

# Designing events for trust.

# Welcome.

Founded in 2006, Broadsword is an **award winning** event agency and **B Corp certified** business based in **Hong Kong and London**.

Led by the belief that events have the power to inspire audiences, drive conversations, and spark a new way of thinking, we help brands do this through impactful event design and storytelling that connects.

BROAD  
SWORD.



# What's Inside.

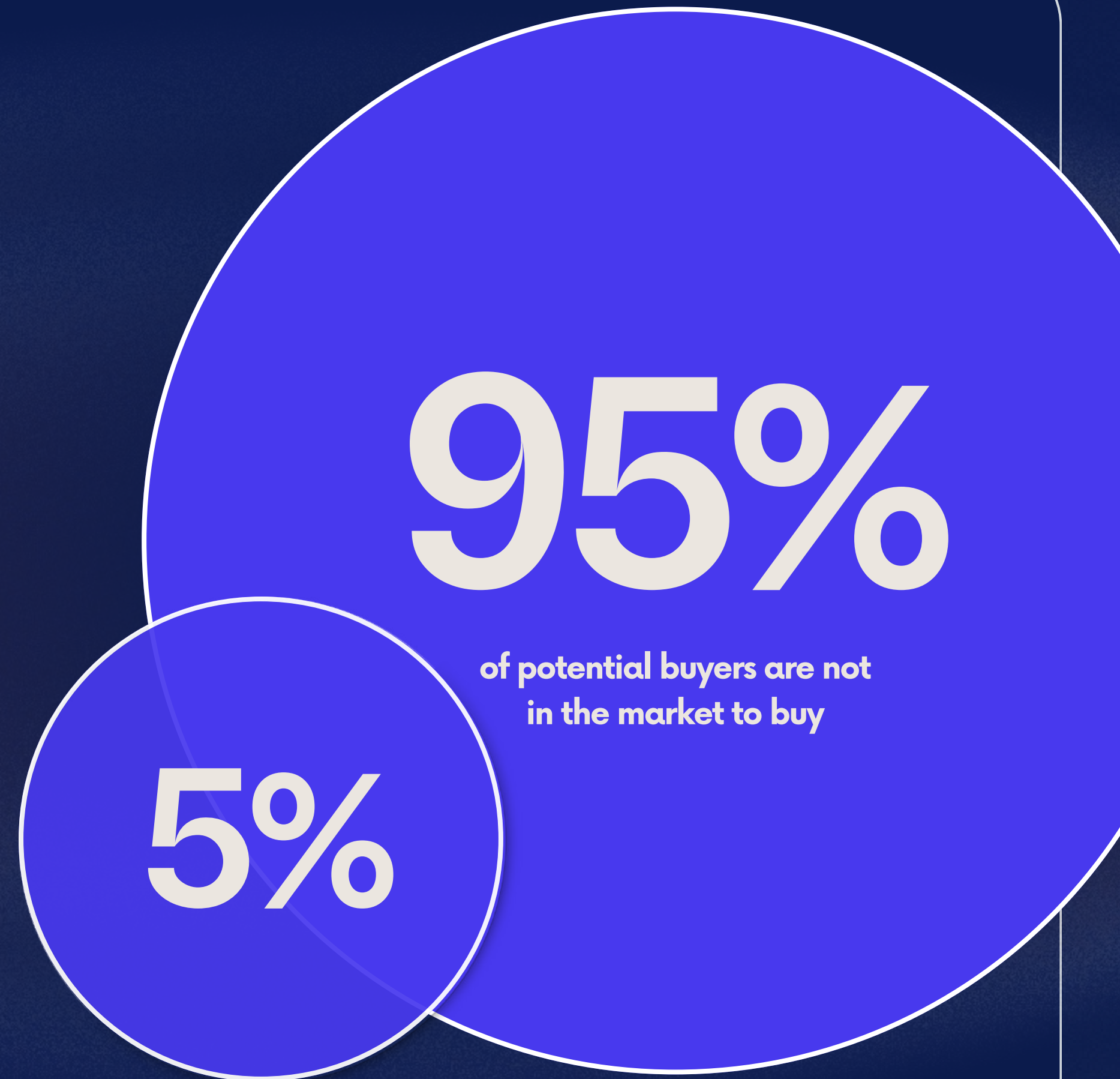
- 01** The 95:5 rule explained
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# What is the 95:5 rule?

