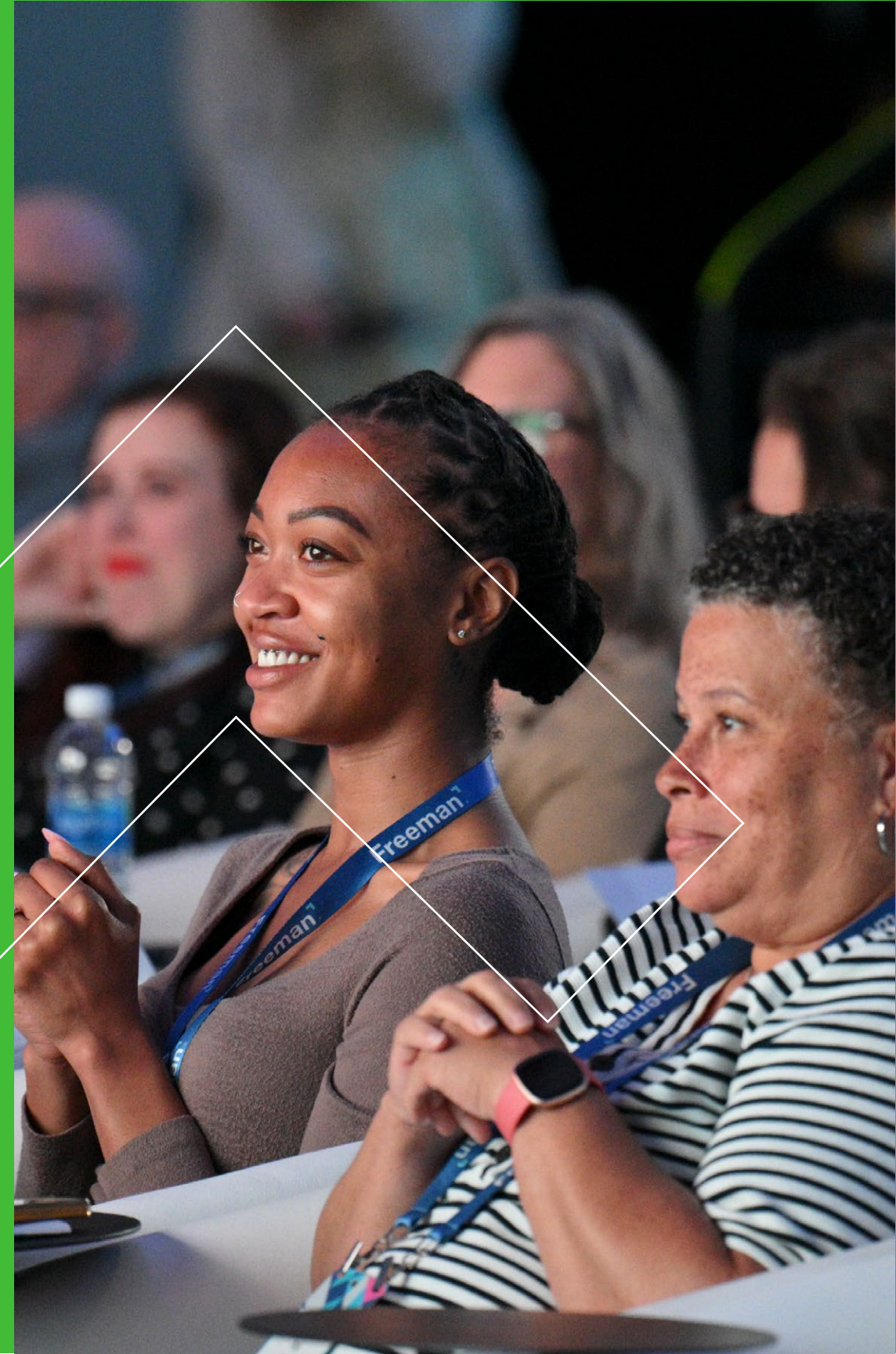


2025 Freeman Trust Report

Data reveals the positive impact of live events and why it continues to rise.

 The Harris Poll | Freeman[™]





Where is the trust?

Trust in the media, social networks, and emerging technologies is at unprecedented lows for American consumers.

So, who do people trust?

In the past, we've seen data that shows people trust each other more when in person.

To see if this sentiment is still true and if the data varies by generation, we partnered with The Harris Poll to conduct a study with event decision makers (EDMs) and working professionals.

On the following pages, find out how in-person events impact trust, loyalty, and opportunities for business development.



**Brand ↘
trust is**

71%

of brands saw a decline in corporate reputation in 2024.

**Live event
trust is ↗**

95%

of attendees trusted brands more after an in-person event.

Stop the Presses: Where Trust Is Losing Impact

According to Gallup, this is the first time in history that the percentage of people who have no trust in the media is higher than the percentage of people who have great trust in the media.

no trust
in media

38%



great trust
in media

34%





Live Events Make an Action-Packed Impact

The contrast between declining brand reputation and the positive impact of live events reveals the need for brands to connect with their audiences in person.

