



Maximising impact at Money20/20 Europe

Missive's data-driven advisory

MISSIVE.

Money20/20 Europe

Money20/20 Europe stands as a key event in the global fintech calendar, offering many opportunities for comms professionals. To cut through the noise and drive impact, a clear grasp of how media cover the event and what draws attention is essential.

The Missive team has analysed news patterns both before and during the conference to provide useful insights for comms teams planning their event strategies. From when to put out your most important news, to which themes resonate most strongly, this Advisory aims to help your news reach your target audience.

A note on methodology

Our insights stem from an analysis of company-generated news releases published by Finextra, the leading global fintech news publication. This was combined with data from Cision, a media monitoring platform, to understand the wider impact and reach of these stories. Each article was grouped by its primary topic (e.g., AI, payments, funding/M&A) and its core news hook (e.g., product announcement, data-driven story, corporate development) to spot clear patterns.

Timing is everything

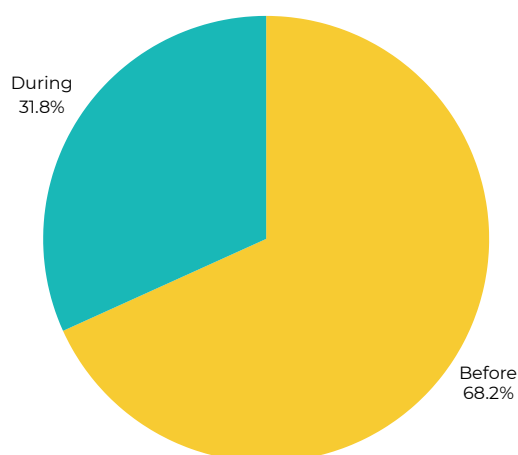
In the week before Money20/20, our analysis revealed more corporate news (such as financial results or significant people moves) and funding/M&A announcements. These stories often sparked interest for meetings and discussions at the conference itself, essentially using PR to turn early buzz into real leads.

The announcement of a big venture capital fund closing, like QuantumLight's \$250m, is a great example of pre-event positioning. By sharing the closure of a large fund targeting fintech companies ahead of Money20/20, QuantumLight made sure that relevant startups would look for their scouts on the conference floor.

Once Money20/20 kicked off, brands shifted towards product-focussed announcements. Many of these were tied to launches or demos at the conference, backed by quick and targeted media outreach. One of the strongest examples of this was Zilch making the most of the event buzz to announce its new partnership with Visa, enabling it to launch physical cards in the UK.

Pre-event announcements consistently achieved more coverage than average news during the event, likely reflecting journalists' limited availability while attending and covering the conference.

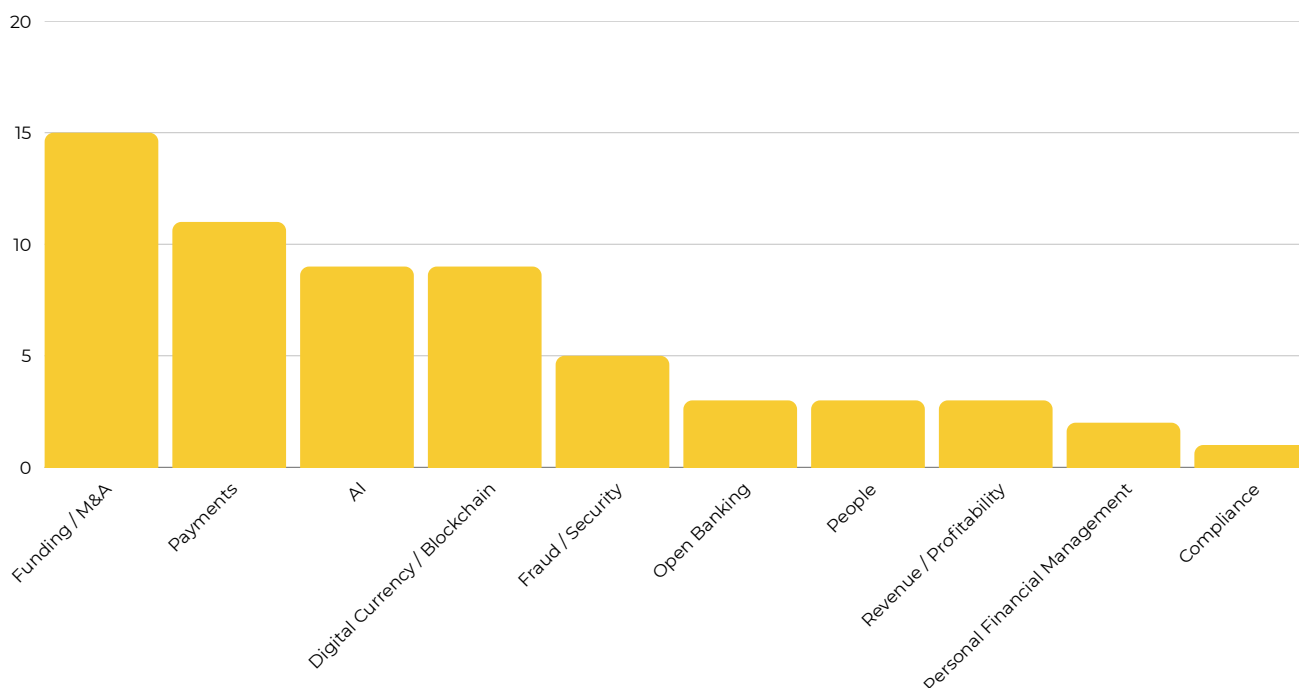
When did coverage land?



