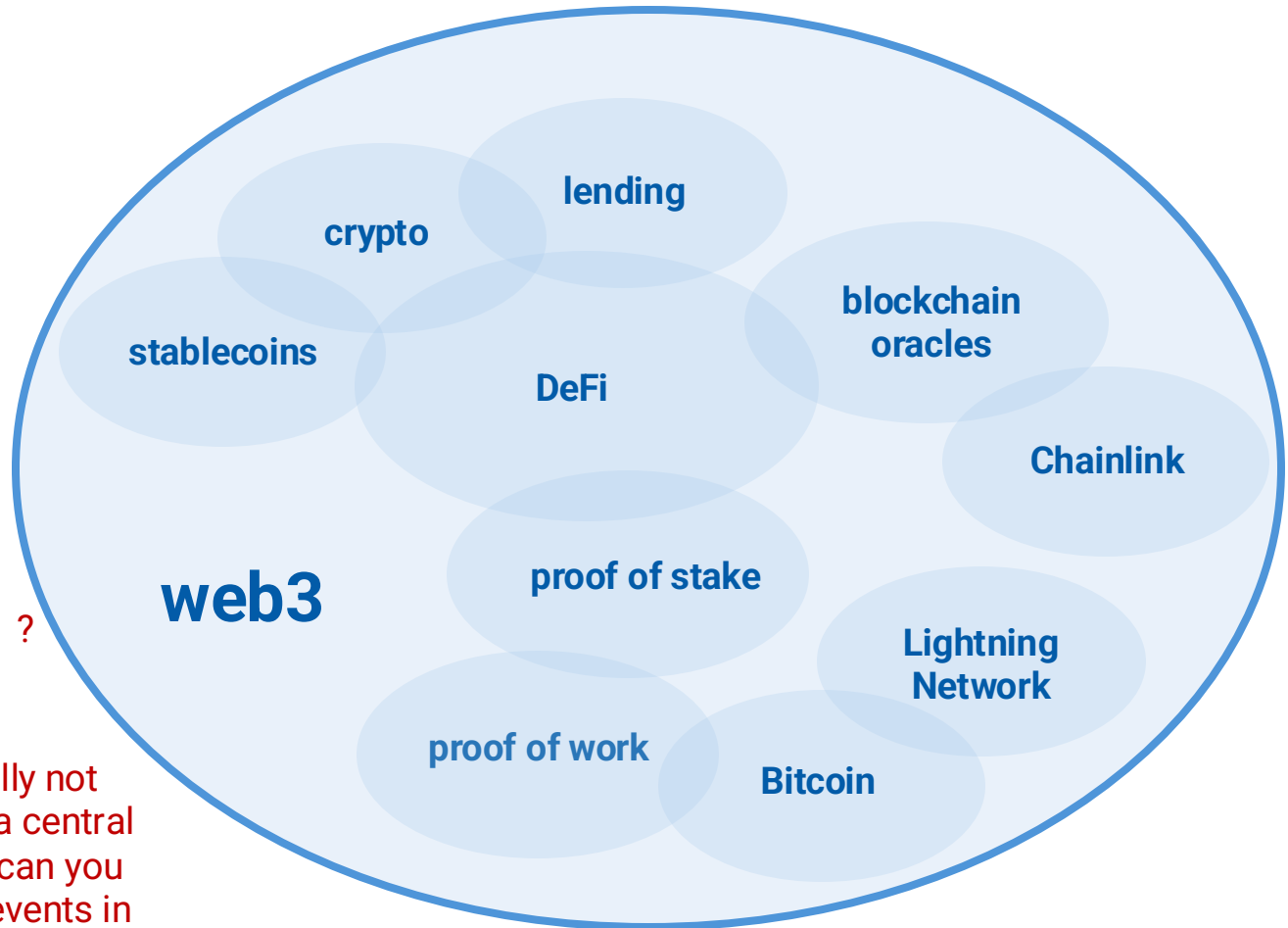
Let's Yard: <https://www.yard.global>



Finding events even in one industry is overwhelming.

