

# REDEF:NING EVENTS

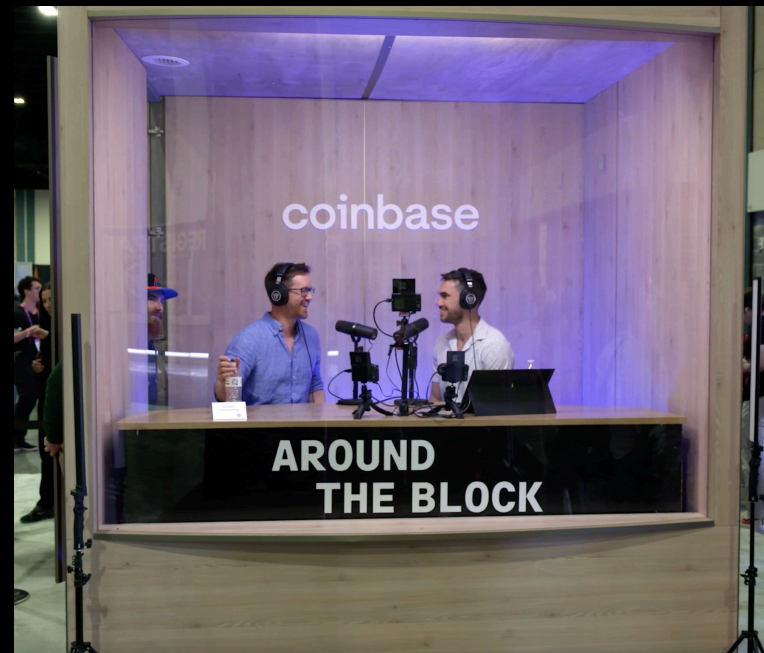


When you are a leading financial media brand that delivers breaking news and premium insights about digital assets to millions of investors, you need a unique world-class event that connects to your attendees in new ways. Level5 Events and Blockworks redefined what was possible for this inaugural conference.

## Redefining Events

That is exactly what Blockworks did with the inaugural launch of its Permissionless 2022 conference. Global attendees across the Defi, crypto, metaverse, and NFT communities arrived at Palm Beach to learn, share, and network at Permissionless.

With the partnership of Level5 Events, Blockworks created an immersive experience over three days. Through compelling conversations with today's leading thought leaders, bringing companies together to share their latest tools, technology, and services on the packed show floor, and curated peer-to-peer social event opportunities, Permissionless cultivated community building in meaningful and engaging ways.



## Influencers, Change Agents, and Enthusiasts

From the first moment of the general session, 5,000 DeFi influencers, change agents and enthusiasts were captivated by thought leadership that empowered and inspired on the main stage. Curated topics and panelists turned presentations by some of the world's brightest and best DeFi minds into valuable conversations, fueled by transparent and mind-blowing insights and observations.

## Dynamic Open Exchanges

Power Sessions provided a more in-depth and intimate opportunity for presenters and attendees to engage in dynamic open exchanges of varied perspectives and real-world experiences to foster deeper understanding of the endless DeFi possibilities.



### Meaningful Connections

When it came to designing a cutting-edge exhibit floor, Level5 leveraged its experience in community building, audience behaviors, and multi-sensory engagements to create an environment that fostered solution-based conversations, provided robust interactive exchanges, and connected both attendees and exhibitors in meaningful and experiential ways.

### The Art of Community Building

The vibe was cool, and the art was lit in the immersive NFT Gallery. Designed to be a unique destination that had a broad appeal, the gallery quickly became a huge draw throughout the event.

Attendees could view a wide array of NFTs, interact with the hottest NFT artists, grab a craft cocktail with celebrities like Dez Bryant, and a mix and mingle throughout the entire time in this tech-amazing social lounge environment.

### Peer-to-Peer Connections

Through a series of unique events, attendees had several opportunities for informal peer-to-peer interactions, organic conversations to discuss and exchange ideas on the valuable thought leadership presented, and opportunities to build meaningful connections that would live on long after Permissionless 2022.



## Visceral Crescendo

As the sun began to set on the last day of event, the closing celebration was well under way. With excitement and music in the air, attendees were given the VIP treatment for the final night party at the West Palm Beach Waterfront Park.

This outdoor festival provided the perfect backdrop for a massive community event that celebrated newly-formed connections and leveraged pop-up social media engagements to capture and amplify the collective energy and excitement fueled by three days of unparalleled insights, inspirations, and experiences.

The grand finale brought the entire community to their feet as world renowned DJ 3LAU took to the stage, bringing a visceral crescendo to the inaugural Permissionless event.

