

Dallas Business Symposium 2025 - The State of Dealmaking

Hosted at Bell Nunnally | October 29, 2025

Event Overview:

Within just **2 weeks of announcement (Oct. 8–22)**, the Dallas Business Symposium sold out its **50-seat capacity** and generated **2,978 combined impressions, views, and email opens** — **90% of whom are DFW-based business professionals** and with **no paid advertising**.

Audience Quality

- **76% Decision-Makers (C-Suite, VP, Director)**
 - **46% Firms with \$10M+ Revenue**
 - **28% Firms with \$100M+ Revenue**
 - **28% Financial Services | 22% Professional Services | 22% Tech**
 - **18% Banking Firms**
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Impact Delivered to Bell Nunnally

- **Brand Visibility:** Positioned Bell Nunnally's Dallas office as a **center of gravity** for the DFW dealmaking ecosystem.
- **Relationship Capital:** Created introductions and face-to-face access to **high-value deal professionals** across finance, law, advisory, and banking.
- **Thought Leadership Credibility:** Reinforced Bell Nunnally as a **trusted M&A and legal counsel partner** for regional business owners and investors.
- **Zero Advertising Cost:** Achieved top-tier results using JSM's organic **Content + Collaboration** strategy.

Performance Snapshot

Metric	Result
Total Engagements	2,978
DFW Audience Reach	90%
Attendees	50 (Sold Out)
Promotion Window	14 Days
Ad Spend	\$0

Summary

The Dallas Business Symposium proved that strategic collaboration and organic visibility — not ad spend — drive real engagement.

Bell Nunnally didn't just host an event; it became the **epicenter of dealmaking conversation in DFW.**