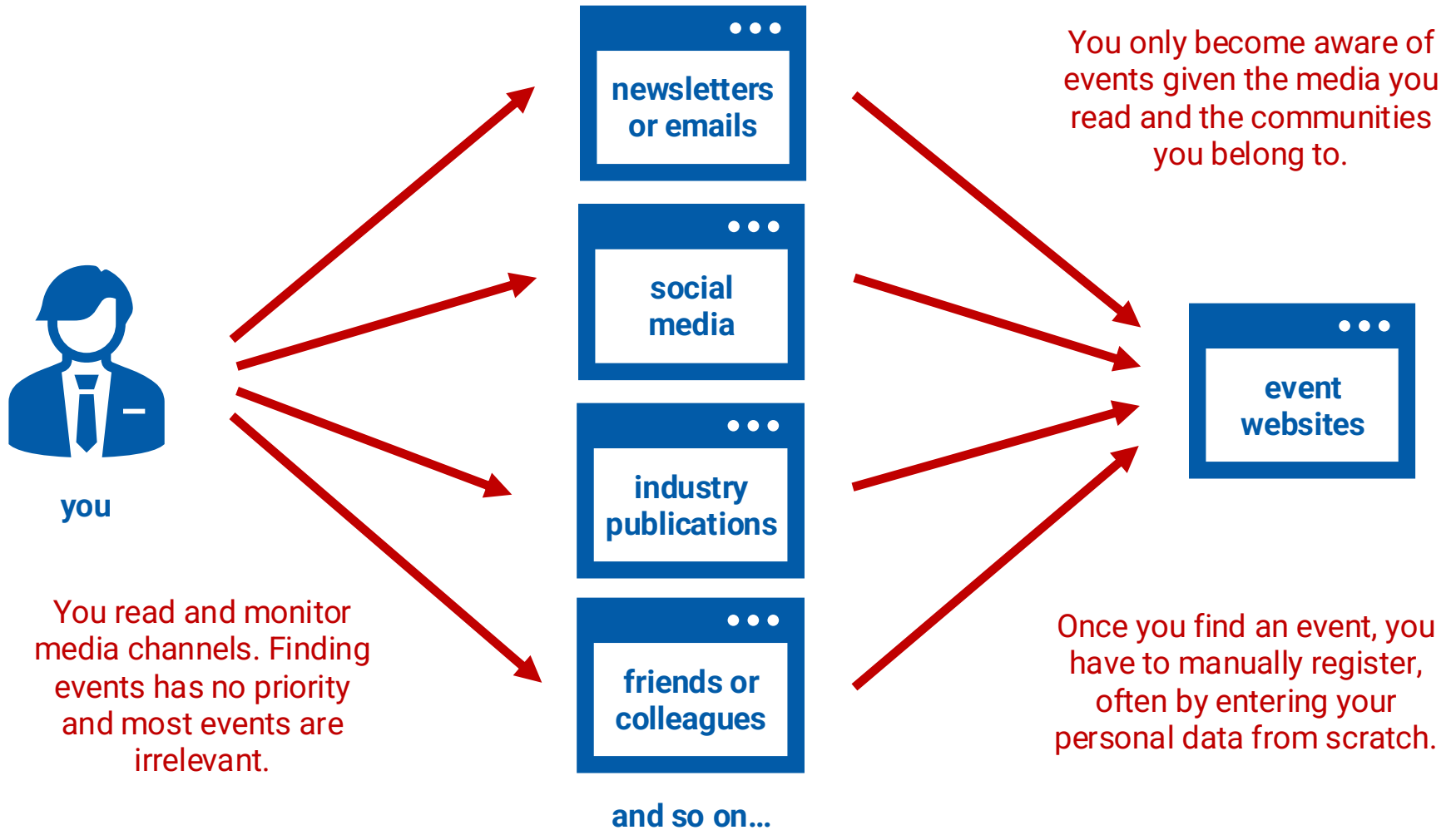


You

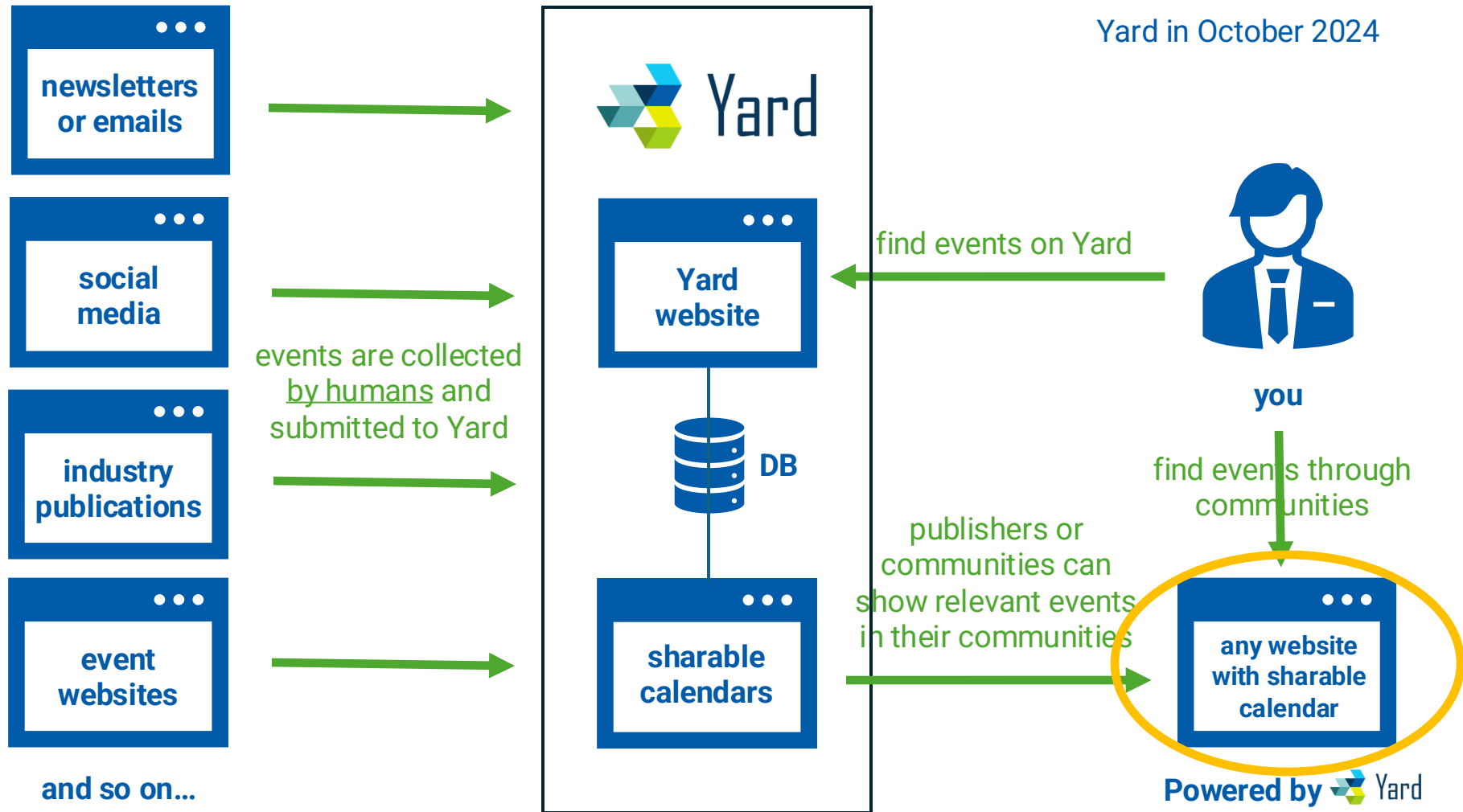


Events are generally not accessible through a central access point. How can you be informed about events in only your area of interest?

