The ROI of Relationships:

Building a Cycle of Success

The Harris Poll | Freeman

Live Events Build More Than Connections

They also help working professionals build useful skills so they can accomplish more for their employers.

To find out more, we partnered with The Harris Poll, and the results speak volumes. Interaction at live events contributes to collaboration and engagement in the workplace.

Being There:
Confident business relationships are built face-to-face

Working professionals consistently rank in-person settings — whether day-to-day workplace interactions or dedicated events — as the optimal environment for developing crucial relationship skills.

"I think the gold standard is human connection. It's an innate emotion. It's very visceral, and I think that's how you can **forge relationships compared to virtual**."

- Marketing Director, NY

"When you meet with someone **face-to-face,** you can share with each other rather than sitting in a meeting room online alone."

– Sr. Event Manager, CA

63%
of working professionals said in-person events bring confidence to their business relationships.

Strong Relationships Make for Stronger Job Performance

Working professionals report strong business connections formed through in-person events measurably improved their effectiveness and output.

82%

of working professionals say in-person settings are best for building relationships important to their jobs.

TAKEAWAY

Skills, insights, and emotional intelligence gained from in-person interactions enhance collaboration and productivity.
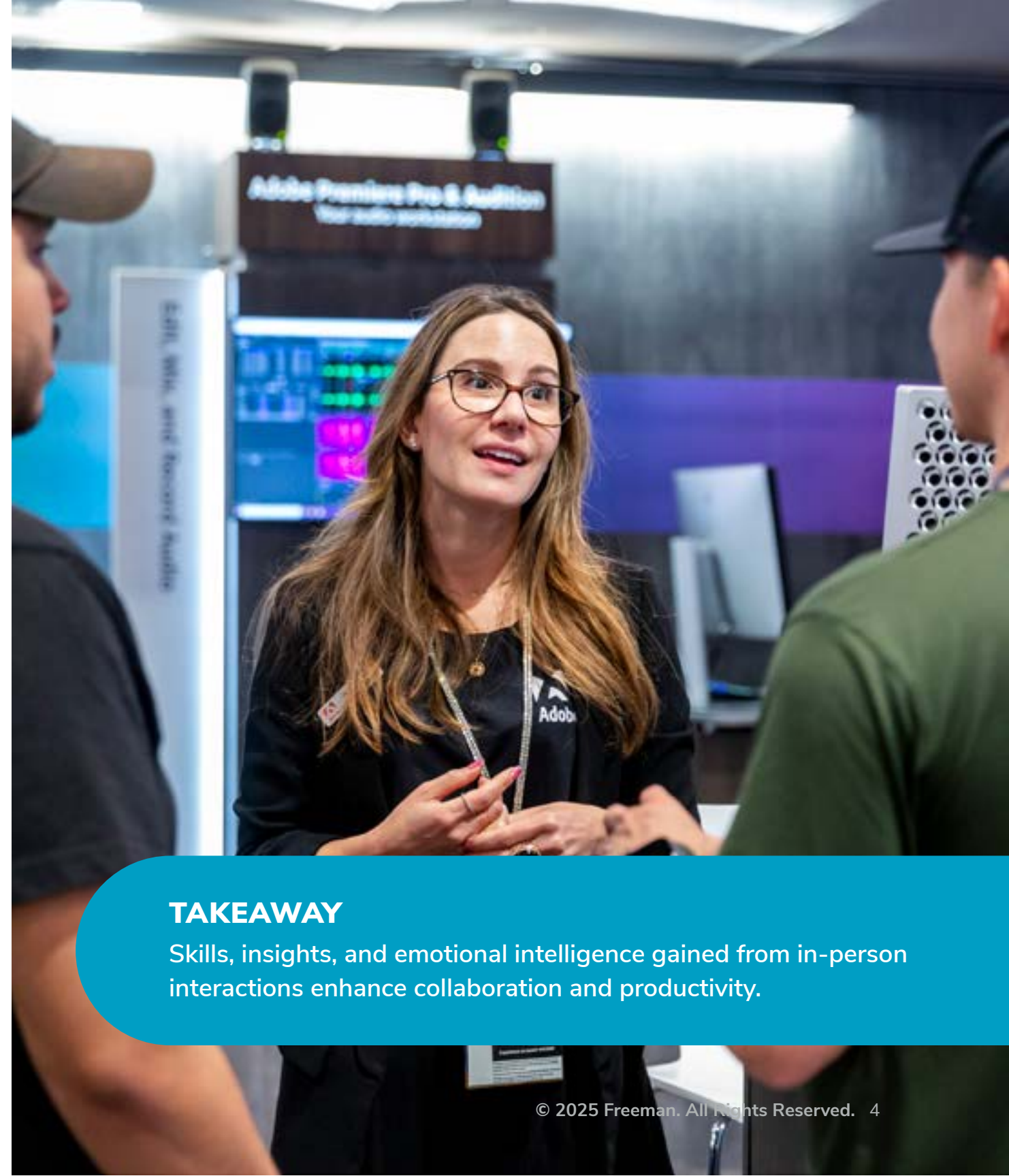
Live Events Bolster Professional Confidence

