

PRODUCTION VALUE **MATTERS**

The Business Events Podcast

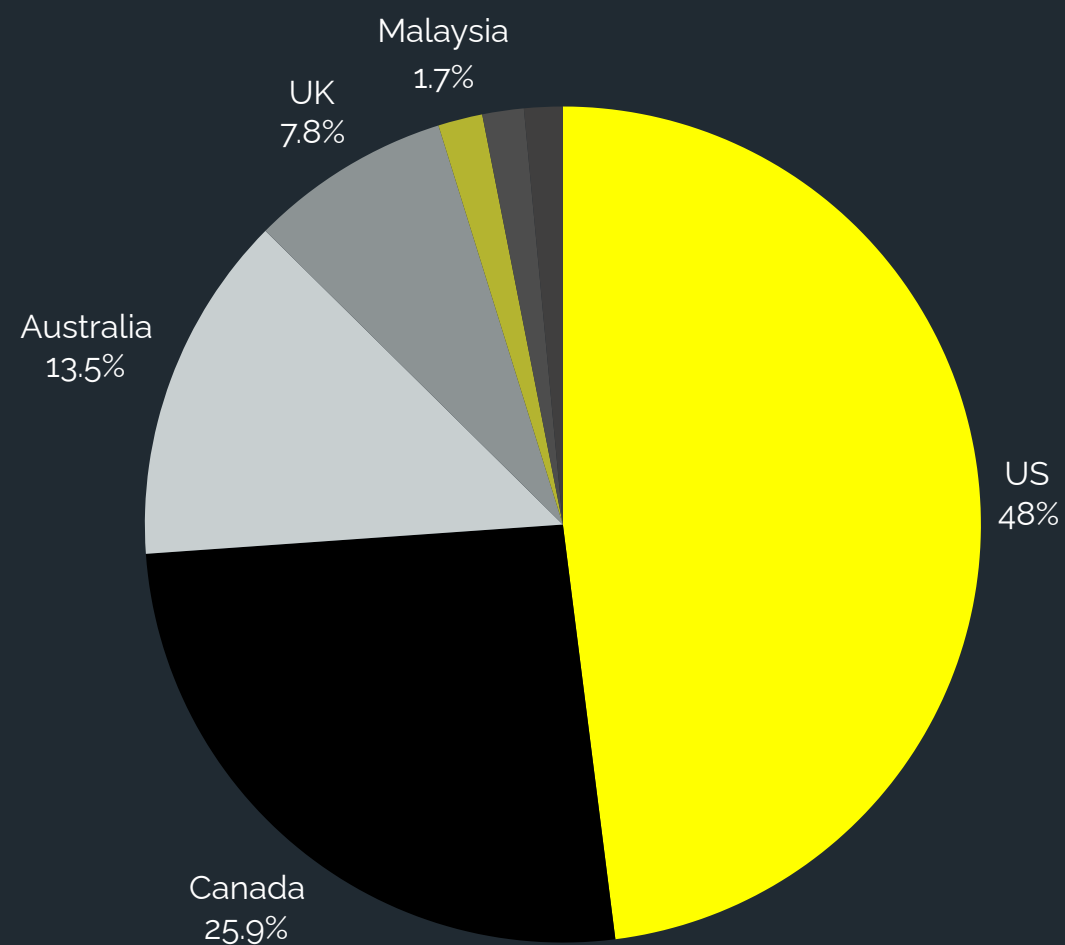
SPONSORSHIP OVERVIEW

**21.3K OF
ALL TIME
DOWNLOADS**

**1.1k
MONTHLY
DOWNLOADS**

**477+
LOYAL PODCAST
FOLLOWERS**

**6.6K+
SOCIAL
FOLLOWERS**



ON THE CHARTS

TOP 200 MARKETING PODCASTS IN THE US

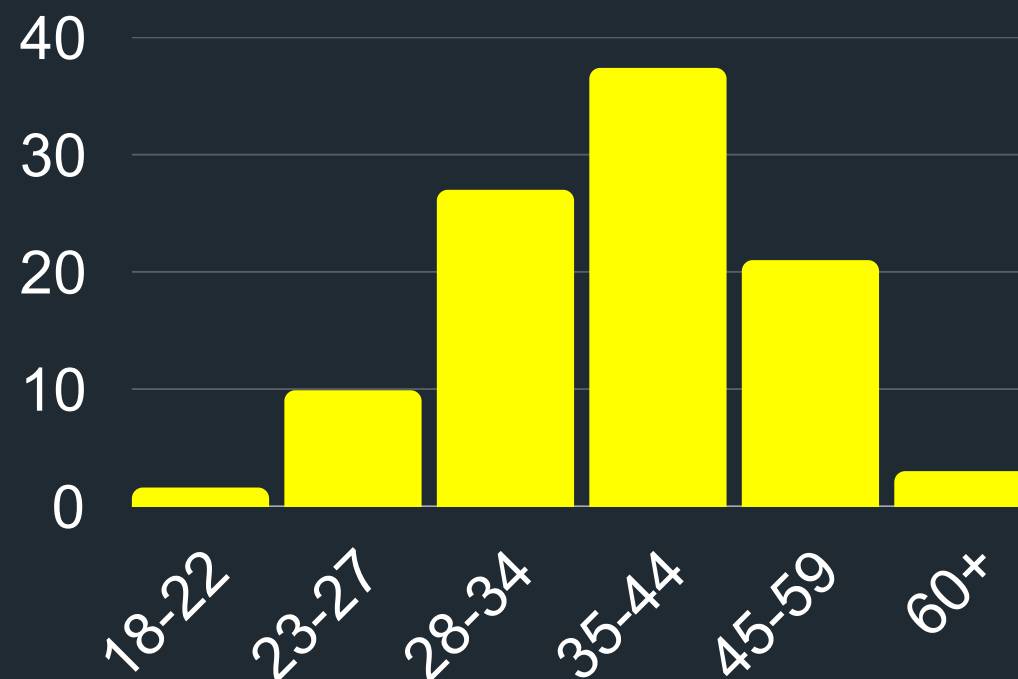
TOP 100 MARKETING PODCASTS IN THE UK

TOP 30 MARKETING PODCASTS IN CANADA

49.9% FEMALE