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



Yard is making events more accessible



How to get Yard events in your website

You can make hundreds of finance-related events immediately available to your community by including a Yard calendar on your website. Your calendar will then contain the latest available list of events automatically populated through Yard. Should an event be missing, you can add it through an online form. Yard is also working on an admin interface, so that you can customize your calendar. The technical integration of a Yard calendar is easy and can be performed through these integration methods:

- installing the Yard Plugin for WordPress; or
- embedding the Yard iFrame; or
- including the Yard HTML/Javascript code.

And the best is: integrating a calendar is free for you!

Integration methods:

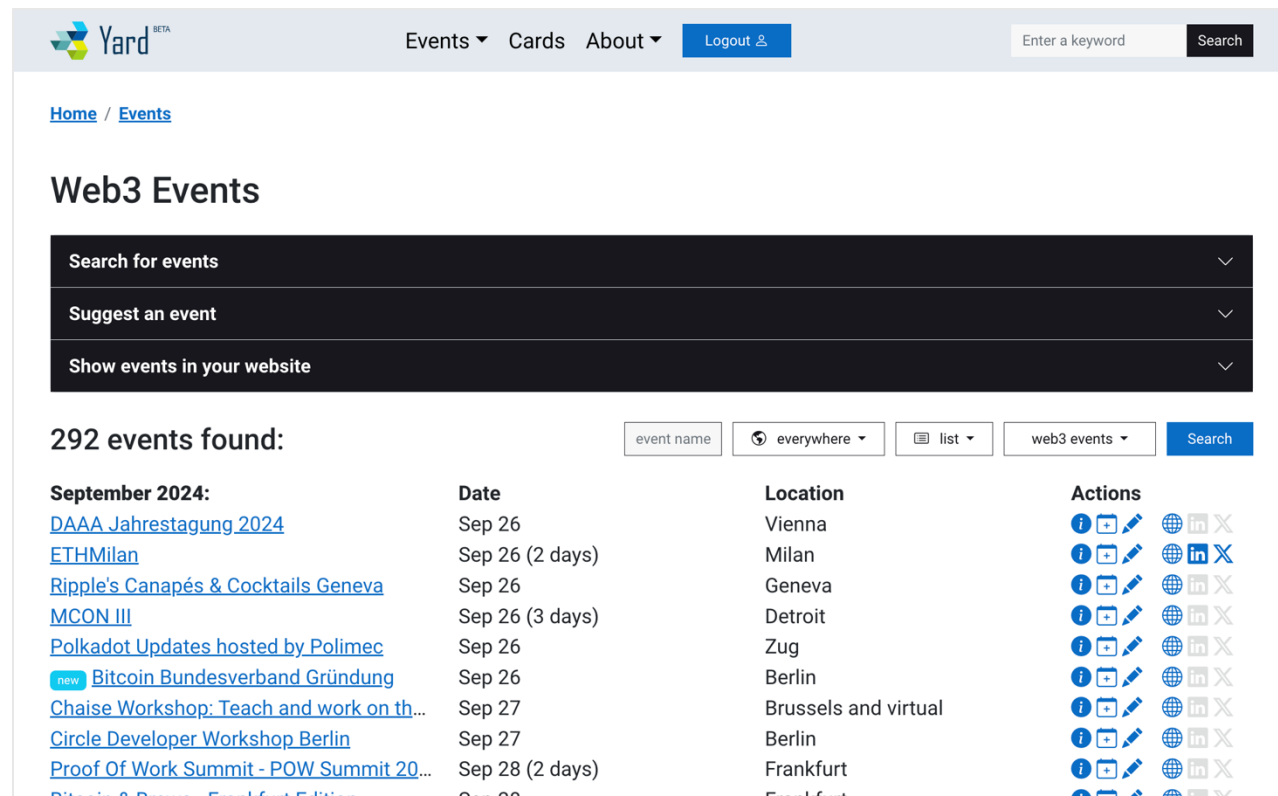
<https://www.yard.global/events/integrate/>



