

# Executive Pitch

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before presenting.

# About This Pitch Deck

## What It Is

This deck is your blueprint for persuading leadership to adopt new event strategies. It is meant to be presented aloud (and face-to-face), not printed or provided digitally.

It includes:

- An editable pitch deck to make your own.
- **Starter speaker notes in the Notes pane.** You'll notice [writing in brackets signifies context for the speaker] and writing outside of brackets are sample speaker notes.

## Why Use it

This deck equips you with the key insights and arguments necessary to confidently influence executive decisions. It is designed to:

- Establish credibility: Leverage Freeman's expertise to support your pitch.
- Raise awareness: Illustrate the most valuable insights and noteworthy trends.
- Gain buy-in: Support the initiatives that you know are needed.
- Inspire action: Provide clear next steps that align with organizational objectives.

## When to Use It

Use this deck as a starting point to share event insights. It can be used in leadership meetings or planning sessions to gain support for new strategies that ensure your events – and your organization – stay ahead of the curve.

## How to Use It

- Tailor the message: Incorporate your own event takeaways, organizational priorities, and relevant metrics.
- Think big-picture: Highlight solutions that address ROI, engagement, and long-term impact.
- Precise is powerful: Keep it brief and provide an agenda in advance so they know what to expect.

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# The Future of Events

# 2030 Workforce Composition

35%



40%



20%

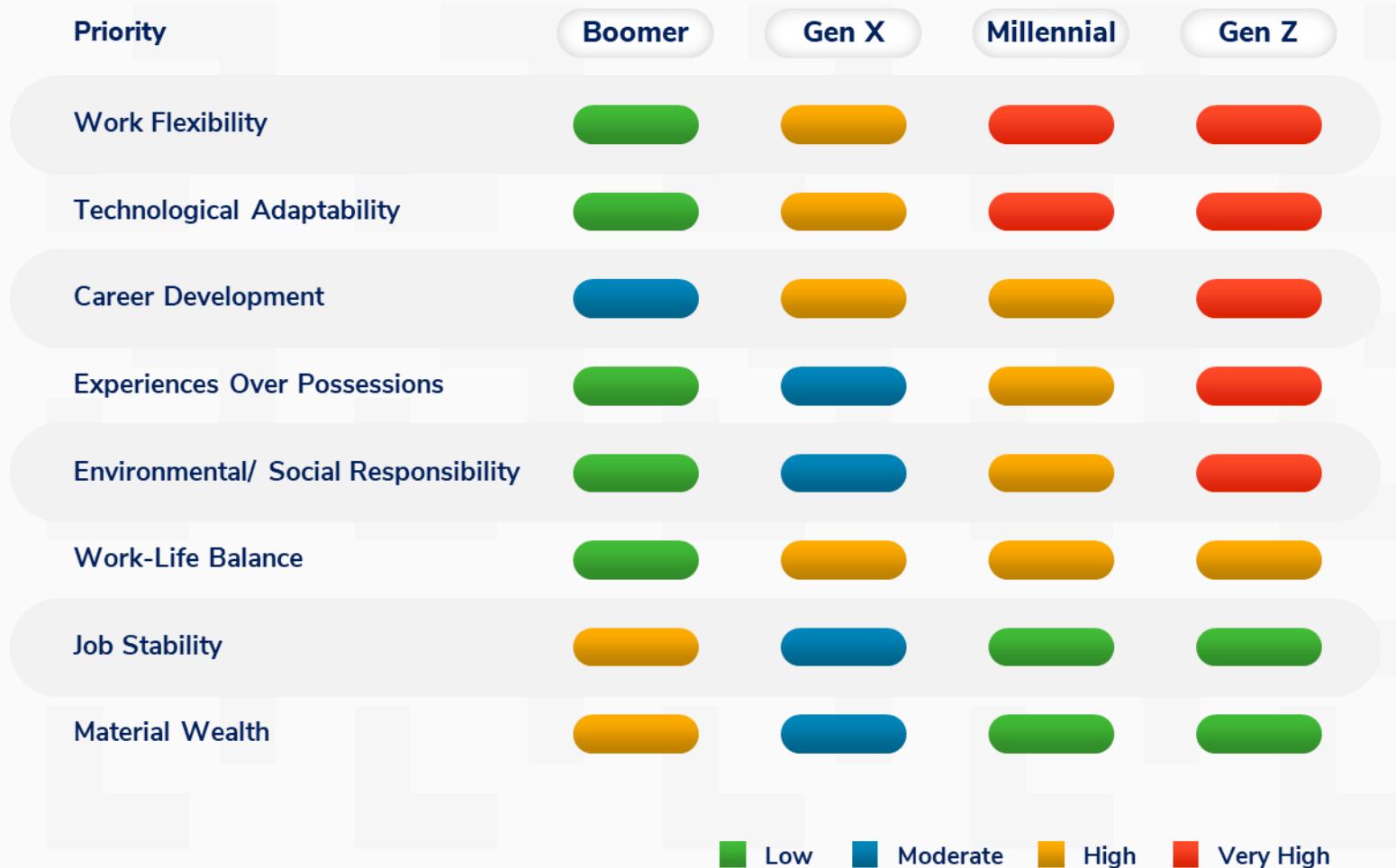


5%



Source: Freeman Strategy

# The Now Generation's values are the opposite of Baby Boomers — and the impact is widespread



Source: GFK a Nielsen Company

# Are events missing the mark?

What they want

**Expectations**

What they get

**Reality**



Source: Freeman Strategy



### **EXPERIENCE**

To have fun, feel emotionally fulfilled, explore, hands-on



### **LEARNING**

To be inspired, informed, discover something new



### **NETWORKING**

Connect with peers, build relationships with attendees and event partners



### **COMMERCE**

Discover products/ services, buy, build vendor relationships