When brands send working professionals to live events, it is instrumental to career growth.

**94%** say in-person events allow them to **grow interpersonal skills.**

93% found relationships from in-person events added to their **professional confidence.**

92% say attending in-person events helps them stay on the **cutting edge of their industries.**

TAKEAWAY

Immersing employees in collaborative learning and networking at in-person events strengthens a workforce through professional development.
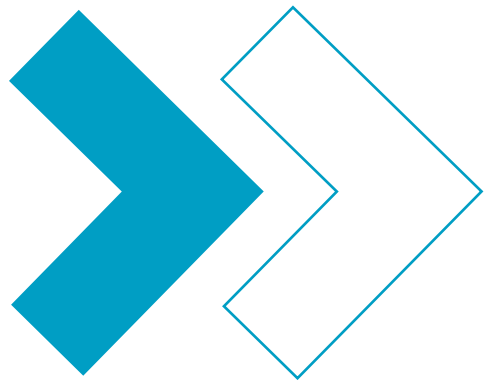
Giving Brands More ROI

In addition to creating valuable connections and networking capabilities for working professionals, event decision makers (EDMs) also see an ROI. They agree that brands can accomplish multiple goals hosting live events, including fostering and retaining talent.

95%
of working professionals said they **trust brands more after attending their events.**

96%
of event decision makers agree that **hosting live events achieves** several objectives, including **talent retention.**

TAKEAWAY
Strong relationships drive a positive cycle where both individuals and organizations succeed.

Create a Cycle of Success

Investing in live events drives growth and keeps talent engaged, which creates a powerful cycle of success for your brand. Its impact moves through your organization like a wave, accelerating both lead generation and employee development.

Here's how to leverage that momentum:

Define success for attendees before the event

- Establish a desired outcome and track both individual development and business outcomes accordingly.
- Develop a system for capturing insights gained on-site.
- Set up regular check-ins with stakeholders to monitor valuable in-person connections.

Build authentic face-to-face connections on-site

- Design interactive breakout sessions to foster small group discussions.
- Set aside time for informal social interactions as well as structured networking activities.

Develop essential skills

- Create mentorship opportunities that incorporate role-playing exercises and accurately mirror workplace scenarios.

- Include practical workshops on subjects like improving presentation skills, shaping leadership training, or communication best practices.

Create relevant, relationship-building moments

- Create discussion groups tailored for different industries.

- Implement peer-to-peer sessions so attendees can both teach and learn from each other.

Increase brand engagement and trust post-event

- Schedule "lunch-and-learns" with key stakeholders in your organization.

- Develop a follow-up comms strategy to push out relevant event content, like a devoted online chat channel.
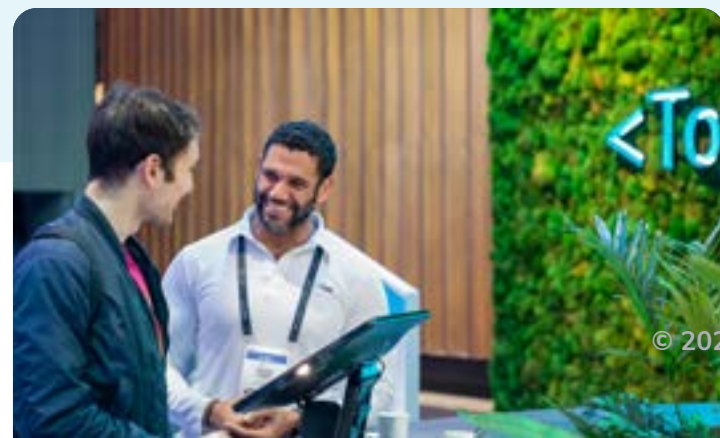
Ready to build better events, relationships, and opportunities?

Start Here →