Finding events on the Yard website

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

As of October 2024, there are hundreds of events listed worldwide of which 200+ events are in the field of Web3. Discover events: <https://www.yard.global/events/>



Yard ^{BETA} Events ▾ Cards About ▾ Logout

Enter a keyword Search

Home / Events

Web3 Events

- Search for events ▾
- Suggest an event ▾
- Show events in your website ▾

292 events found: event name everywhere ▾ list ▾ web3 events ▾ Search

September 2024:	Date	Location	Actions
DAAA Jahrestagung 2024	Sep 26	Vienna	
ETHMilan	Sep 26 (2 days)	Milan	
Ripple's Canapés & Cocktails Geneva	Sep 26	Geneva	
MCON III	Sep 26 (3 days)	Detroit	
Polkadot Updates hosted by Polimec	Sep 26	Zug	
Bitcoin Bundesverband Gründung	Sep 26	Berlin	
Chaise Workshop: Teach and work on th...	Sep 27	Brussels and virtual	
Circle Developer Workshop Berlin	Sep 27	Berlin	
Proof Of Work Summit - POW Summit 20...	Sep 28 (2 days)	Frankfurt	
Bitcoin & Beyond - Frankfurt Edition	Sep 28	Frankfurt	



Drill down into events

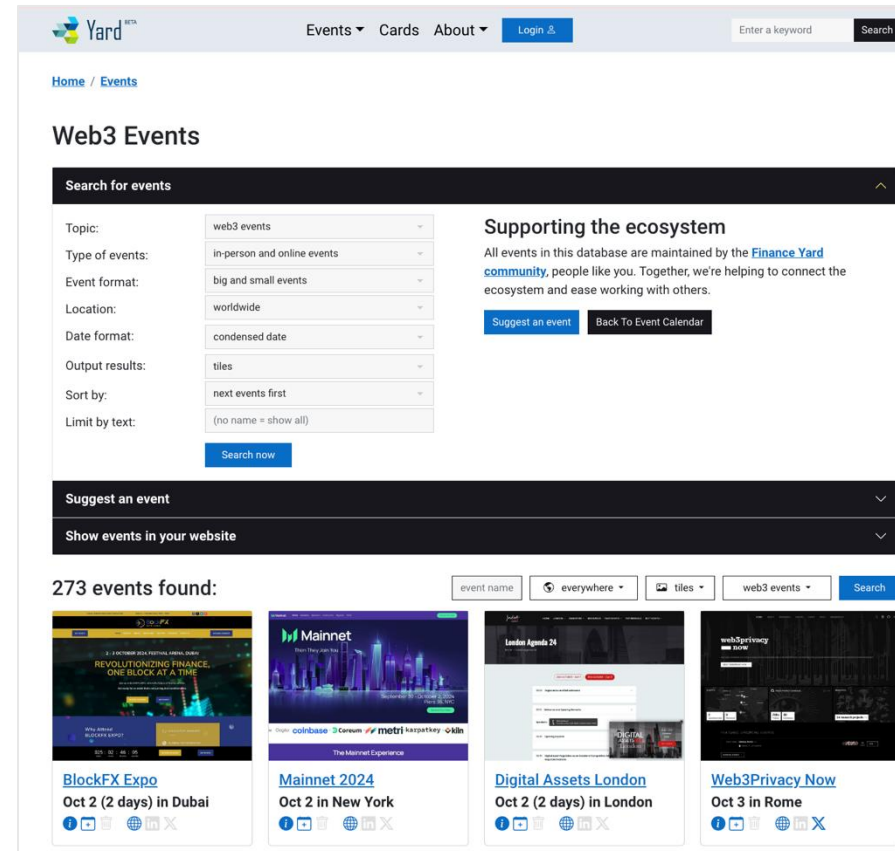
Users can limit the search results through a variety of filters and display options. By adjusting these settings, they can limit the results to only specific regions or topics to be displayed.

