

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

* Source: How Live Works - Cog Research 2010 commissioned by FaceTime. Design and copywriting by Form® www.form.uk.com

