Thought Of The Day: Well We Could Just Sit Around And Stare At Each Other

I've heard this asked before but I'd like to get some answers (serious or comical) to this question: When a GM makes the matches on the fly throughout the night, what was the plan supposed to be beforehand? Half the time there are about two or three matches that aren't announced during the show, so what was the rest of the show going to be filled in by? Most of the time the matches that are made are made due to conflict that happened during the show, so what was going to fill that spot if there wasn't conflict?

Thoughts?