Yard is estimating the number of in-person and virtual events in finance to be **above 25k each year worldwide**, so indexing and filtering the events will be a special focus for the time to come.

Yard is planning to add additional fields and categories, such as the cost to attend an event. Currently, **events are manually curated**. In the future, the **event indexation will be automated** through crawlers and AI.

Search for events:

<https://www.yard.global/events/?show=search-form>



The screenshot shows the Yard website's event search interface. At the top, there's a navigation bar with 'Yard' logo, 'Events', 'Cards', 'About', 'Login', and a search bar. Below the navigation, the page title is 'Web3 Events'. A search filter section allows users to refine results by Topic (web3 events), Type of events (in-person and online events), Event format (big and small events), Location (worldwide), Date format (condensed date), Output results (tiles), Sort by (next events first), and Limit by text (no name = show all). A 'Search now' button is present. To the right, a section titled 'Supporting the ecosystem' explains that events are maintained by the Finance Yard community and includes a 'Suggest an event' button and a 'Back To Event Calendar' button. Below the search filters, there are sections for 'Suggest an event' and 'Show events in your website'. The main content area shows '273 events found:' with a search bar and filters for event name, location (everywhere), display format (tiles), and topic (web3 events). Four event cards are displayed: 'BlockFX Expo Oct 2 (2 days) in Dubai', 'Mainnet 2024 Oct 2 in New York', 'Digital Assets London Oct 2 (2 days) in London', and 'Web3Privacy Now Oct 3 in Rome'. Each card includes a thumbnail image, title, date, location, and social media icons.



Become a Calendar Partner: Integrate the calendar on your website



Users usually **discover events through shares calendars** and not through the Yard website. A Yard calendar can be integrated into any website and automatically contains all filtered Yard events for the given community (ie. “fintech” in “Germany”). This enables industry associations, news portals, universities, 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.

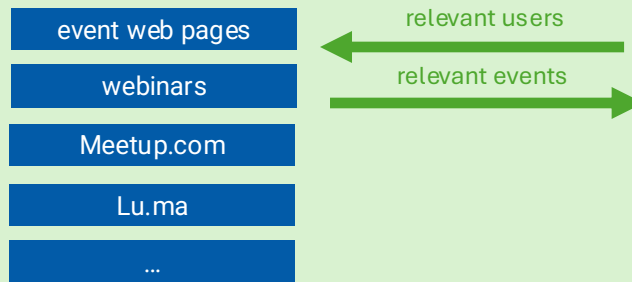
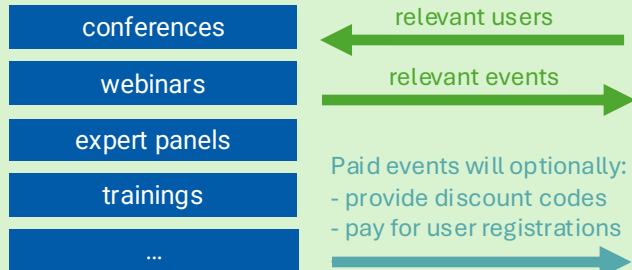
More details: <https://www.yard.global/calendar-partner/>



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

Paid Events (Websites)

can optionally become a Media Partner.



Free Events (Websites)

get better recognized through the Event Calendar.

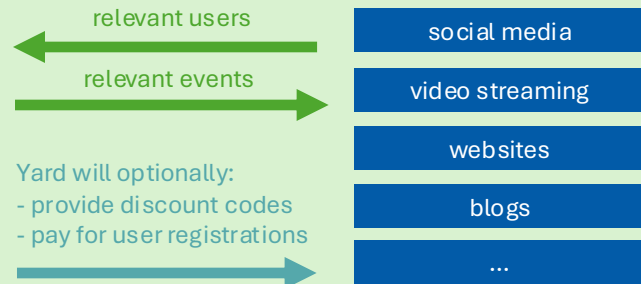
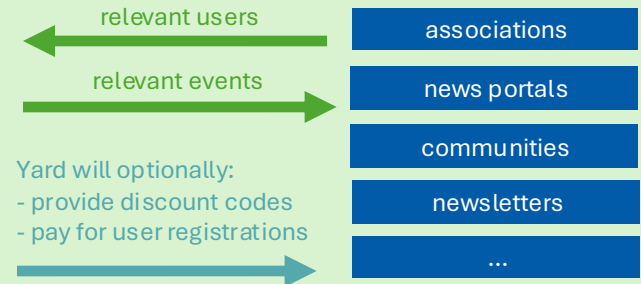


2025



Professional Publishers

can integrate the events as Calendar Partner.



Influencers or Bloggers

can share event links as Affiliate Partner or Ambassador.

Become a Media Partner: Get more attendees



Organizers of paid events can become a Yard Media Partner:

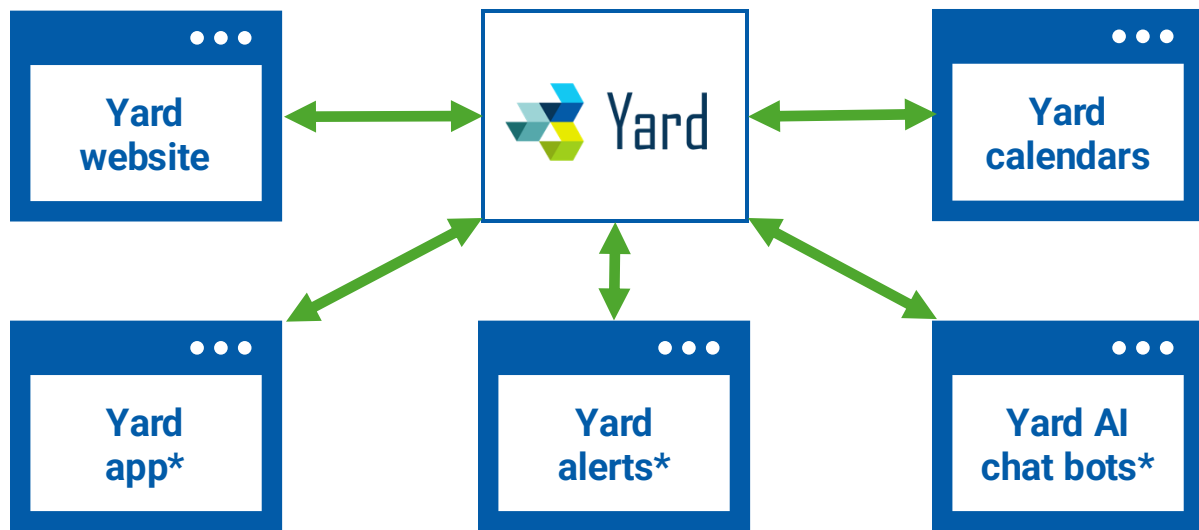
- An event organizer will provide a custom discount code to Yard which allows calendar users to save cost during the event registration process.
- Yard may get a commission when users register for a paid event using the discount code. Yard may share the commission with a partner, if the registered user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

Yard will automate the gathering of finance-related events in 2025. Also, a lot more filter options (topics, panelists, prices, and so on) will be added to better find relevant events. Yard will also allow provide chat integrations, so that users can use Telegram, WhatsApp, LinkedIn, etc. for discovering events.



* = planned



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





Do you want to offer a constant flow of current events to your audience?

Become a **Calendar Partner** now:

<https://www.yard.global/calendar-partner/>