36.4% AGED 28-44



BYRNE/

WHO LISTENS?

MAY 2025

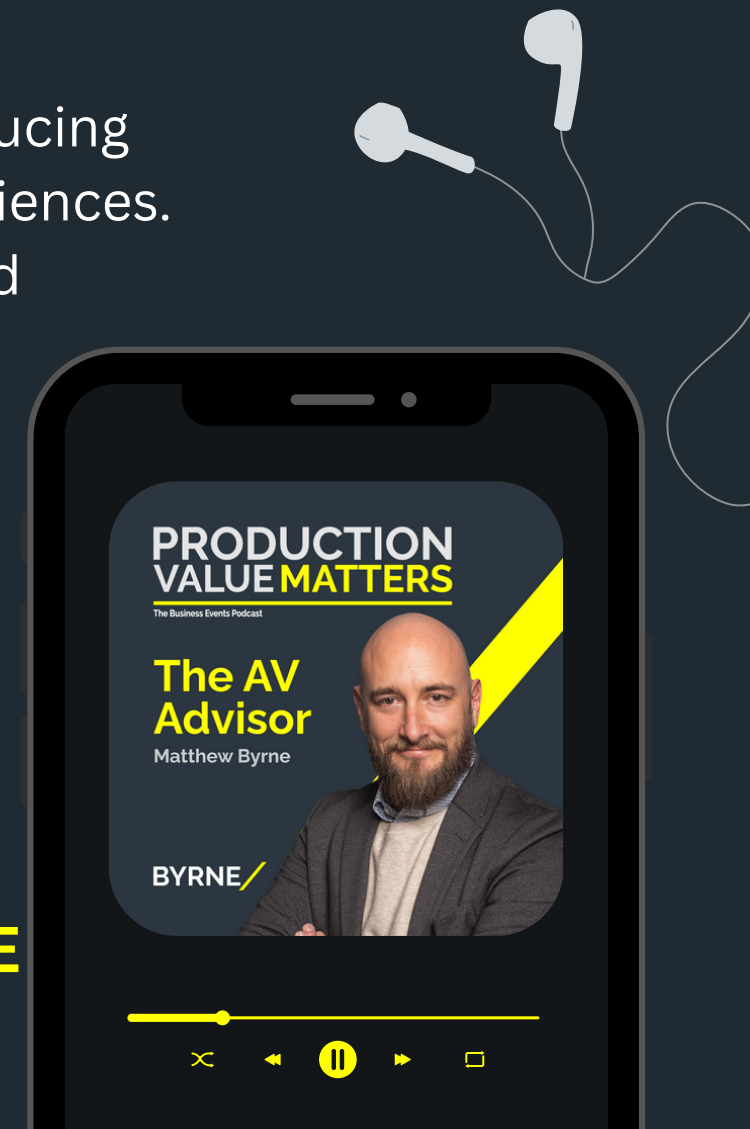
EVENT PLANNERS • MEETING PROFESSIONALS •
EXPERIENTIAL MARKETERS • FORTUNE 1000 COMPANIES
AND BRANDS

Listeners of Production Value Matters: The Business Events Podcast are senior-level event professionals, including corporate meeting planners, experiential marketers, agency producers, and technical directors who manage high-profile, large-scale events.