AI isn't everything (yet)

While AI is undeniably a high-interest topic, our analysis indicates that by volume of distinct stories on Finextra, it was only the third biggest theme before and during the event, less covered than Funding/M&A and Payments. This highlights that while AI may be the tech du jour, core fintech topics still get a lot of media focus. If brands do have an AI story to tell, linking it to wider industry themes will help them stand out – AI alone is not enough. Tacking “AI-powered” on to something is not enough; its real-world value must be explained.

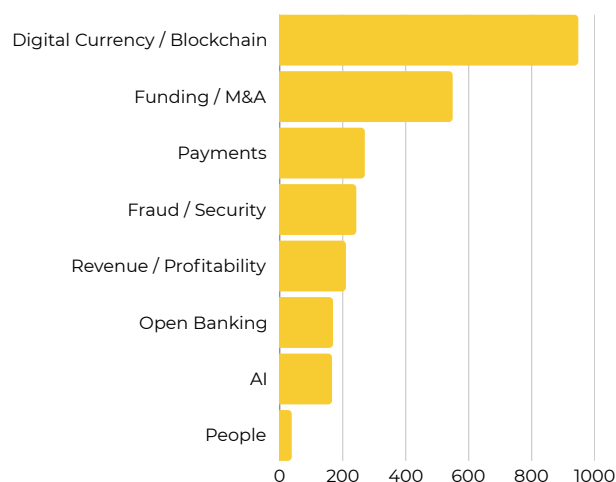
Topics covered by Finextra



Blockchain stories dominated coverage by volume

News related to digital currencies and blockchain, especially big stories like those concerning the SEC dismissing civil enforcement action against Binance or Trump's crypto fundraising, saw exceptionally high coverage volume. This suggests that if brands wanted to cut through at Money20/20, blockchain angles were in fact more impactful than AI. The timing of these stories, with Trump's pro-crypto stance and ongoing regulatory developments, combine to create a highly newsworthy environment around digital assets.

Coverage topic & volume



What does this mean for PR & Comms?

Timing is everything

- For maximum media impact at Money20/20, knowing when to share news is key:
 - For significant corporate news or funding rounds intended to build pre-event momentum, consider the week prior.
 - For major product launches or announcements directly tied to event participation, an embargoed release for Day 1 or Day 2 of Money20/20, coupled with on-site spokesperson availability, is advisable.
- As Money20/20 is such a significant event, and is independent from media outlets, comms teams should explicitly reference the event in the announcement, particularly if it was made on-stage.

Articulate AI with purpose

- With so much AI news, vague claims won't cut it. Fintech communicators must focus on specific applications, demonstrable impact, or unique advancements to stand out. The key is to connect AI initiatives to tangible business outcomes or solutions to real problems prospects are facing.

Hard news still drives results

- Fintech brands shouldn't get distracted by the latest trends when they have genuine hard news to share. Strong fundamentals like successful funding rounds, significant partnerships, key hires, or genuine product innovations remain the backbone of effective fintech PR. These stories have staying power and deliver the credibility that builds long-term brand value.

Powering Cashflow's growth with strong fintech stories

Facing a tough economic climate, Cashflows needed more brand-led inbound leads. Missive created a consistent external drumbeat – from product innovation to corporate news – delivering an integrated programme that smashed KPI targets, including a 145% uplift in inbound leads.

[Read the full case study](#)

Pre-briefings are vital for impact

- To counteract the intense media activity during the event, media teams should engage priority attending journalists with pre-briefings under embargo. This gives them time to write up stories before they get to the event and makes it much more likely a brand's news is covered.

Focus on quality and influence in media targeting

- While big coverage metrics are appealing, the main goal should be placements in respected, high-impact publications that the target audience actually reads.

Make your next event your most impactful appearance yet

Creating PR impact at a major industry event such as Money20/20 Europe needs a smart, strategic plan.

By understanding news cycles, hot themes, and the mechanics of media engagement, fintech comms professionals can drive brand awareness and deliver lasting impact for their companies.

Missive is an integrated communications consultancy with deep expertise in financial services, technology and enterprise brands.

We elevate the brands of the world's most ambitious tech companies. As a leading B2B & corporate technology PR agency, our work turns disruptive tech firms into sector leaders by reputation. We make them ubiquitous with their USPs and steal share of voice on their behalf.

Ready to transform how your organisation communicates with today's business leaders around key events and milestones? [Contact the Missive team today.](#)



“Money20/20 Europe remains a goldmine for fintech communications, but timing and substance are everything. While AI hasn't yet fully consumed every inch of the media, the data shows it's blockchain stories and core business news that truly cut through. For comms teams, the lessons are clear. Pre-event positioning beats the on-site rush, true innovation over buzzwords and jargon, and quality media relationships deliver far more than volume metrics ever will.”

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