

# Build your *Belonging* Pitch

**1** One of our strategic goals in \_\_\_\_\_ is \_\_\_\_\_.

Studies show **that 40% of people report loneliness**, and that this limits their engagement.

For our current customer base, this represents \_\_\_\_\_ people that we can connect with more meaningfully in order to drive deeper, more impactful, engagement.

**2** One of the issues we'd like to address is \_\_\_\_\_.

Studies show **that Belonging increases performance by 56% and even reduces employee disengagement by 75%**.

For our event this means if we can build belonging we could target \_\_\_\_\_ more registrations year over year, and reduce attrition from 40% to 10%

**3** Studies show **individuals experiencing Belonging are 167% more likely to recommend. And recommendations increase 4X a decision to purchase.**

Our NPS last year was \_\_\_\_\_. If we can increase Belonging, we could expect to see this move by \_\_\_\_\_ points. Or A typical exhibit revenue amount is \_\_\_\_\_. If recommendations allow us to sell an additional X% of booth space that would generate \_\_\_\_\_ in additional revenue.

**4** Consumers will pay **12% more** for products or services aligned with their values.

Our pricing last year per registration was \_\_\_\_\_. By introducing [Belonging Idea] \_\_\_\_\_ this year we could ask \_\_\_\_\_ generating an additional \_\_\_\_\_ in revenue.

**5** We can measure our progress by \_\_\_\_\_.

List the support needed to make this happen: \_\_\_\_\_.

Here's what we would see for ROI: \_\_\_\_\_ [Recap].