

## 'How Events Work' Methodology

FaceTime decided they wanted to discover more about the impact of live events than a traditional approach to event research would show. There's lots of anecdotal evidence that such a multi-sensory experience could lead to a much richer engagement and appreciation of exhibitors' brands; but The Cog methodology was designed to put numbers to this 'hunch', so that marketing and communications planners could properly evaluate live events on an objective basis alongside the myriad of contemporary media opportunities.

A sample of 1,000 people represented visitors to four live events – two consumer, two trade. They were researched pre and post the event to quantify any shift in positive attitudes towards (a) the worth of visiting the event overall and (b) towards a selection of exhibitors. The research was conducted online.

Researching pre and post would also mean that the research could use a special technique that recognises the different ways in which the human mind absorbs any kind of experience in life – what is consciously remembered and what is stored in the subconscious. This distinction is important because what is stored in the subconscious becomes part of a person's own belief system and is not questioned when it comes to making a decision at a later date; whereas what can be consciously recalled can be rationally examined and challenged when it becomes time to make a decision.

A conventional approach to research is not able to discover what ends up stored in the subconscious as the result of a specific

experience such as visiting a live event, for the simple reason that a person can't tell you about memories they are not consciously aware of!

The Cog test gets around this problem with a simple series of 3 questionnaires, each asking the person to respond to the same set of measures, which express ideas and feelings people might associate with the event. (Note: each questionnaire uses a different expression of each idea or feeling, and the three versions are rotated across the survey.)

### **The technique is called the Implicit / Explicit Persuasion Test.**

Implicit is the neuroscience term given to subconscious memories – what's implicit just feels right. Good news for an exhibitor as the person is not aware of being persuaded by the brand

Explicit refers to those ideas and feelings that a person can consciously recall being encouraged to think and feel about the experience – what's explicit a person is free to decide for him or her whether they agree.

**Turn over to see how this works!!**



## The Implicit/Explicit Persuasion Test

### PRE SURVEY

#### Phase 1

What you associate or know to be true about event

20 statements

Experience of specific live event

### POST SURVEY

#### Phase 2

What you associate or know to be true about event

PLUS anything new that the event was telling you

#### Phase 3

What you associated or knew to be true about event BEFORE seeing case studies

8+ hrs

- 1 & 3 should be the same but they are not!
- Implicit memory of the case study leads people to tick more in 3 than 1

The diagram above indicates that there must be at least 8 hours between the pre and post research. This is because the human brain needs this long to store long-term subconscious memories. Obviously in the case of researching pre and post a live event the delay was going to be longer, which was good news as this meant there was greater confidence in the findings representing the long-term impact of FaceTime.

For more information on this research, please visit us at:



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