

# EVENTS AND LIVE EXPERIENCES

**LIVE EXPERIENCES.  
A (REAL) WORLD OF BENEFITS.**

We're back to looking on the bright side of live. Are you?



# IN PERSON EVENTS ARE BACK. BACK WITH MORE IMPORTANCE THAN EVER.

As the rest of our Modern Workplace Series has shared, the pandemic had a huge disruption on the world of work (we'll stop going on about Covid soon, promise!). Not only are employees craving more recognition, a sense of purpose, clearer goals, and authentic leaders and managers, but also connections. Connections to their colleagues and place of work that were lost during the pandemic.

59% of the world's employees are 'quiet quitting' (Gallup, 2023); they're not engaged and are psychologically disconnected from their employer. Companies need to be paying attention to this as employee disconnection is one of the main drivers of voluntary turnover (HBR, 2022), plus these employees have lower productivity, more missed days at work, and lower quality of work.

It's also important to consider the impact on our workforce of the future. "One in five 18 to 29 year olds experience loneliness at work" (Red Cross, 2023) and "51% of Gen Z employees say that their education has not prepared them to enter the workforce. They have missed out on developing soft skills, such as negotiating, networking, speaking confidently in front of crowds, and developing the social stamina and attentiveness required to work long hours, in an in-person environment." (Gartner, 2022)

**So how do we overcome these factors affecting employee engagement?**

# TESTING, TESTING - WELCOME TO THE WORLD OF LIVE EVENTS

Live events are a great way of supporting employee engagement strategies and help to directly address the issue of low employee engagement. They:

## Improve trust and productivity

Having conversations about progress and company updates build trust, trust builds engagement and engagement yields productivity (especially important in times of uncertainty)

## Bring everyone together at the same time

Building new working relationships and a sense of unity and connection to a company's mission and purpose

## Make leaders more visible and authentic

Transparent and open communication from leadership is a key retention driver. It also allows for two-way conversations with management, giving employees opportunities to have their say

## Provide a platform for the next generation of leaders and influencers

Gives them an opportunity to share their work and thoughts on potential trends and techniques relevant to their industry

## Increase brand awareness and culture

They bring your brand to life, increasing commitment, belonging and the connection employees have with your company values and culture

## Increase recognition

They're a chance to recognise employees for their hard work in front of their colleagues, motivating others to up their performance

# CREATING MEMORABLE MOMENTS

There's no denying that making the case for in-person events during this time of economic insecurity is going to be tricky. But when you consider that it's estimated on average to cost six to nine months' salary to replace one employee that's resigned because they're disengaged ([Forbes, 2023](#)), we think it's a business case worth making.



Our approach to designing events is routed by our Employee Experience methodology, to make sure we're making impact and inspiring change, proving ROI.

We go beyond the traditional event, by using the latest tech to help achieve your employee engagement goals, from the Metaverse, immersive experiences, onsite transformations to gamification, whilst keeping sustainability, DEI and wellbeing front of mind.

And we haven't forgotten about virtual events. All in-person events can be supported and reinforced by hybrid versions, ensuring all employees are included.

Whatever the format, our events are always rooted in our purpose; creating memorable moments that engage employees with the brands they work for.

Are you keen to improve engagement in your company through an event and live experience? Get in touch to find out more.

# DID YOU KNOW...?

Workplace belonging leads to a

▲ **56%**  
increase in job performance

▼ **50%**  
reduction in turnover risk

▲ **167%**  
increase in employer  
net promoter score

▼ **75%**  
decrease in sick days

(Deloitte, 2021)



When people disengage or quit, it creates a vicious cycle that costs much more time, money and energy than it would to invest in team building in the first place.

(Forbes, 2023)

Employees are 54 points more likely to recommend their employer to friends and family when they believe communication at work is open and honest.

(Ipsos, 2023)



Of those who are considered to be quiet quitting,

**41%**

would change Engagement or Culture to make it better, including everyone getting recognized for their contributions, more approachable managers and clearer goals.

(Gallup, 2023)



Loneliness costs UK employers

**£2.5 billion a year**

(Red Cross, 2023)



FIND OUT MORE

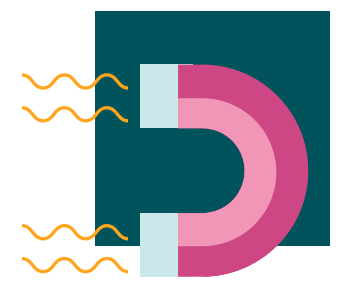
# MORE FROM OUR SERIES

Get in touch:

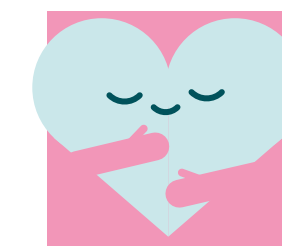
[www.avvioreply.com](http://www.avvioreply.com)

[partners.avvio@reply.com](mailto:partners.avvio@reply.com)

+44 (0)1491 842270



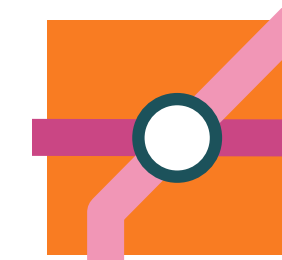
**ATTRACTION AND RETENTION**



**INCLUSIVE WORKPLACES**



**EMPLOYEE ADVOCACY**



**CHANGE COMMS MANAGEMENT**



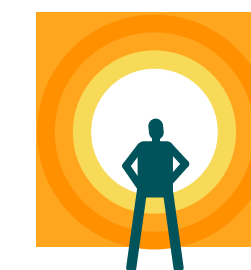
**MANAGERS**



**EMPLOYEE EXPERIENCE TOOLS**



**LEADERS**



**EVENTS AND LIVE EXPERIENCES**



**HEALTH AND WELLBEING**

Coming soon



**MEASUREMENT**

Coming soon