**Most of your potential customers are not currently in-market. Flip the funnel to focus on the future.**

The 95:5 rule highlights a fundamental challenge in B2B marketing: most potential customers are future buyers. At any given time, up to 95% of business clients are not actively in the market, meaning only a small proportion are ready to buy.

This is why the Ehrenberg-Bass Institute emphasises the importance of mental availability as a driver of brand growth. Mental availability refers to the likelihood of a brand coming to mind in a buying situation.

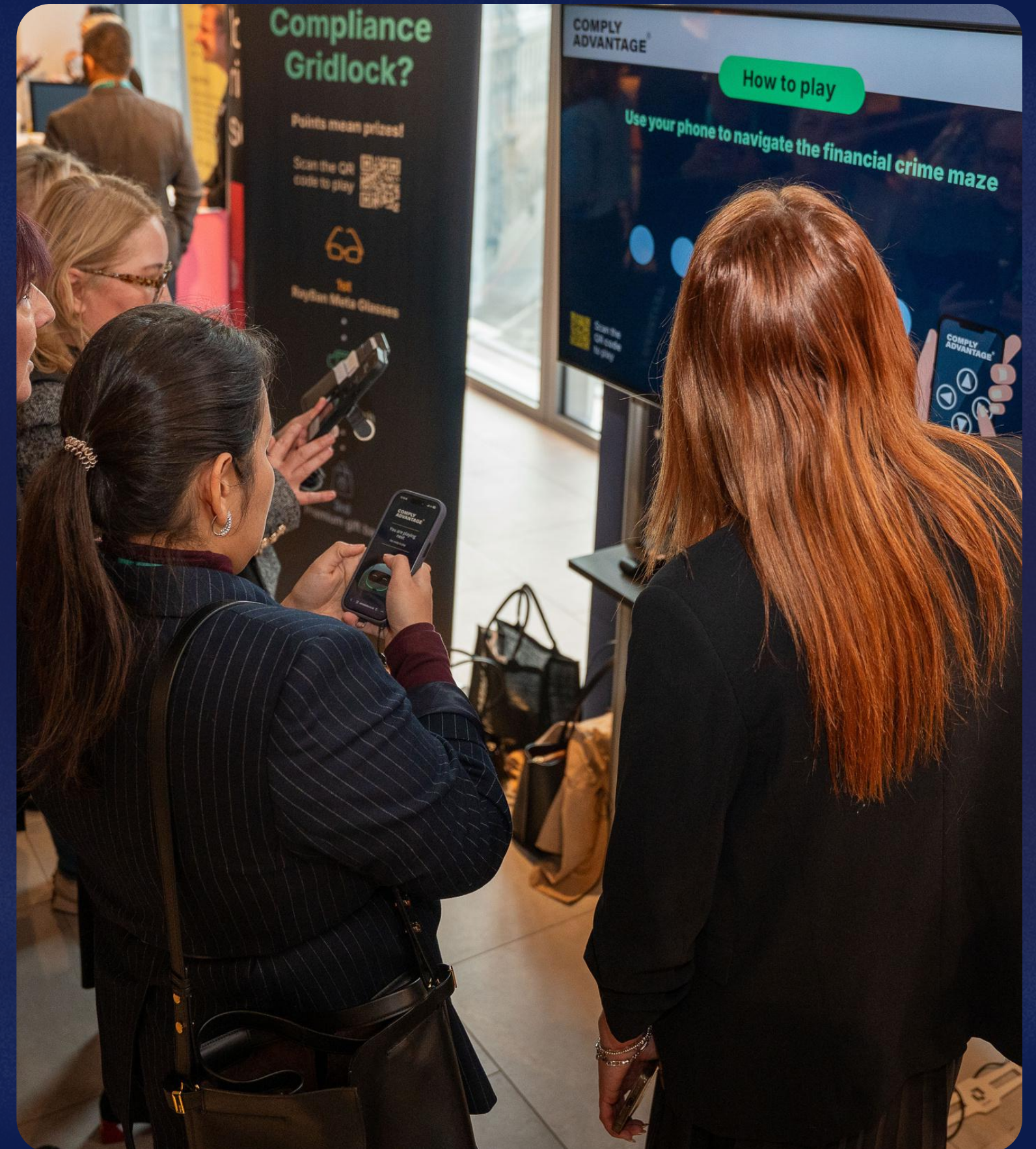


# The role of events

Events play a valuable role in building this mental availability by creating memorable brand experiences and repeated opportunities for engagement.

