

FaceTime™ reveals how events work



Hello and welcome to FaceTime's inaugural research one-pager: 'The power of live'.

We are really excited about the findings from our industry's first-ever psychological study of the power of live and we think you should be too!

Using innovative new research techniques, we have created brand new insights to explain how live events work for any business, large or small. We can now reveal the unique attributes of going face-to-face with customers as part of any sales and marketing strategy.

Key findings that we believe you need to know about include:

Live Competes Hard Against (And Beats) TV:

One in three people experience an uplift in positive attitudes after attending an event, versus only one in four people experiencing the standard uplift to a 30 second TV advert.

Live Is Best Form of Marketing:

Before a show, 32% of visitors viewed events as the 'best marketing as you can interact and compare to others', but this rose dramatically to 74% post-show, including an uplift in positive sub-conscious feelings for one in five people.

Live Fuels Sales Uplift:

After experiencing a brand at a trade event, 28% more visitors indicated 'I would like to buy' it (16% implicitly), with 29% at a consumer event (19% implicitly).

Live Informs Customers In Detail About Purchasing Decisions:

Before an event 36% of visitors say attendance 'makes it easier to decide to buy', but after an event this doubles to 76%, with one in five visitors showing an implicit/sub-conscious gain. Meanwhile 50% of visitors expected the event to be the 'best place to find out new things', with this rising to 85% after an event.

Live Turbo-Powers Brand Engagement For Consumers:

After attending an event, almost three times as many people (74% compared to starting point of 27%) thought that events 'let you be more open minded about what brands offer'. There was a strong implicit gain of 23% on this statement.

Live Breeds Knowledge, Insight and Contacts:

37% of visitors believed a trade event would be the 'best way to meet new contacts', rising to 71% post-event. Likewise, from an opening 38% of visitors believing they will 'find out new things', that number was more doubled to 80% post-event.

Live Builds And Strengthens Relationships with Corporate Customers:

An additional 37% of visitors to a trade event believed 'experiencing a business first-hand makes it more memorable', with one in five believing this implicitly post-event.

Background to our inaugural study

The study, undertaken by Cog Research across four major events in Q4 09 and Q1 10 (Masterchef Live, The Boat Show, World Travel Market and BETT), involved British and international brands (including Sainsbury's, Henri Lloyd, Best Western Hotels and BLI Education) and comprised 1160 pre- and post-interviews of people attending these events.

It analysed the state of mind of a visitor before and after a live event and the results reveal how attending has a positive uplift in people's attitudes towards events, and brands exhibiting at events. Using an indirect research technique, the results also reveal how both the conscious mind (explicit) and sub-conscious mind (implicit) are positively affected by events.

The implicit results are particularly interesting as they prove how the multi-sensory experience of an event achieves a very strong emotional engagement with visitors. They reveal a large number of visitors thought that they already had positive attitudes to events and brands before the show, when in fact it was the feelings and memories of attending the show that made them sub-consciously think this. These results are ultimately great news for businesses as the value of events can be planned into its sales and marketing activity.

For a full copy of the research report or to talk through the findings and what they mean for your business, contact us as at www.face-time.org.uk.

About FaceTime™

FaceTime™ champions best practice in the live events industry, builds insight into the medium through market-leading research and promotes its unique qualities with the goal of growing the sector. A range of bespoke collateral, including training guides, case studies, support research and testimonials, explain how to make the very best return on investment from a live event and can be found on the FaceTime™ website.