



Ambassador Profile: Will Petz (Quiet Events)

Clark Winter — April 24th, 2014



William Petz is the founder of Quiet Events®, a company specializing in Quiet Clubbing, parties and city tours where the music is streamed through wireless headphones worn by partygoers. The participants control the genre and volume of the music and glowing colors on the headsets indicate which station someone is listening to so you can dance to your own beat or coordinate with the crowd!

How did you come up with the idea for Quiet events?

Traditionally it came from the UK, in the underground EDM scene but nobody was doing it NYC. I had no doubt Quiet Clubbing would be a hit in NYC. I hate listening to one DJ play all night long so I wanted to make it interactive.

What were some of the reactions and responses after the first Quiet Clubbing event?

I still get the same reactions today as after the first event. People would say it was the craziest idea, so stupid and not social however at the end those same people's responses are usually "oh my god that was so social!" Since it started we have seen that up to 30% of our clientele are returning. We even have what we call quiet clubbing groupies. 50 to 70 people that we are on a first name basis with.

What do you believe has been the biggest key to the success of your events?

The social aspect. People interact without talking. When people put the headphones on they feel invincible.

Which of the Quiet Events is your favorite and why?

The city party tours. Last week during a tour on the 14th street subway a cop came over and turned to me and said "it looks like your people are having so much fun!" we went through 1000 business cards in one day, everyone was handing them out.



What are some of your favorite spots in the city?

Toshi penthouse. I love rooftops and outdoor spaces. I also like latin dance clubs.

What music do you listen to/ who are your favorite artists/dj's?

FeverUp – About Will Petz & Quiet Events

A wide range. Salsa, Top 40 and EDM. Anything with a good beat that I can sing along to.

Do you feel comfortable RSVPing or buying tickets to events through a mobile app?

Yes, it's always a question of are people actually going to be there. With meetup.com and Fever it's nice to see what people are attending.

How would you describe yourself in three hashtags?

#innovative #outgoing #social

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