By bringing customers together around relevant topics, insights and conversations, events help strengthen brand associations and increase the likelihood that a brand is remembered when a future buying need arises.

In this way, events are not only a channel for generating immediate demand, but also a long-term investment in future demand creation.

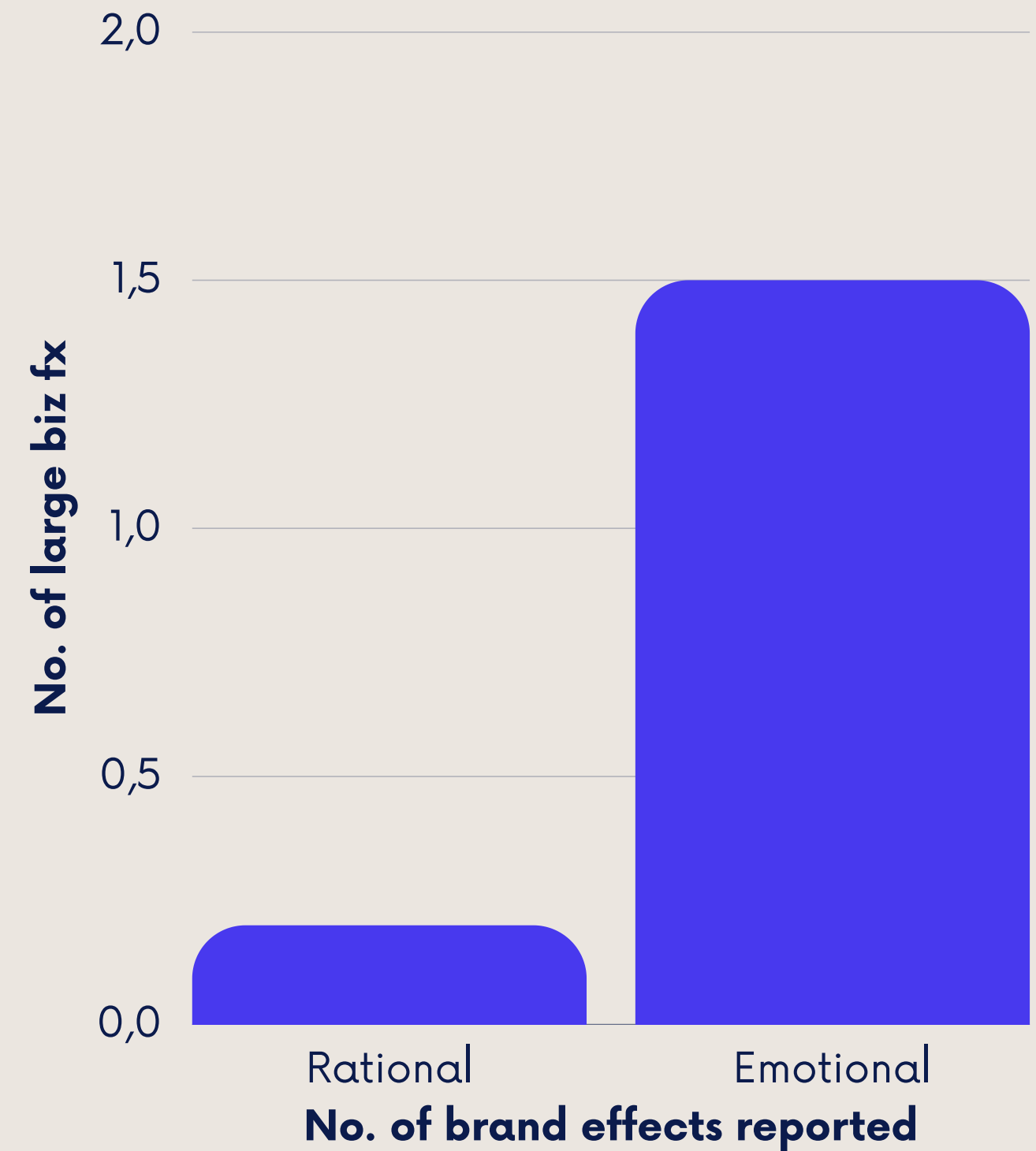


# Trust as a growth lever

**Emotion plays an almost equally important role in B2B as it does in B2C marketing.** In a B2B context, this is not necessarily about making buyers laugh or cry, but about creating meaningful and lasting associations that influence future decision-making.