Percentage of EDMs who say live events have a positive impact on:

Brand trust

93%

Brand recognition

92%

Number of new clients

92%



How Long Positive Brand Perception Lasts

A Few Days 22%

A Few Weeks 32%

A Few Months 29%

6+ Months 18%

In Person Makes a Memorable Impression

After attending a live event, attendees were more motivated to visit websites and talk to friends and family about the brands they connected with.

47%

say their positive perception **lasts a few months or more.**

In Person Leads to Attendee Action

After attending a live event, working professionals:

87%

wanted to **talk about the brand** with family/friends/coworkers.

wanted to **interact with the brand online**.

Visited the brand website.



In Person Builds Brand Character

While Gen X, Millennials, and Gen Z have different expectations from brands, all generations agree that interacting at live events builds trust in brand character.

After attending an in-person event, working professionals:

95%

trust the brand to be good at what it does.

94%

trust the brand to be honest.

93%

trust the brand to keep its promises.



In Person Has a Positive Influence

All generations agree that connecting with a brand in person strongly influences what they think and how they feel about it.

Working professionals:

92% say live events positively influence how they think about the brand/company.

89% say live events make them feel closer to the brand/company.



In Person Leads to **Feeling Good** **96%**

of attendees expressed positive feelings after attending an in-person event.



What were they feeling?

Fulfilled

Happy

Connected

Grateful

Inspired

Energized

Excited

Trusting

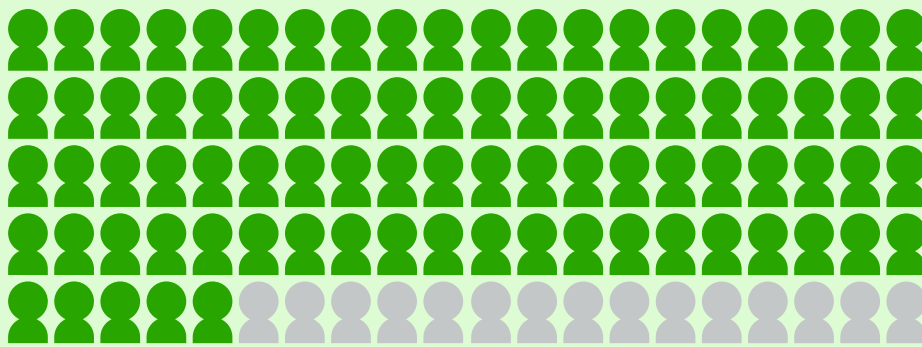
Confident

Valued



In Person Benefits Add Up to Big Results

- + Memorable Impression
- + Attendee Action
- + Brand Character
- + Positive Influence
- + Feeling Good



85%

of attendees are more likely to make a purchase post event.



Three Big Opportunities for Event Planners

1 Incorporate live events to reach marketing objectives

The data in this report shows that live events have a strong impact on:

Sales

Engagement

Retention

Brand Awareness

Pro Tip: Measure return on objective (ROO)

Go beyond ROI and include ROO that captures broader objectives such as brand awareness, customer satisfaction and retention, market expansion, and product development success.

2 Personalize events

People value personalized experiences, which helps them connect to your brand.

The Personalization Loop



Working professionals want:

92% a variety of content and to control their own experience.

90% personalized content/experiences.

[Download our event personalization guide to learn more.](#)

