

The Power of Advocacy

Advocacy is a social and positive way of encouraging and creating new leads and retaining stakeholders through recommendations from the people most important to your brand.



1

Word of mouth drives **\$6 trillion** of consumer spending every year!

80% of consumers are **more likely** to make a purchase from a brand that provides a **personalised experience**.

2

3

Brand messages are **24X** more likely to be **re-shared** when shared by **employees** vs the brand itself!

79% of people **globally** think that **networking** is valuable.

4

5

Face-to-face requests are **34X** more successful than email requests.

92% of consumers believe **recommendations** from **family and friends** over any other form of advertisement.

6

7

Delegates are **63%** more likely to stay in their current job **3-6 months** after recognition.