They work with Fortune 1000 companies and global brands, producing conferences, sales kickoffs, product launches, and branded experiences. These listeners tune in for industry insights, expert interviews, and practical advice on delivering high-impact events with real-world constraints.

They're decision-makers with influence over production budgets, vendor selection, and strategic event planning —making them a valuable, targeted audience for sponsors in the events, tech, and hospitality sectors.

56% LISTEN ON MOBILE



PRODUCTION VALUE **MATTERS**

The Business Events Podcast

Production Value Matters is the go-to podcast for event professionals who create high-impact brand experiences.

Hosted by industry veteran Matthew Byrne, the show attracts a loyal, B2B audience of corporate event planners, experiential marketers, and decision-makers at Fortune 1000 companies. With top rankings across the US, UK, and Canada, each episode pairs high production value with targeted, industry-specific insights—giving sponsors meaningful visibility with the people who influence event budgets, tech investments, and brand activations.

Now over 70 episodes strong with a five-star listener rating, Production Value Matters delivers candid conversations with the producers, planners, and creatives behind the world's most ambitious business events. From budget strategy and AV production to storytelling and audience engagement, it offers practical advice and behind-the-scenes perspective on what it really takes to deliver exceptional, ROI-driven events in a shifting global landscape.

HOST LED THOUGHT LEADERSHIP

MAY 2025

EXPERT INTERVIEWS

INDUSTRY PANELS



TOP GUESTS

Nicola Kastner

CEO Event Leadership Exchange

Kim Washington

Head of Experiences, NBA

Jeremy Youette

Head of Events, Atlassian

Aaron Kaufmann

President, Fifth Element Group

Wendy Porter

Live Events Coalition

TOP EPISODES

- Measuring Value in Your Events: Insights from Jodi Collen, Director of Meetings and Events at Great Clips
- Educating Clients and Managing Expectations in Event Production with Fransiska Weckesser
- The Intersection of Event Planning and Psychology with Victoria Matey of Matey Events



4.5K
FOLLOWERS



THE HOST

MAY 2025

**AWARD WINNING SPECIALIST IN MULTI-DAY CONFERENCES
AND EVENTS • PRODUCTION DESIGNER • EVENT PRODUCER
TECHNICAL DIRECTOR • PODCAST HOST**

Matthew Byrne is the Founder and President of Byrne Production Services, a company that specializes in technical and production management, stage management, and production design for large-scale live events and entertainment. He is a Certified Special Events Professional (CSEP) and a certified specialist in Vectorworks design software, with over 25 years of experience in the event industry.

As an executive producer, event technology expert, entrepreneur, and nerd, he leads a team of hard-working professionals who are on a mission to create more value through the production of events, meetings, and conferences. He has worked with a variety of corporate and agency clients, helping them achieve their business goals with meaningful event designs and elevated production value. He has developed the Production Framework™, a detailed process that enables his clients to deliver high-quality events with the right people, right technology, and right process.

OPPORTUNITIES

MAY 2025

Option	Description	Pricing
Featured Episode	Featured interview (45 minutes) with host Matthew Byrne on the podcast with the following benefits: • A section in the interview dedicated to discussing the benefits of your product or service. • Featured Call to Action and Links in Episode Description • Article/ Blog post in dedicated mailing of bi-Weekly Newsletter • Logo and links featured on PVM Landing page	800.00/ Episode
Pre-Recorded Ad	Pre Roll, Mid Roll or Post Roll Placement • Up to 1-minute, self produced audio ad • Featured Call to Action in Show Notes including Links • Logo and Links featured on PVM Landing Page • Mention and Promotion in related social posts	150.00 – 200.00/ Episode *Min 4 episodes
Host Read	Pre Roll, Mid Roll or Post Roll Placement • Up to 1-minute, host read, • Optional copy and ad creation • Featured Call to Action in Show Notes including Links • Logo and Links featured on PVM Landing Page • Mention and Promotion in related social posts	250.00 – 300.00/ Episode *Min 4 episodes
YouTube Ad	Pre Roll, Mid Roll or Post Roll Placement • Additional Add on to Ad packages	100.00 – 200.00/ Episode *Min 4 episodes

By sponsoring Production Value Matters: The Business Event Podcast, you'll be positioning your brand in front of a highly engaged audience of event professionals and decision-makers in the business events industry. This is an excellent opportunity to increase your brand awareness and establish thought leadership in the events space.

CONTACT

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