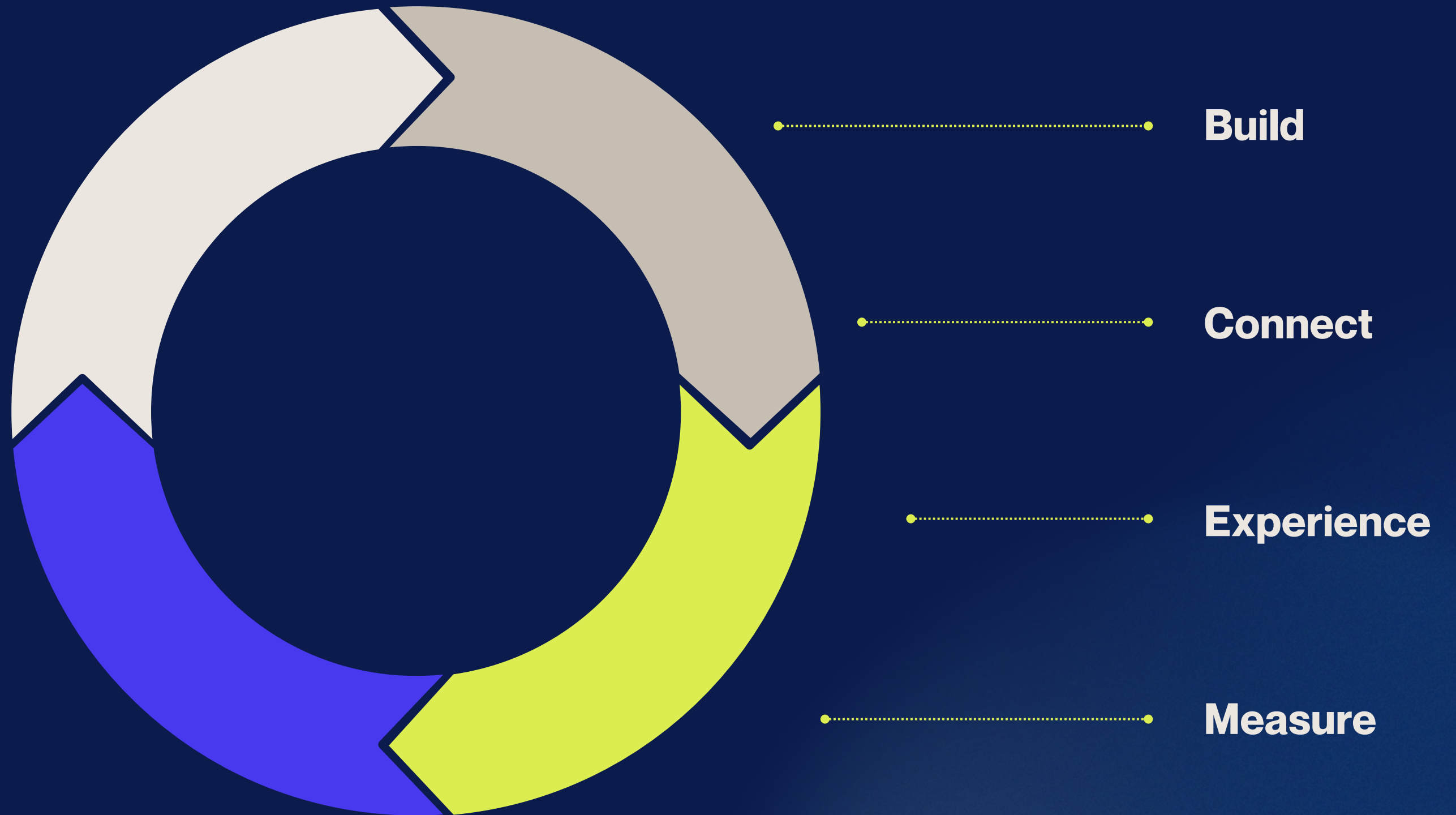
Rather than focusing on a hard sell, the emphasis should be on helping customers solve problems and achieve their objectives.

Distinctive brand assets, compelling storytelling, unexpected moments and exceptional customer experiences all help to strengthen these associations, creating the memory structures that make a brand more likely to come to mind when a buying need arises.



