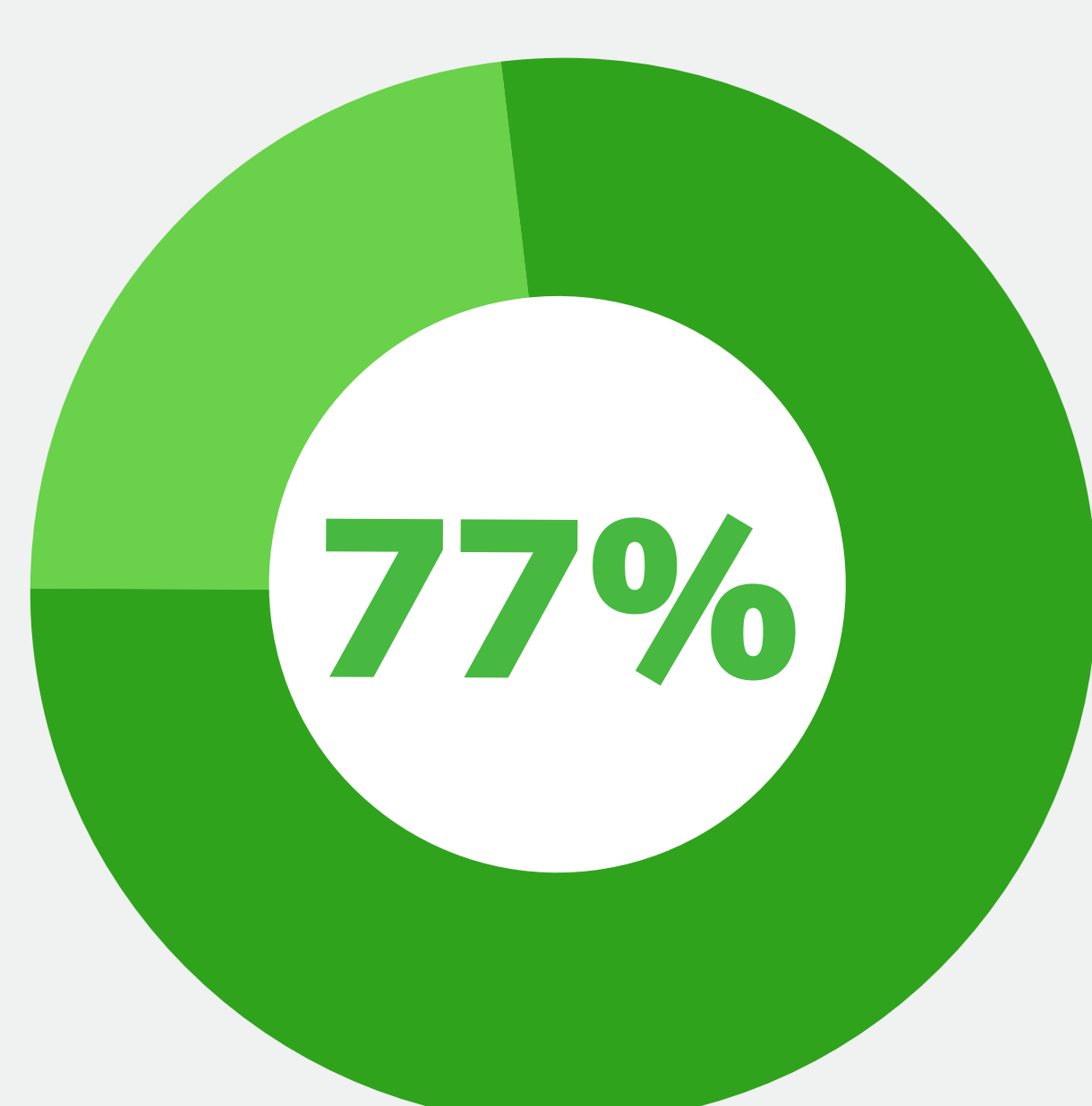


The Power of Live Events

Freeman Trust Report 2023 Insights

The data is in: Live events are a pivotal driver of brand loyalty and trust.