# Attendee Key Insights



**Attendees prioritize immersive, hands-on experiences**



**Attendees are looking for new and different learning formats**



**Attendees want more substantive networking opportunities**



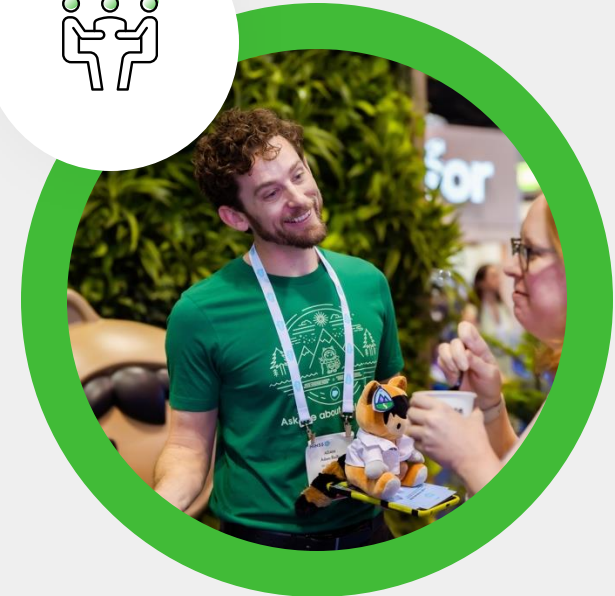
**Attendees value product discovery**



# Exhibitor Insights



**Predictable,  
all-inclusive packages**



**Opportunities to connect  
with attendees in advance**

Insert your logo here

# Key Takeaways

**Key takeaway #1**

**Key takeaway #2**

**Key takeaway #3**

**Key takeaway #4**

**Key takeaway #5**

# Key Takeaways

Key takeaway #1

Key takeaway #2

Key takeaway #3

Key takeaway #4

Insert your  
logo here

Insert your logo here



# Event Priorities For the Future

Bullet #1

Bullet #2

Bullet #3

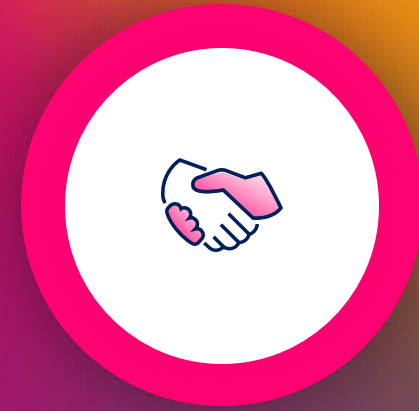
Bullet #4



**Evaluate**



**Equip**



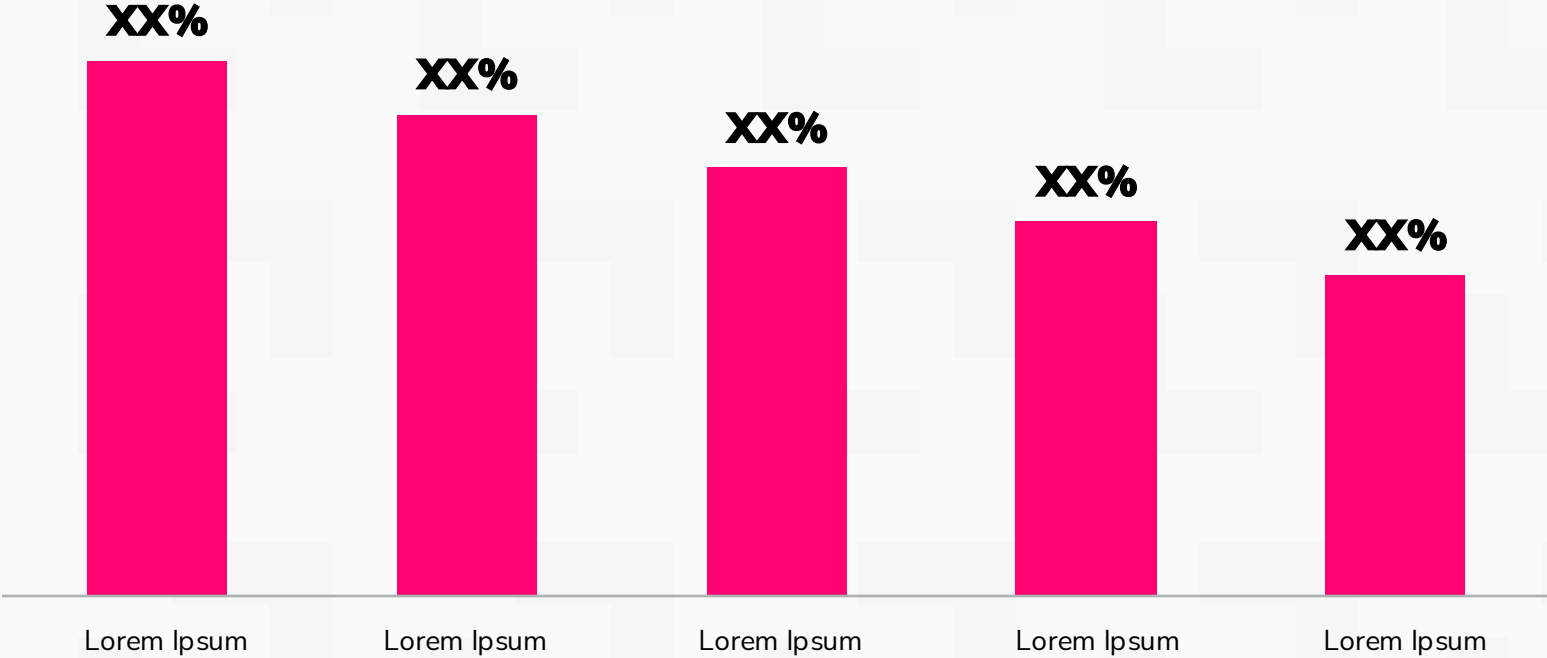
**Empower**



**Evaluate**

Insert your logo here

**Lorem ipsum  
dolor sit amet,  
consectetur  
adipiscing**

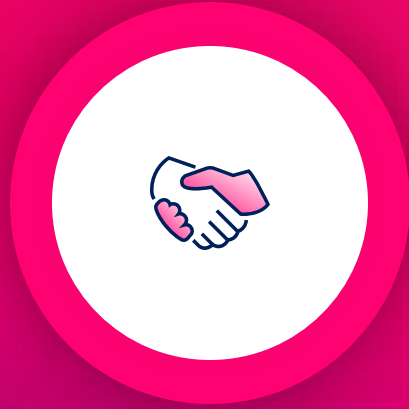


Insert your own data comparing what current attendees say they want vs. non-attendees



**Equip**





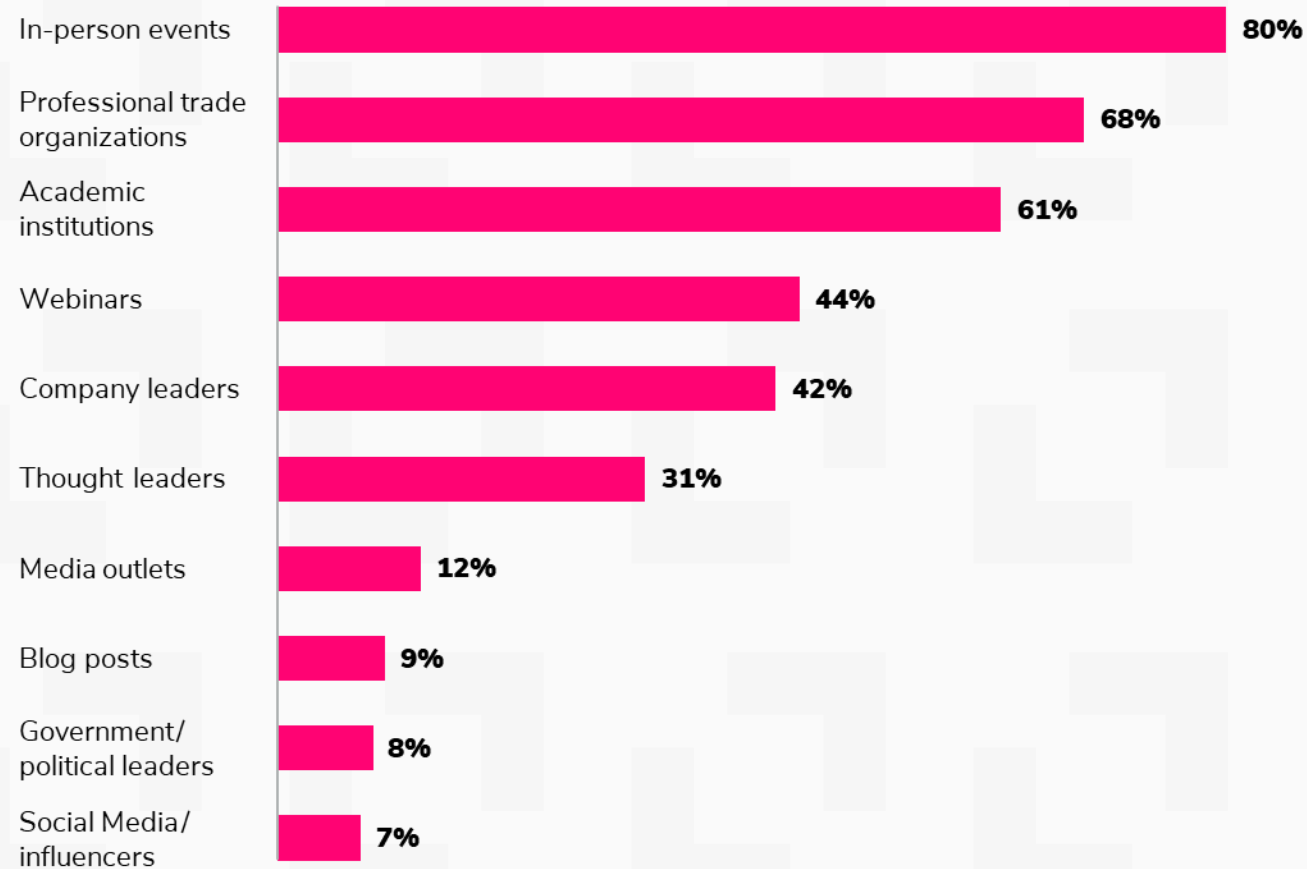
**Empower**

A man with a beard, wearing a grey suit, stands on a stage clapping. He is facing a large audience of people who are also clapping. The background is a dark blue wall with some lights. The overall scene is a professional event or conference.

**80%**  
of attendees say  
that events are  
the most **trusted**  
environments

**80% of attendees say that events are the most trusted environments**

**Most trustworthy**



**Least trustworthy**

**[Insert your call to action]**