SOURCE: IPA Databank, 1998-2018 B2B IPA Cases,  
Binet & Field, The B2B Institute, 2019

# Designing events for trust



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**Events are an essential touchpoint for brands to engage with their audiences on a deeper, more emotional level to develop relationships.**

WARC reports that brand consideration, trust and belonging increases when attendees recall partnerships, and further deepens when they engage with the partners' activations. Consideration among attendees who recalled a partner was 46% – a 60% uplift compared to those who did not. Engagement on-site with a partner drove consideration to 62% while brands that were recalled on-site by attendees were more strongly associated with connections such as being a trusted brand.

While simply being exposed to a brand at an event is valuable, it is engagement that elevates the level of trust and loyalty among attendees.

# 77%

**of attendees trusted a brand more after an interaction at an event.**

A brand-forward environment that allows people to engage with employees and have conversations multiplies this impact.

The Freeman 2023 Trust Report

# Designing events for trust

## 1 Show up consistently

Ultimately, events should be treated not as standalone moments and focusing on just one flagship event makes it difficult to build relationships.

Delivering trust at scale requires intentional design, for example a global event playbook can be used as a framework to show up consistently for audiences.

## 2 Engage meaningfully

Events can be an opportunity to give your sales team a front row seat to audiences challenges, not to sell, but to learn. Valuable perspectives, and meaningful conversations differentiates a vendor and a partner. LinkedIn reports that 73% of decision makers say thought leadership is a more trustworthy way to assess a company's capabilities than marketing materials.

## 3 Design quality experiences

What does your event offer that an audience can't get anywhere else? AI provides answers instantly so increasingly events need to provide their worth to attendees whether it's through interactivity or human touch. Think about what would make your event a trusted forum that attendees want to attend again and again.

# Designing events for trust

**Consumer trust is earned through everything a brand says and does: Share your mission and deliver on it, consistently acting in line with your values and core principals.**

Customers, now more than ever, are choosing brands that demonstrate corporate social responsibility and integrity. It's about the business behind the brand looking after its people and planet, and having a voice on important societal topics, rather than just caring about profit. CSR now accounts for a large proportion of reputation and customers will vote with their feet when it comes to supporting business that align with their beliefs, reflected in the fast-growing B Corp movement.

Consider fundraising activities, community projects, partnerships with social enterprises, and ethical gifting.



# Measuring what matters

87% of B2B marketers struggle to prove ROI, but 95% believe AI will have a positive impact on measurement.

**Despite the fact that brand building is proven to contribute to the long-term prosperity of a business and the majority of marketers saying events are their most valuable channel; most organisers struggle to measure and demonstrate return on investment effectively.**

ROI of live events, engagement levels, and even attendee sentiment all can be effectively tracked and measured, providing valuable insights into the success of an event and its impact on an overall marketing strategy. Key metrics to consider include the number of leads generated, the quality of those leads, the level of engagement during not just one event, but the customer journey across numerous offline and online touch points.

To tell a credible story to budget holders, measurement must go beyond vanity metrics and exposure to show real impact on attendees. Net promoter score (NPS) asks attendees if they would recommend the brand to someone else, allowing you to track brand perception across multiple events.



**"We can summarise our approach with two words. It comes down to community and consistency".**

**HEAD OF GLOBAL MARKETING  
CAMPAIGNS AT COMPLYADVANTAGE**



**"The most important thing is understanding what's important to our members. If they attend an event and it's not useful to them, they're not going to come to the next one".**

**HEAD OF TECHNOLOGY,  
LOAN MARKET ASSOCIATION**



**"It's not about one event. Customer experience is very hard to make scalable and consistent if you're focusing on one flagship event".**

**SENIOR DIRECTOR AND  
HEAD OF GLOBAL EVENTS  
MOODY'S**

# Catalyst LDN

## COMPLY ADVANTAGE

As leaders in FinCrime compliance, Comply Advantage explored what it truly takes to disrupt financial crime and protect the people most affected by it at CATALYST London. Fireside chats featuring PwC, Monzo, and the House of Lords showcased a passion for the fight against financial crime.

