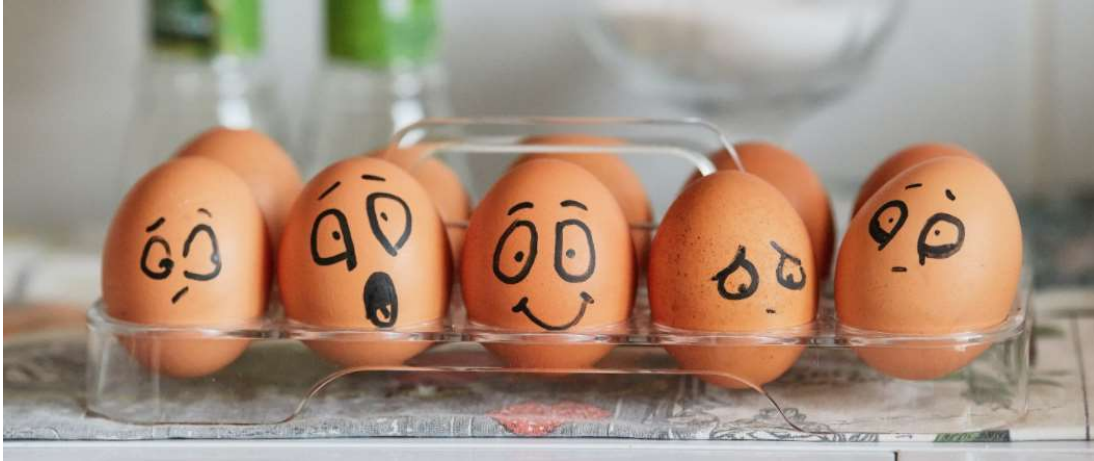


Can we measure the emotional impact of events?

An Article by Marco Barozzi published on LinkedIn on November 11, 2020



Business is getting more and more emotional when it comes to customer experience strategies. Rather than viewing customers as essentially rational in their decision making, the role of emotions in that process has received an increasing amount of attention and consideration.

The collaboration of fields and disciplines such as marketing, psychology, behavioural economics, and neuroscience have opened this relatively new view of consumer's behaviour understanding.

Aristotle declared the human being to be a rational animal. However, humans are emotional beings. So, it follows that customer behaviour is emotionally driven, and science backs it up.

For this reason, I wasn't surprised when I came across an article reporting that a creative agency is experimenting a tool to measure the emotional impact of physical and digital events among attendees.

It's a new approach to provide valuable insights into audience beliefs, behaviours and emotional responses, all in order to make future live experiences even more successful.

In spite of being still in its early stages, by delivering positive emotional resonance in the audience, the technology can have a beneficial impact on clients' business.

"According to a study published in the Harvard Business Review, customers who are emotionally connected to brands are 52% more valuable than those who are just satisfied, and a new methodology which measures the audience response can be used to create more emotionally impactful experiences over time".

To learn more on this matter, you can go here: <https://bit.ly/3eRyh0E>

If emotions are a missing ingredient in today's business world and reliable technologies can help tracing the "emotional journey" of attendees during physical and virtual trade shows, conferences, and events, then it will be easier to build engagement, trust and loyalty with customers and make them live unforgettable experiences.

Those same technologies will probably enable us to measure the return on emotional investment (ROIE). Brands do not sell products anymore, but experiences, and experiences come from emotions.

Therefore, it's important for organizations to understand which experiences are crucial for their success, how the different experiences are correlated and how they affect customers' and employees' behaviours. In short, the ROIE should try to make a company aware of the emotional experiences that lead to results.

To view the article online go to: <https://www.linkedin.com/pulse/can-we-measure-emotional-impact-events-marco-barozzi/>