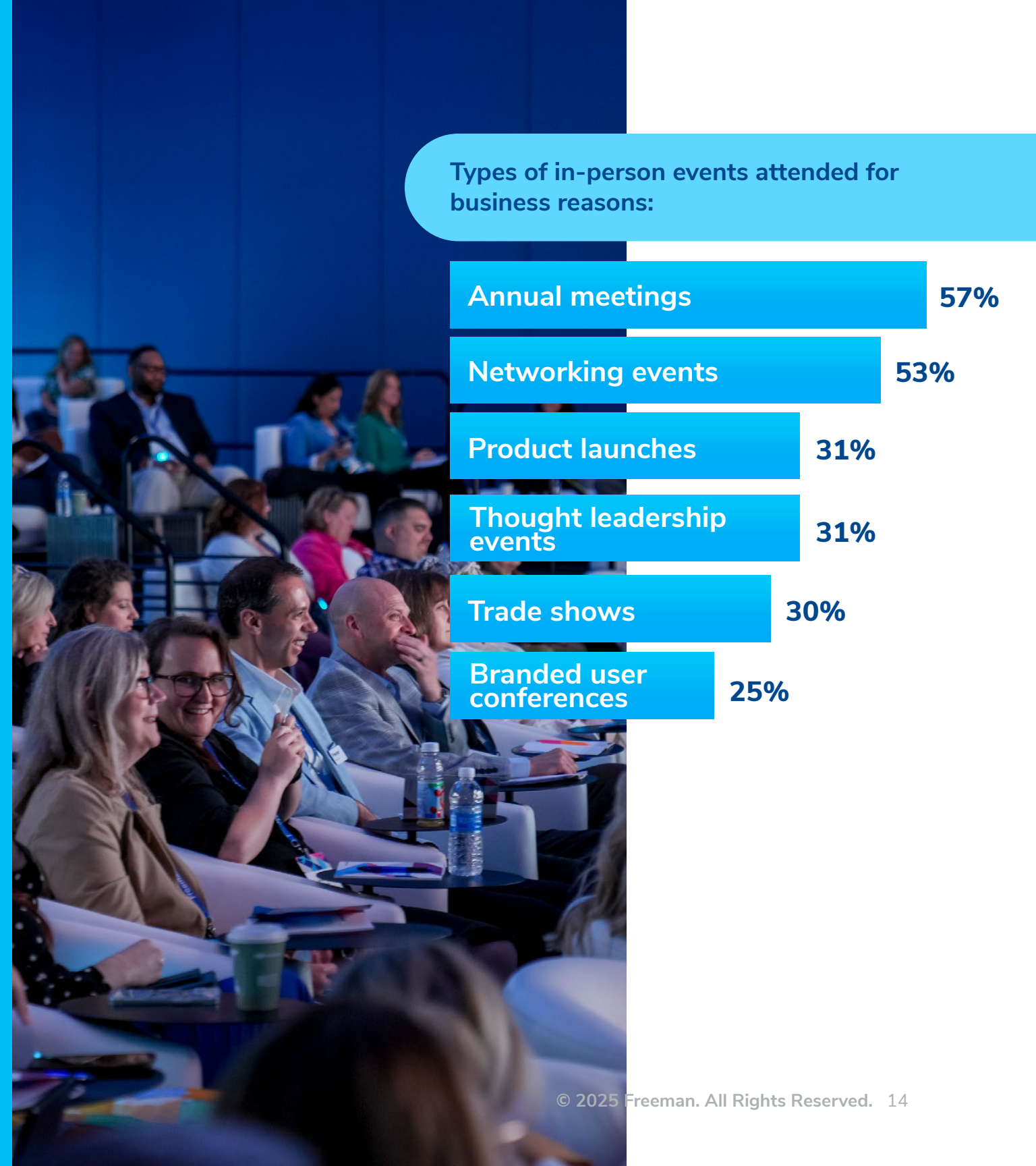
3 Elevate the attendee experience

Here's how you can increase trust by providing the kinds of experiences attendees are looking for:

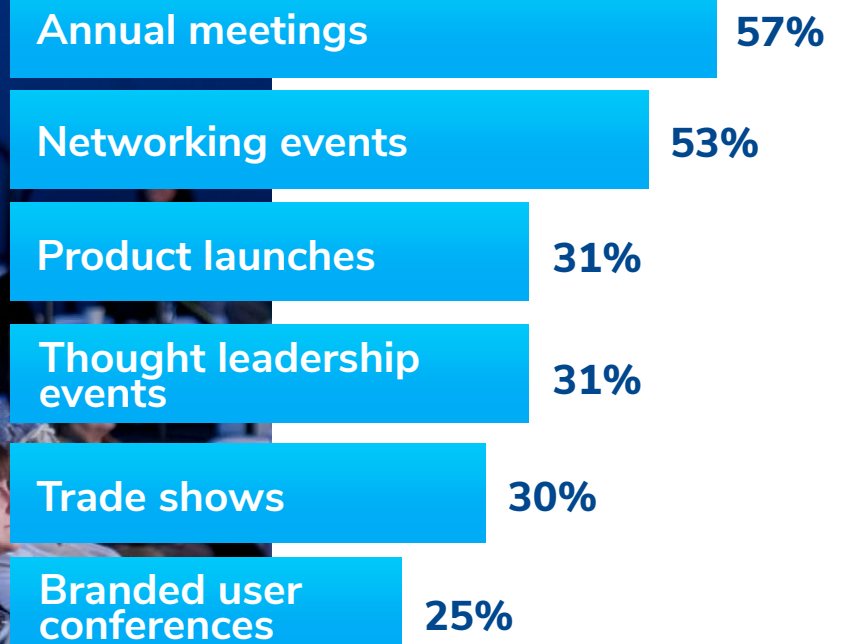
Networking where activities align with audience interest and objectives.

Speaker events with expert speakers instead of celebrities.

Product launches with hands-on experiences and demonstrations.



Types of in-person events attended for business reasons:





Ready to build better events,
relationships, and opportunities?

Start Here →

Research Methodology

The research was conducted online in the U.S. by The Harris Poll on behalf of Freeman among 1,824 U.S. adults aged 18–59 years who are employed in a white-collar job or work in a professional setting and have attended an in-person event at work or outside of work for business/professional purposes in the last 12 months. The survey was conducted between the 10th and the 22nd of September 2024. Data are weighted where necessary by education, age, sex, race/ethnicity, region, income, size of household, marital status, employment status, and smoking status to bring them in line with their actual proportions in the population. Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data are accurate to within + 3.4 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest. All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error, which are most often not possible to quantify or estimate, including, but not limited to, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments.