

# Live events change minds



## Fact: #1 Watch sales rocket at a live event

**Before an event:** 34% of visitors said they would like to buy from an event.\*  
**After the event:** This rises to 63%.\*



## Fact: #5 Live events make buying easy

**Before an event:** 36% of visitors believe live events "make it easier to buy".\*  
**After the event:** This rises to 76%.\*



## Fact: #2 Live events are the best form of marketing

**Before an event:** 32% of visitors believe live events are the "best form of marketing - as you can interact and compare to others".\*  
**After the event:** This rises to 74%.\*



## Fact: #6 Live events make people remember you

**Before an event:** 28% of visitors believe "experiencing a business first-hand makes it more memorable".\*  
**After the event:** This rises to 65%.\*



## Fact: #3 Customers connect with your brand at live events

**Before an event:** 27% of visitors believe live events "allow you to be more open-minded about what brands offer".\*  
**After the event:** This rises to 74%.\*



## Fact: #7 Live events inform customers

**Before an event:** 38% of visitors believe that they will "find out new things".\*  
**After the event:** This rises to 80%.\*



## Fact: #4 Live events are more effective than a TV advert

**24% of people** experience an uplift in positive attitudes towards a brand after watching a TV advert.\*  
**33% of people** experience an uplift in positive attitudes towards a brand after attending a live event.\*



## Fact: #8 Live events build relationships

**Before an event:** 37% of visitors believe that live events are the "best way to meet new contacts".\*  
**After the event:** this rises to 71%.\*



For more hard hitting facts on why live events work, see [www.facetime.org.uk](http://www.facetime.org.uk)

\* Source: How Live Works - Cog Research 2010 commissioned by FaceTime. Design and copywriting by Form® [www.form.uk.com](http://www.form.uk.com)