“In financial crime, we speak with people every day who are genuinely passionate about what they do and working toward the goal of making the world a safer place. Given this human imperative, the real differentiator for ComplyAdvantage is the live interactions that events offer. Catalyst used digital badges and an interactive video game to turn a complex topic into something fun, interactive, and memorable. They traded the usual corporate presentations for the of perspective a criminologist and an ex-criminal, proving ComplyAdvantage is a partner that understands their audience”.



# Brand Playbook

MOODY'S

Broadsword worked closely with Moody's, a decade long partnership, to create a brand playbook they could apply across hundreds of global events following a rebrand. The playbook guides planners to execute every experience in line with a broader strategy, providing frameworks and principles of how the brand should come to life and translate to global audiences.

"Those little extra touches built into every interaction and quality experiences designed into your culture show that you care. I think that's how you get trust. A huge challenge is how we make that experience easy to execute consistently across hundreds of events in locations around the world. **The advantage of working with Broadsword is that we're working directly with them and they're a centre of excellence for us**".

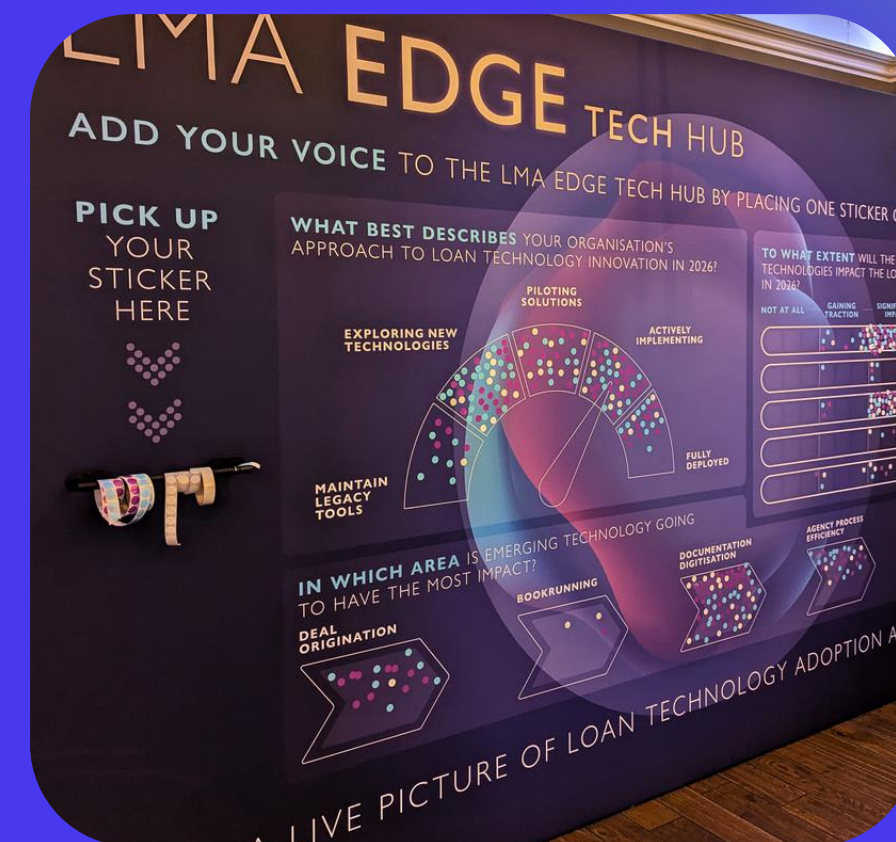


# LMA Edge

## LOAN MARKET ASSOCIATION

This year the Loan Market Association (LMA) launched LMA Edge, its first-ever technology-focused event, bringing together innovators, lenders, and industry experts at The Brewery in London. Designed as a future-facing platform for collaboration and insight, the event combined thought leadership with hands-on exploration of the technologies shaping the future of lending. LMA wanted to break away from traditional conference formats and create a high-energy, interactive experience

“We want LMA Edge to be an annual flagship event for the industry, and so we're taking a long term view by understanding deeply who our membership base is, what they want to talk about, and how we can curate the right agenda for that audience and build on that year on year so the event becomes the trusted place for these conversations to happen and worth attending again and again”.



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Hello@wearebroadsword.com

# Let's start the conversation

We are offering bespoke, hands-on workshops to help your team to define key relationship moments, build trust principles for your events portfolio, and explore changing audience expectations.

[Register your interest for a Trust by Design workshop here.](#)



# Connecting people through events since 2006



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An independent, award winning events agency  
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