

Events as Culture Keepers

Maximize the positive community
impact of your events.



Do you plan internal events? Did you know that as many as [50 percent of your audience might be ‘quiet quitters’](#) — employees who are doing the bare minimum and not investing in their work? According to Gallup’s spring 2022 poll of the workplace, barely a third of your event participants (32 percent) are actively engaged at work and 18 percent are actively disengaged.

In the Willis Towers Watson’s [2022 Global Benefits Attitudes Survey](#), employees cite three big disadvantages to working outside the office: lack of social interaction on the job, feeling disconnected from company culture and increased obstacles to building collaborative work relationships.

So, how do you get employees to feel passionate about, motivated by and connected to their work and company?

Organizational culture is key to reengaging staff. [Built In](#) has found that companies with winning organizational cultures — ones where employees feel included and valued — have 72 percent higher employee engagement ratings than organizations with weak cultures. Furthermore, a company’s culture is a key factor for 65 percent of employees when deciding to stay at their jobs.

Events are an important way to build a culture in your organization. According to [Skift Meetings’ report “Designing for Connection,”](#) meeting professionals feel an increased need for intentional in-person meetings and corporate retreats to help reforge a sense of connection between distributed teams and industry contacts.



The importance of face-to-face events



In an organization filled with remote workers, culture is experienced differently. You can’t see the corporate values posted on the walls. If the culture is not embedded into how the organization does business or integrated into internal communications, how can employees experience it?

One answer is: Face-to-face events. Here is where meeting and event professionals play a key role as culture keepers. How? By incorporating elements that reflect the company’s values, personality, mission and vision into their events.

In-person meetings may be particularly useful for instilling and maintaining workplace culture in younger and newer employees. While 71 percent of Gen Z employees want a flexible work arrangement, two out of three (67 percent) of workers in that generation say their career suffered during the pandemic because they missed out on the traditional in-office work experience, according to a [recent survey conducted by Washington State University’s Carson School of Business](#).

Even before the pandemic, [96 percent of small business owners said both internal and external in-person meetings generate positive ROI](#). In a post-pandemic world, organizations that create a framework of productive in-person meetings will stand to reap both direct ROI benefits and enhanced employee engagement, creativity and retention.

Event elements that can be used to create or reinforce organizational culture include:

- > Engaging, immersive technology
- > Décor and set design
- > Invitations and promotions
- > Music and entertainment
- > Team building, education and training programs
- > Networking and social activities
- > Community service activities
- > Diversity, equity and inclusion initiatives
- > Sustainability initiatives
- > Employee-generated or spotlighted content
- > Recognition programs

Not sure how to integrate your organization's culture into your event design or looking for ways to infuse it throughout your program? Encore offers a range of [creative solutions and other end-to-end design, production and technology solutions](#) you can employ.

Important considerations

Not everyone is comfortable traveling. And your workforce may be spread further out than they were pre-pandemic. To attract remote workers to face-to-face events, [Harvard Business Review](#) (HBR) recommends that in-person opportunities for connection be voluntary, strategic and intentional.



Meeting professionals can honor these tenets by:

- > Creating environments where people feel safe and comfortable gathering. Pre-show communication about safety measures may be key in enticing people to travel again.
- > Only asking people to travel for in-person meetings when they are necessary and allowing people to attend remotely if they will not substantially benefit from the event's content.
- > Intentionally design events to maximize participant engagement. For example, utilize technology like [Chime Live](#) to give participants the means and opportunity to engage with each other and conference content.
- Reskilling the workforce is another important factor in culture building, as most managers aren't equipped to manage direct reports who aren't in the office with them. If you are building a training program and want to reengage your workforce, [Gallup data](#) suggests focusing on the following areas of education:
 - > Reskill managers to successfully lead full or partially remote teams.
 - > Train managers to communicate with direct reports in ways that minimize burnout and disengagement.
 - > Show employees how their work contributes to the organization's larger purpose.

New opportunities for planners

All this focus on culture is also creating new employment opportunities for meeting and event professionals. As twine's Head of Customer Success Anh Nguyen told [Skift Meetings](#), "We're starting to see job postings for things like employee experience design [where] they talk about creating moments and creating space for connection, collaboration [across distributed teams] — to spark ideas, to change people's perspectives. And that is what we're trained to do. There's a whole burgeoning role there for event planners."



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