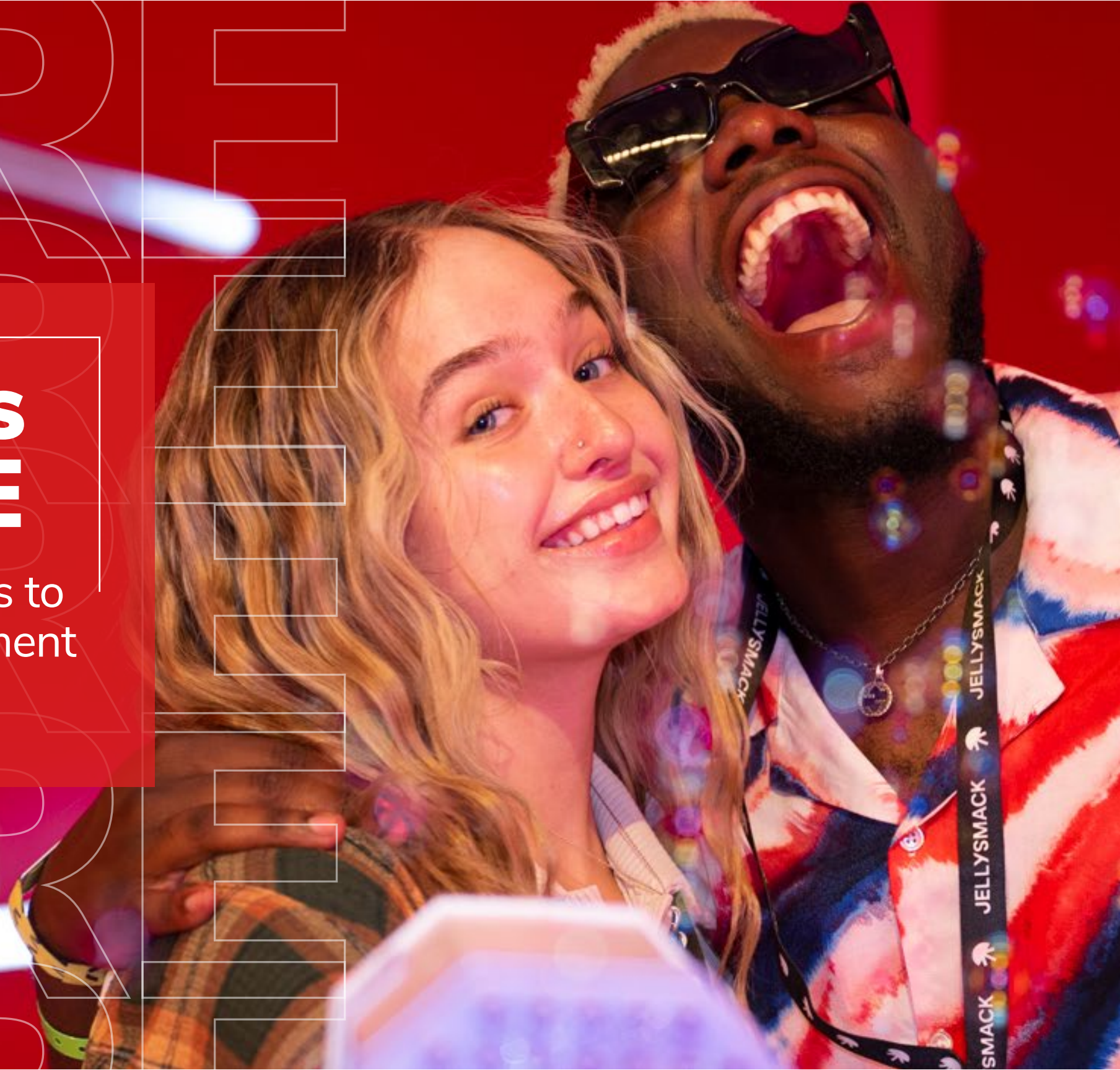


# Make events mean MORE

Hosting more events leads to  
deeper audience engagement  
**Freeman<sup>1</sup>**







# social media inflation millennial pink

Less is definitely more when it comes to certain things.  
Events, however? Our research says not so much.

Make events mean more

## The data shows

---

that events build awareness, increase loyalty and conversion rates, and even drive purchase. These unequivocal advantages impact everything from ROI to trust.


**71%**  
say their  
trust in  
brands they  
interacted  
with at  
an event  
increased

These days, events aren't just a touch point in marketing. Events **are** marketing. And they make better sense for your investment. Yes, younger gens live online and are comfortable with online events, but when they do attend an in-person event, **71% say their trust in brands they interacted with increased.**

Marketers would be wise to look at overall marketing spends to see where dollars can be redirected from digital ads or online experiences into live events.

**Now, let's dig a little deeper into audiences...**





Saying “today’s attendees have changed” (and that they’re younger) is pretty much a meme at this point.

We all seem to get it, yet not enough companies are acting on this fact.

Brands are becoming forgettable because they’re not evolving and offering what these newer audiences are looking for. Some brands are meeting these new audience expectations — but they aren’t doing it enough.

In today’s complicated world, we’re seeing the positive impact of smaller personalized experiences that give audiences a welcomed escape — moments that make them feel something. Something good.

**So why not offer that throughout the year?**  
(We’re waiting...)





# Give audiences experiences to remember

## It's what today's audiences expect.

Plus, they're more selective about the events they attend and activities they choose to engage in. So ditch the rinse-and-repeat approach and give them novelty with short bursts of inspiration, wonder, serendipity, optimism, and joy. And if possible, offer opportunities for those experiences year-round.

## Three benefits of a “make events mean more” plan:

# 1

### **A bundle of short-form joys.**

We're living in the short-form video era — content that makes us laugh, tear up, and smile. These emotional responses build memories. And memories build deeper connections. So create short-form content that fosters meaningful engagement between your brand and the audience. Bonus points for delivering interactive moments (challenge your team to think beyond “Insta-worthy” backdrops) that encourage attendee-generated content. Sure, impressions are great, but authentic connection matters more.

# 2

### **When they go “bye,” they buy.**

TL;DR: Post-event, more than two-thirds of audiences are more likely to purchase products or services. We can't speak for you, but we believe that's a significant indicator of the power of events.

# 3

### **We can feel your halo, halo, halo.**

Following an event, purchase behavior (see above), trust, and online engagement spike. This **halo effect** can last four to six weeks. Before it fades, give audiences more experiences to connect. Ongoing, personalized engagement increases awareness and retention. And don't overlook Gen Z's perspective and preferences. Otherwise, you could lose them forever.



# Wow! An event company proposing more events?! Shocker.

But we aren't actually saying "spend more." We want to help marketers spend differently and more effectively. While paying closer attention to younger audiences as you plan multiple experiences. Obviously, mind your budgets and weigh strategies against ROI.

Your events don't need to be Coachella. They just need to be unforgettable.

Remember, people are choosing to attend your events. So how do you make the most of that commitment?

Make events mean more



**Give them something more. More enjoyable.  
More meaningful. More memorable.  
And do that more often.  
But go easy on the millennial pink.**





# Want ideas and strategies for designing unforgettable experiences?

Let's do more together

Visit us at [freeman.com](https://freeman.com) or contact us at [freeman.com/contact](https://freeman.com/contact)

Freeman<sup>1</sup>   

© 2023 Freeman. All Rights Reserved.