



# THE EMPLOYEE EVENTS HANDBOOK

# YOUR GUIDE TO PLANNING EMPLOYEE CELEBRATIONS AND MILESTONES

It's readily apparent when a workplace has an exceptional company culture. Employees are visibly energetic, engaged, and collaborative. People are motivated by meaningful work, and driven to excel in roles they find fulfilling and rewarding. An encouraging and supportive environment is not only great for employees to personally flourish, it's also highly conducive to business growth and success.

Is it possible to purposely — and purposefully — design such a positive workplace? There are many [employee appreciation ideas](#) that can help foster engagement and satisfaction, including employee events. This guide will take a look at how workplace events that focus on celebrating employees' personal and professional milestones can strengthen company culture and support overall company performance.

In this guide, you will find an event planning checklist as well as tips and tricks for the following events:

- ✓ Personal events like birthdays, weddings, baby showers
- ✓ Professional events including work anniversaries and promotions
- ✓ Corporate events including quarterly on-sites and holiday parties



# PLANNING FOR EMPLOYEE EVENTS

Thoroughly planning – and then hosting – an event can take a great deal of time and resources. There are many variables to consider, from finding a venue to securing entertainment, choosing decor, working with vendors, and most importantly, supplying tasty food and delicious drinks for guests.

Whether your events are taking place in-office or elsewhere, food is one of the main considerations, whether you're choosing a specific cuisine to

match a theme, or you're considering different dietary restrictions for your employees. Not only is food a central aspect of event planning, but but sharing meals with colleagues is also proven to strengthen [team bonding](#) and foster better collaboration and collective problem-solving skills.

And remember how employee appreciation helps form the foundation of a strong company culture? A recent DoorDash for Business survey shows that [85% of employees](#) feel more appreciated and satisfied with their employer when they have meal benefits as part of their workplace perks.

Knowing that food should be a primary factor when planning corporate events to engage and celebrate employees, let's dive into what else you should consider to make your events successful.



# 85%

of employees feel more appreciated and satisfied with their employer when they have **meal benefits** as part of their workplace perks.

# YOUR EVENT PLANNING CHECKLIST

With every event and celebration, there are preparations that need to be made before, during, and after the festivities take place. This event planning checklist will help you make sure nothing falls through the cracks, no matter what kind of occasion you're celebrating or honoring.

## PRE-EVENT

### Set goals and objectives

Determine what you want to accomplish with the event. Why are you hosting it, who is it for, and what does success look like? Establishing goals and objectives will help guide how you plan the event.

### Date, time, and location

Select when and where your event will take place, making sure to accommodate your team's diverse schedules, as well as their geographies if the company is hybrid or remote.

### Venue and accessibility

Evaluate whether the venue of your event is an inclusive and welcoming space for everyone. Consider making a shortlist of different venues and spaces, and assess the suitability of each based on guests' needs, overall event requirements, and budget.

### Budget and resourcing

We all know that staying within budget is key when it comes to event planning. Make sure to record your expenses and create a workback schedule with timelines and deliverables to help you plan more effectively and ensure you're staying on budget.

### Staffing and volunteers

As you plan your budget and allocate resourcing, evaluate whether you'll need to outsource any staff or recruit volunteers, and whether you will need to supply any training.

### Meals and refreshments

If you will be providing food and drinks, explore different options based on your type of event and its location. If you're hosting a workplace event, consider [in-office catering](#) or [group orders](#). [Meal credits](#) are also a great way to include remote team members if the event is hybrid or virtual.

### Guests and presenters

Make a list of the people you want to invite. Include a separate list of entertainers or keynote speakers as well.

### Pre-event communication

Give as much advance notice to employees as possible about your upcoming event. Friendly reminders via email or company message boards in the lead up to the event are a great way to address any questions or concerns from employees ahead of time.



## EVENT DAY

### Roles and responsibilities

If you have staff or volunteers for your event, clearly designate and delegate tasks so everyone knows their roles and responsibilities.

### Decor and technology

Before the event begins, ensure the venue is set up and staged according to plan, and test any audio-visual equipment to make sure it's in working order.

### Additional expenses

During the event, keep track of any extra costs that accumulate so you know whether or not you're staying on budget.

### Attendee participation

As the host, it's your role to check in with your guests and make yourself available to field any questions or address concerns.



Every employee has individual diets and preferences, so remember to be mindful of any potential dietary restrictions. With DoorDash for Business, there are **500,000+** local and national merchants to choose from — so everyone will be able to find something delicious to enjoy.



## POST-EVENT

### Follow-up and feedback

Send a thank you email to employees a day or two after the event. Consider sharing photos of the event, as well as a post-event survey. Collecting feedback from guests can help you determine the success of the event, and give you insights or ideas on how to plan the next one.

### Analyze data and metrics

Evaluate your event by the numbers. Taking stock of attendance and overall expenses not only helps you consolidate budget, but these numbers can also impact success metrics. Consider creating a post-mortem report of the event. An events playbook can be a wonderful resource for people and culture teams and event planning committees.



# EVENTS TO ENHANCE WORK CULTURE

There are a number of events that can make your employees feel seen, heard, and valued, and they vary significantly in their scope, scale, and magnitude. Some events are best for celebrating personal milestones, while others are more appropriate for commemorating professional and corporate milestones.

