



# CORPORATE EVENTS





# WHAT TASKS ARE SOLVED THROUGH CORPORATE EVENTS?

<i><b>TASK</b></i>	<i><b>TYPES AND FORMS OF CORPORATE EVENTS</b></i>
Raising staff loyalty	Corporate celebration, field trip, sports event, etc.
Development of corporate culture	All types of corporate events
Supporting company's reputation (demonstrating the high level of organisation to partners)	Conference, media-tour, forum, meeting with partners, round table, presentation
Leisure activities (entertainment, tricks, emotional release of employees, recreation)	Corporate celebration, field trip, sports event, etc.
Social (civil responsibility, wish to relieve distressed, supporting moral motivation of employees, etc.)	Arrangements under the corporate volunteer movement (blood donor ship, community work days)
Developmental (development of powers, realisation of latent potential, skills)	Corporate celebration, conference, forum, media-tour, presentation



# PSYCHOLOGICAL EFFECTS OF CORPORATE EVENT ONTO COMPANY STAFF

- ➔ POSITIVE EMOTIONS (JOY, HAPPINESS, INSPIRATION);
- ➔ CHEERING AND RAISING STAMINA (E.G., FOR WINNERS OF CONTESTS, EMPLOYEES AWARDED WITH CERTIFICATES OF HONOUR);
- ➔ PRIDE FOR OWN PROGRESS AND FOR ACHIEVEMENTS OF COLLEAGUES AND FELLOWS;
- ➔ ACHIEVEMENT MOTIVATION (THE EXAMPLE OF WINNERS ALSO ENCOURAGES THE STAFF TO SUCCEED);
- ➔ EFFECT OF SOCIALLY-ORIENTED COMPANY (ILLUSTRATIVE EXAMPLES OF CARE FOR COMPANY EMPLOYEES);
- ➔ EFFECT OF INVOLVEMENT IN A LARGE COMPANY (TEAM-BUILDING).



# EFFICACY OF CORPORATE EVENT FOR THE COMPANY

<i><b>POSITIVE INFLUENCE</b></i>	<i><b>NEGATIVE INFLUENCE</b></i>
<ul style="list-style-type: none"><li>• Company employees maintain fine company image, transmit their positive attitude to it into external environment, are proud working in it;</li><li>• Partners and clients seek cooperation with the company, consider such cooperation mutually beneficial and give positive feedback;</li><li>• Applicants strive for work in the company, because consider it an attractive employer undertaking high social commitments in relation to the employees</li></ul>	<ul style="list-style-type: none"><li>• Company staff considers events carried out by the company as unfaithful, "image-oriented", concealing the real picture or ranked below the level of the company.</li></ul>



# HOW TO MEASURE EFFICACY OF CORPORATE EVENT FOR THE COMPANY

<i><b>CRITERION</b></i>	<i><b>MEASURING TECHNIQUE</b></i>
<b>LOYALTY</b> (positive attitude to the company, readiness to share its goals and principles)	<b>Employee satisfaction survey</b> before and after a corporate event
<b>MOTIVATION</b> (wish to perform own work well)	
<b>GROUP COHESIVENESS</b> (existence of team of like-minded people)	