

CASE STUDY

NURSECON + NURSE BLAKE

A CASE STUDY IN FAN EXPERIENCE AT SCALE

THE VISION

In 2019, creator and comedian Nurse Blake had a rapidly growing audience of nurses who loved his humor, advocacy, and authenticity. But digital content alone wasn't enough — his fans wanted more. He wanted to build a real-world experience that would deepen those relationships, strengthen his brand, and create something unforgettable.

That vision led to NurseCon at Sea, a bold idea co-founded by Nurse Blake and live events expert Brett Donnelly: a fully immersive, multi-day cruise experience built specifically for nurses.

THE GOAL

- Connect with fans beyond the feed
- Provide meaningful experiences for a passionate niche audience
- Establish a new type of community-driven live event
- Monetize through ticket sales, VIP access, merch, and brand partnerships
- Capture viral content to fuel future growth

WHAT WE CREATED

NurseCon at Sea launched as a full-ship cruise experience hosted aboard epic cruise ships and tailored specifically to Nurse Blake's audience.

Key Elements Included:

- Sold-out comedy shows — Nurse Blake live, packed theaters, nonstop laughs
- Onboard CNEs — real credits, zero boring lectures
- Wellness vibes — yoga, self-care, and mental health done right
- Theme nights & parties — cruise energy at full blast
- Fan meetups & giveaways — real connection, exclusive swag
- Easy registration & support — fans taken care of, start to finish
- Branded schedules & signage — full ship takeover, NurseCon style
- Pro production & talent care — smooth shows, happy fans, no chaos

HOW IT WORKED

With full support from Brett and his team (now IRL Events), Nurse Blake focused solely on what he does best — creating content and connecting with his audience. The production team managed all cruise logistics, budgeting, registration, communication, staffing, and programming to ensure a seamless experience.

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THE RESULTS

What started as a bold idea to bring fans together at sea quickly turned into a movement. NurseCon at Sea became one of the largest creator-led events in the country — and the engine behind Nurse Blake's explosive growth as a touring comedian, content creator, and brand.

NurseCon at Sea: Event Results

- Over \$25,000,000 in ticket sales
- First cruise sold out in 2 minutes (2019)
- 17,000+ total guests across six sailings
- Multiple revenue streams — tickets, VIP, merch, sponsorships, and more
- One of the largest creator-led events in the U.S.
- Massive word-of-mouth & brand loyalty driven by fan experience

Nurse Blake: Brand Growth

- 400,000+ comedy tour tickets sold — worldwide
- Explosive social media growth fueled by viral cruise content
- High-volume content creation onboard - shared across all platforms
- Positioned as the #1 personality in nursing
- Built a business empire from a niche fanbase

THE IMPACT

NurseCon at Sea became a cornerstone of Nurse Blake's brand. It elevated him from a popular online personality to a top touring act and business owner with deep community roots. The cruise experience helped him generate massive revenue, grow his fan loyalty, and dominate a niche no one else was serving at this scale.

WHY IT MATTERS TO YOU

IRL Events was founded by Brett Donnelly, co-creator of NurseCon at Sea, to bring this proven model to other creators who are ready to turn their audience into something bigger. You don't need a network deal, a stadium tour, or a massive production team to build a powerful brand — you just need the right platform and the right partner. That's where we come in. IRL gives creators the tools, team, and structure to launch unforgettable fan cruise experiences that build community, grow revenue, and turn passion into lasting impact — at sea and beyond.

WANT TO CREATE YOUR OWN FAN CRUISE?

We'll help you build it — and run it — from concept to celebration.

You promote. You show up. We handle the rest.

Let's talk.

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