

# 5 STEPS TO BUILDING AN INSPIRING EMPLOYEE EVENT



**ENGAGE**  
THE DISENGAGED.

• **INSPIRE** •  
EMPLOYEES.

**ENERGIZE**  
COMPANY GROWTH!

# THE IMPORTANCE OF EMPLOYEE ENGAGEMENT HAS NEVER BEEN MORE EVIDENT.

Whether you believe the hype about “*quiet quitting*” or “*bare minimum Monday*,” it’s clear that many employees are disengaged.

# 68%

of employees are defined as disengaged.\*

In an environment of economic uncertainty, companies are facing shrinking budgets. Investing in employees slips to the bottom of the priority list. Without a robust employee engagement strategy, disengaged employees can be a significant drag on the bottom line.

## DISENGAGED EMPLOYEES ARE:

**18%**  
less productive\*\*

**15%**  
less profitable\*\*

**37%**  
more absent\*

\*Gallup: 'State of the Global Workplace 2022 Report'

\*\*Gallup: 'The World's \$7.5 Trillion Workplace Problem,' June 2022



Maintaining a "people-first" work environment while managing costs is challenging, but **there is a solution to...**

- ✓ engage the disengaged.
- ✓ enhance performance.
- ✓ attract new talent & recognize top talent.
- ✓ motivate and inspire employees.
- ✓ share new information & train employees.

**MAXIMIZE YOUR FACE TO FACE MEETINGS AND WATCH YOUR EMPLOYEE ENGAGEMENT RISE!**

# KEY'S EXPERTS RECOMMEND 5 STEPS TO MAXIMIZE YOUR INTERNAL MEETINGS AND EVENTS AND DRIVE RESULTS TO YOUR BOTTOM LINE.

## 1 Align ROI and ROE (Return on Emotion)

Start with the end in mind. "If my employee engagement event is a success, it will have accomplished \_\_\_\_."

Keep it simple and get stakeholders aligned. Prioritizing your objectives is crucial to measuring success and tying your ROI to your ROE.

*"... be crystal clear about what you want to achieve."*

## 3 Define the Essence of Your Brand & Culture

**What's special about your organization, team, and culture?** Use the essence of what makes your company unique to build the event framework.

Once selected, design the environment to reflect your message.

- Want to evoke innovation? Consider white space and informal, creative settings.
- Is information sharing or employee retention a part of your event goals? Design space to absorb and process.

No matter your objective, getting the space right is a huge opportunity to get creative with your brand and content.

## 2 Zero in on Meeting Purpose

**This is the fun part!** It's also the most crucial for maximizing employee engagement and optimizing your investment in everyone's time and money.

Whether you want to innovate, connect, inform, inspire, or recognize, be crystal clear about what you want to achieve. You can then align your message and programming to energize and inspire your employees.

### A NEW GENERATION. NEW EXPECTATIONS.

Employers are also contending with a new generation of workers who have very different expectations of the working world than previous generations.

#### GEN Z IS:

**30%** of the world's population.\*  
projected to be **27%** of the workforce by 2025.\*

**42%** of the US Gen Z population prioritize work-life balance, remote work, and flexible leave policies above other any work attributes.\*\*

\*World Economic Forum, March 2021

\*\*GoBankingRates US Survey, September 2021



## 4 Your Meeting Your Way

**Consider ALL stakeholders.** When your employees feel considered, they are primed to engage on-site.

Customizing your event experience should go beyond managing dietary restrictions. Accommodation for visual and auditory needs, as well as accessibility, is vital. For those who need to conduct meetings separate from the event program, create a quiet workspace. The goal is to consider all aspects of the experience to keep employees fully engaged and focused on your message

## 5 Bang In Your Budget

**When #1 - #4 are in sync, budget building becomes less painful and more exciting.**

By investing in employees, culture, and connectedness, you bring to life your unique mission and vision, and drive authentic engagement through the power of shared experience.

### ARE YOU READY TO ARCHITECT YOUR PLAN?

Let's build a plan and enhance employee engagement at your meetings and events.

[info@keyevents.com](mailto:info@keyevents.com)  
415-695-8000  
[www.keyevents.com](http://www.keyevents.com)