Freeman Trust Report 2023: Freeman commissioned Edelman DXI to conduct this comprehensive research study.



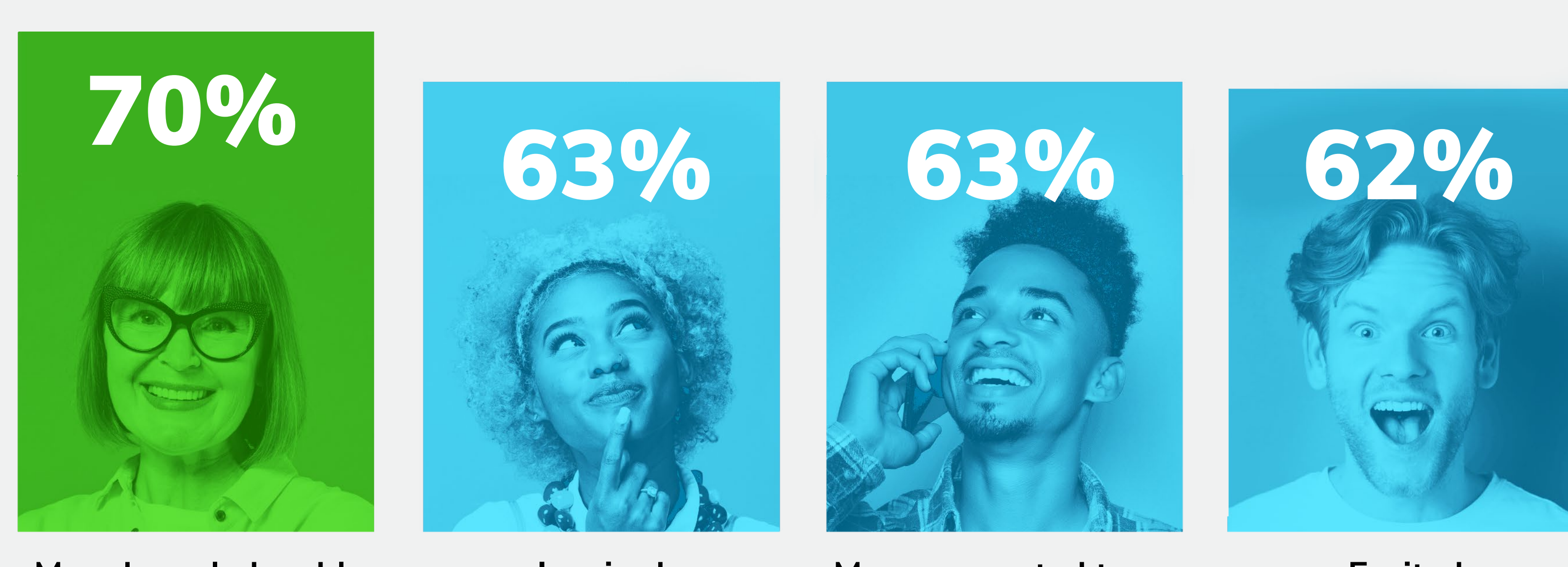
of consumers say their trust in a brand increased following an interaction with that brand at a live event.

2023 Freeman® Trust Report

Here's a snapshot of the study's top takeaways:

Live events make people feel good about themselves

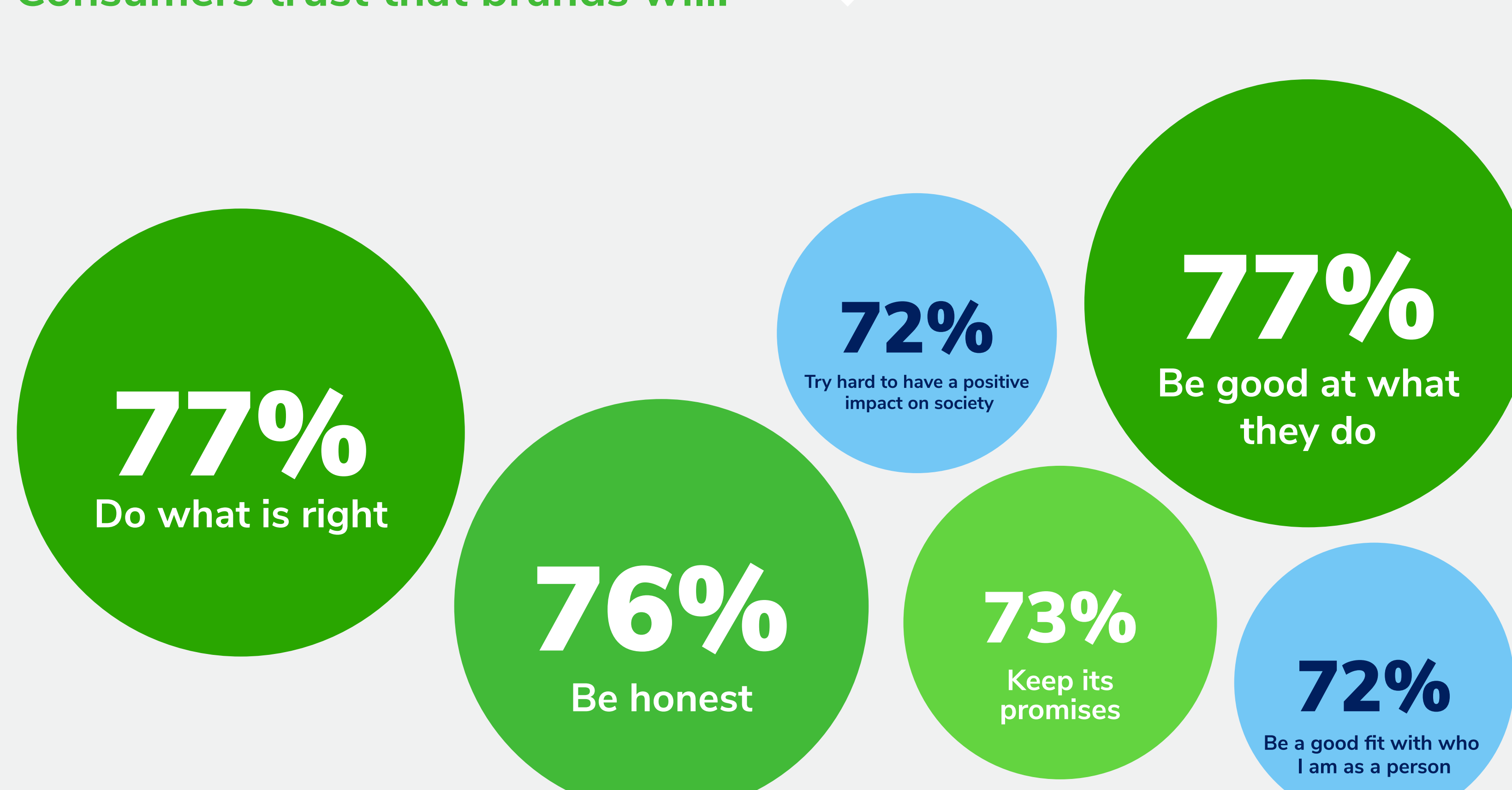
How attendees feel after attending a live event:



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...and about your brand

Consumers trust that brands will:

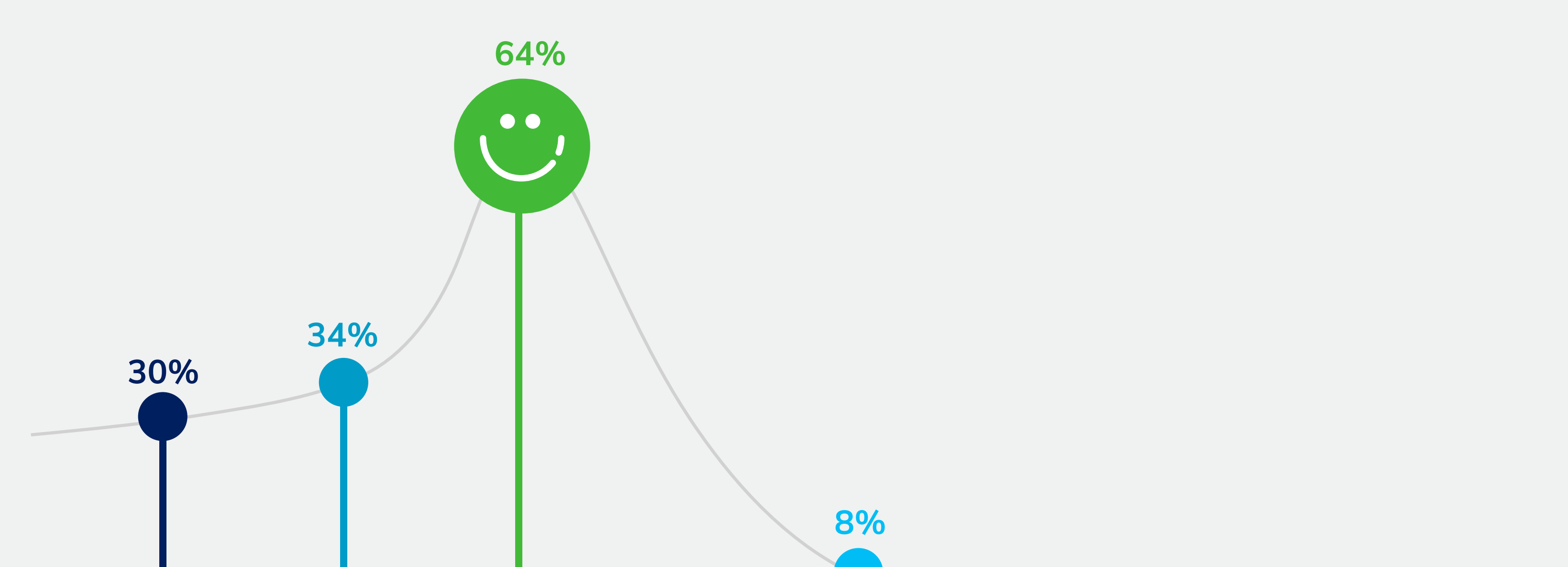


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The takeaway: Halo effects from these interactions can lead to long-term brand trust, recognition, and sales.

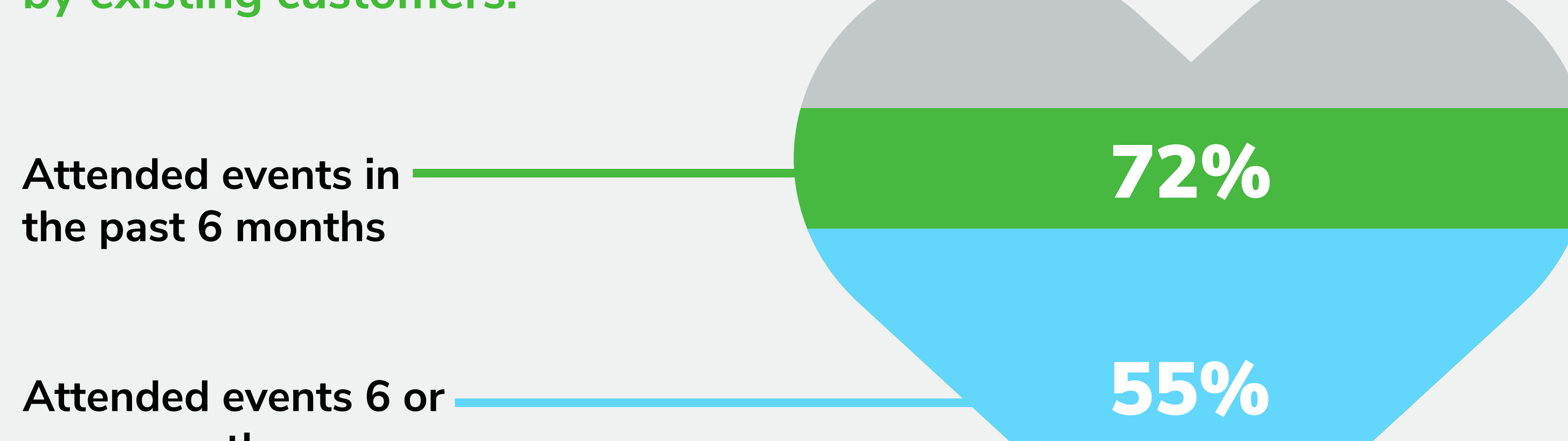
Live events leave a lasting impression on consumers

