Top 4 ways to ensure your corporate event isn’t boring.

All too often, employees get the invitation to a corporate event and their immediate reaction is: “Not another boring company-wide meeting”. Chances are, you have probably said a similar thing at one time during your career.

Company events don’t have to be dreaded by employees if they include a few elements that will never be forgotten.

#1 – Less is More! Insist on minimal use of charts/graphics and bullets on presentation slides. Instead, require presenters to use visuals to depict what they are saying. Big, interesting images will maintain the attention of an audience and help the presenter tell a story that has more meaning than just bullets and charts. If numbers and information need to be shared, ask presenters to provide that information verbally and then send the information as a follow up AFTER the event. Nothing is more engaging than a presenter who knows how to connect a message with a visual that hits home the point. Ask your event management company for script-writing support to help achieve the best presentation results and ensure audience engagement.

#2 – Make it fun. Incorporate a theme to your corporate event that has meaning and features theme-based activities and environments. For example, perhaps your event is focused on racing to higher profits. You can feature a race theme throughout the venue with checkered flags, racetrack graphics, people walking around in race car suits, videos of car races playing on monitors throughout the venue, tickets giveaways for upcoming NASCAR races, go cart races on a temporary racetrack in an adjacent parking lot – the list goes on and on. The idea is that you build a theme that brings home a key point you want employees to remember and ask your event management company to help bring it to life.

#3 – Structured interaction. Build in time throughout your event to put teams together to discuss specific topics. Allow teams to meet that normally do NOT meet. This will help foster new relationships within the business and it will encourage cross-sharing of knowledge. For example, you can schedule a team discussion session for Marketing/Finance, Sales/operations, Executive/production, HR/products, Legal/IT etc. and ask them each to come up with 3 ways their two teams could collaborate more to help the business grow. Structured interaction encourages participation and makes the event more engaging and less of a “presentation marathon”.

#4 – Ask employees. How many times have you been to a corporate event and most of the information was either not relevant to what you do or so high-level you really didn’t get any tangible takeaways? Present a survey to employees 6 months before your event and ask them to share what topics would be of interest to them in a corporate event. It is likely that trending topics will surface that you may or may not expect. Of course, it’s not possible to include all information requested, but by asking for input, you automatically get more interest from the company employees, and you show them that you are listening.

Creativity is key to engaging attendees to a corporate event. Ask your event management company to provide ideas and concepts that will help your event become something that employees will look forward to. It’s easier than you think.