Plan a mix of event types in the corporate calendar so that there's an exciting variety of occasions that your team can look forward to. Here are some examples:

## PERSONAL EVENTS

### Birthdays

Acknowledge an employee's special day with something simple — a gift card or a meal voucher are great tokens of appreciation, as are decorations at the office and a selection of sweet treats.

You could take it to the next level and let employees take some time off on their birthday, even if it's just a half day.

### Weddings

Is a member of your team engaged to be married? A personalized gift card is a nice gesture in this case too; but a learning and development (L&D) opportunity — for instance, a session with a financial planner or tax expert — could also be a unique, unexpected, and extremely practical present.

### Birth announcements

When an employee is getting ready for parental leave, a customized blanket or onesie can be a lovely gift.

You can also host a low-key baby shower at the office, ordering in lunchtime meals and refreshments, and presenting a signed card with a [DoorDash gift card](#) that can give parents a much-needed break from meal preparation.



## PROFESSIONAL EVENTS

### First day at work

A welcome lunch for a new employee is an excellent way to break the ice. It gives everyone a chance to meet the new hire and introduce themselves in a friendly, informal setting.

### Work anniversaries

Express gratitude with creative gifts that are proportional to an employee's tenure with the company. This might be a gift box for a newer employee, while for a more senior team member it could be something more substantial like a spa day or a complimentary staycation. To avoid issues, standardize the gift protocol so that everyone gets the same or similar gifts for the same milestones or anniversaries.

### Promotions

There are many innovative ways to congratulate an employee for advancing within the company. Consider L&D offerings, such as a book to help

them expand their professional knowledge, a subscription to an educational streaming platform or webinar series, or tuition for a leadership training course of their choice.

### Company achievements

When the team pulls off an important win – whether it's meeting a demanding deadline, closing a lucrative deal, or launching a new product or service – it's the perfect time to get together and raise a glass. There are [many options](#), including choosing a local restaurant everyone loves and placing an order to be delivered and shared at the office.

### Retirement

One of the most momentous occasions for an employee is reaching the end of a storied and successful career. A retirement party is a wonderful way to bring the company together. It may also merit a more generous or inspired gift, such as a collector's item or a travel experience.







## CORPORATE EVENTS

### Holiday party

You can't go wrong with the classic nondenominational soiree at the end of the year. It's a chance to dress up in style, enjoy a delicious dinner with colleagues, and perhaps play games and exchange gifts. End of year parties are also the ideal time to recognize the achievements of employees after a full year of productivity.

### Summer social

Many people consider summer the most celebratory season. It also falls roughly halfway through the calendar year, making it a great time for employees to reconnect with each other. Take advantage of the warm weather and consider hosting a picnic or rooftop party.

### Team on-sites and off-sites

Coming together in-person for a strategic planning session can be an annual highlight for teams. People who work in the office together on a regular basis may opt to travel to a destination for a

change of scenery, while remote and hybrid teams may relish the novelty of actually convening at the company's headquarters.

### Employee Appreciation Day

The first Friday of every March is [Employee Appreciation Day](#). While this could be an occasion to host a social event at the office, it may be more apt to let employees take the day to celebrate themselves — offer them some extra time off, or extend expensed meal credits or vouchers so that they can dine on the company dime.

### Company milestones

Every organization itself has its own landmark moments to celebrate — for example, maybe you've been in business for a decade. This is a good opportunity to go all-out on an employee appreciation event that is different from the conventional summer or winter parties.



## SOLUTIONS FOR YOUR COMPANY EVENT NEEDS

So how exactly can DoorDash for Business help with corporate event planning? Here's a brief definition and description for the different ways you can use the platform to plan events and fuel your workforce:

### **Office meals**

For your onsite teams, there are several options for having meals brought to your workplace on a one-time or recurring basis. There's an easy and efficient catering option for group meals, as well as Group Orders that let employees add meals to a shared cart, with admins setting parameters around the restaurant, date, time, and spending limit. Expensed meal credits let employees order on their own terms instead of on a shared cart, but you can still control where, when, and how much they can spend.

### **Remote meals**

It's important that all team members feel included in today's diverse and distributed workplaces.

It's important that all team members feel included in today's diverse and distributed workplaces. If you have hybrid or remote employees, you can still accommodate them with expensed meal credits so that when their colleagues are ordering lunch to the office, they're not left out. You can also create customized vouchers for one-time meals and send them to individuals or teams.

### **Gifting**

Creating a culture of encouragement, appreciation, and affirmation is a powerful way to engage employees. Delight them with a digital employee gift card that can be redeemed wherever and whenever they choose.

### **DashPass for Employees**

Top employers are differentiating themselves from competitors by offering better benefits, bonuses, and perks to their employees — and a fantastic and cost-effective way to expand your benefits program is by providing DashPass memberships for your team. This saves them money through \$0 delivery and reduced service fees, and it saves from the time, effort, and stress of constant meal planning and prep.

1x Pasta  
Total Item  
Subtotal

# TEAMS THAT DINE TOGETHER, SHINE TOGETHER

Planning successful events takes time and energy – and no one can do their best work on an empty stomach. Nourishing food fuels your workforce,

and by providing delicious meals and snacks as a way to celebrate special occasions – whether personal, cultural, or professional – you not only help keep your people happy and healthy, you also help [build a stronger culture](#), bolstering team bonds and fostering collaboration.

When you make employee events a part of your company culture, everyone benefits. DoorDash for Business can help make that happen.



