

# Top tips from attendees at our B2B Expo 2024 seminar: *From brand purpose to practice*



Our MD **Becky Reardon** had the pleasure of presenting to **over 450 attendees** at the B2B Expo, London in November 2024. Becky's seminar titled: *From brand purpose to practice: how to get your B2B audience to choose you*, was focused on applying behavioural thinking to brand building.



As a brand is about the actual experience you deliver to your customers and that ultimately is what your brand stands for, Becky was keen to see what attendees took away from the seminar – what they experienced as their key takeaways! We've gathered feedback from personal LinkedIn posts and emails from attendees to share their thoughts and top tips.

So, here's what the seminar attendees took away in their words!

"It's not enough for a brand to talk about purpose—you've got to live it."

"Co-create with customers and give them a sense of control and ownership."

"A brand is shaped by every interaction and is constantly evolving."

"Brands must continually evolve to stay relevant, drive impact and fuel growth."

"Brand development is not a 'tick-box' exercise but a dynamic, living entity that thrives on repositioning and excitement."

"Use mirror neurons to showcase how your product helps visually."

"The Senior Dictators', 'The Cynics' and 'The Risk Averse' internal stakeholders you mentioned when developing a brand, really spoke to me – we have those people in our organisation."

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“B2B brands must act on their purpose, not just talk about it. True connection comes from authenticity, storytelling and bringing solutions to our audiences' pain points.”

“Emotional hooks, compelling authentic storytelling and clear differentiation can overcome decision fatigue and help brands stand out by delivering tangible value.”

“Apply principles from psychology and behavioural science to be more conscious about cognitive biases and emotions when crafting brand and marketing messages.”

“Don't stray too far from your brand's roots and heritage. A little evolution is great, but don't risk scaring off your loyal clients.”



◆ *Thank you to everyone who shared their takeaways. We couldn't have summed it up better ourselves!* ◆

We'll be sharing a **full article** on the seminar soon for you to read more if you're interested in brand development and behavioural thinking including gaining instant emotional connections.

Get in touch to discuss this topic further with Becky and to discuss any rebrand, website refresh or marketing campaign support you might need in 2025!

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