Length of time consumers held onto positive perceptions after attending a brand's live event:



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Positive perceptions felt by existing customers:

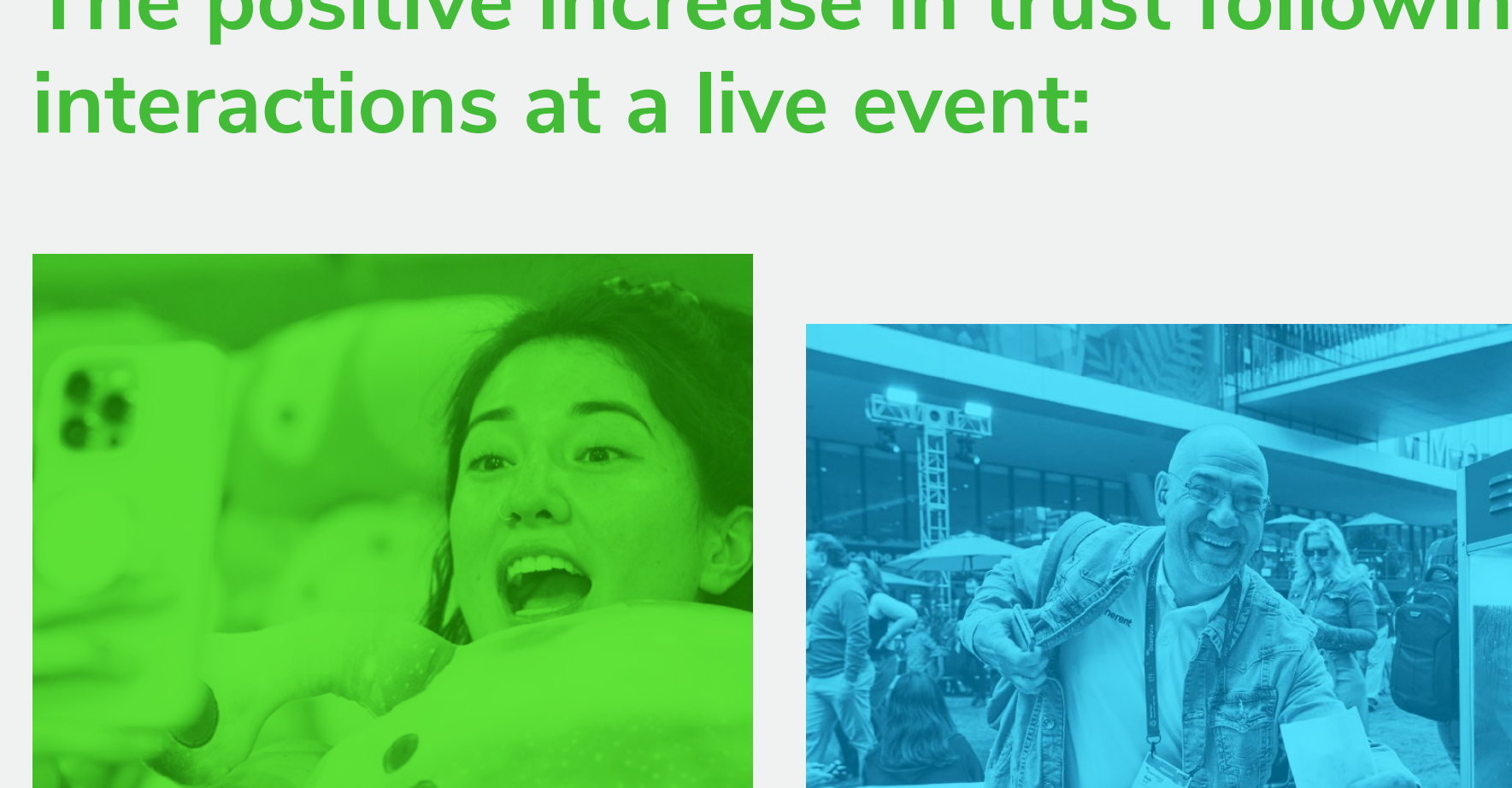


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The takeaway: Attending events more often leads to greater brand loyalty.

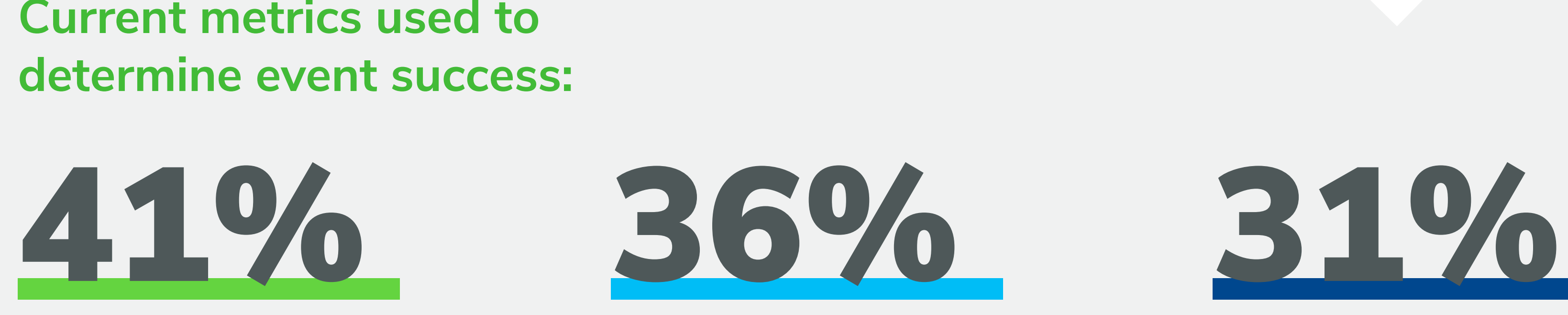
New business is valuable, but don't disregard what's right in front of you — your existing customers

The positive increase in trust following interactions at a live event:



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Current metrics used to determine event success:



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The takeaway: Catering to existing and new customers will deliver the best return from both worlds.

Trust is foundational to purchase

Assumption vs reality — what your customer actually does following a live event:

| Action | Assumption | Reality |
|---|-------------------------------------|-------------------------|
| Interact with brand online (e.g. social media engagement, search keyword increases) | 70% Event decision makers | 68% Consumers |
| Want to talk about the brand or company to others | 70% Event decision makers | 67% Consumers |
| Visit the brand or company's website | 70% Event decision makers | 67% Consumers |
| Purchase products or services from the brand or company | 45% Event decision makers | 68% Consumers |

2023 Freeman® Trust Report

The takeaway: In-person connections lead to more business.

Live events: your secret superpower

Connection is the key to business success. And, as this study shows, connection leads to trust. Offering an ongoing slate of in-person experiences is a sure bet for strengthening trust — with current and future customers.

Freeman¹

Edelman Data & Intelligence conducted the survey in the U.S. from 11/1/22 to 11/16/22. Sample included 1,800 consumers/business professionals who attended an in-person event at work or outside of work and 250 event decision makers with influence and/or decision making authority over events.