



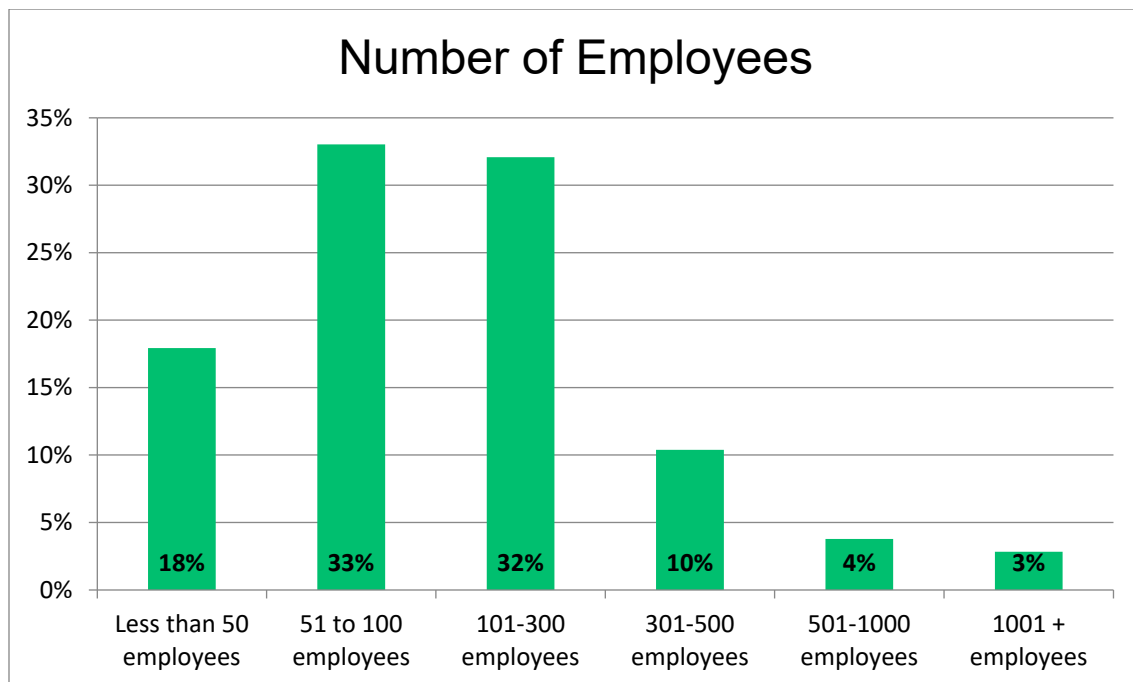
## Company Events & Social Activities

August 2025

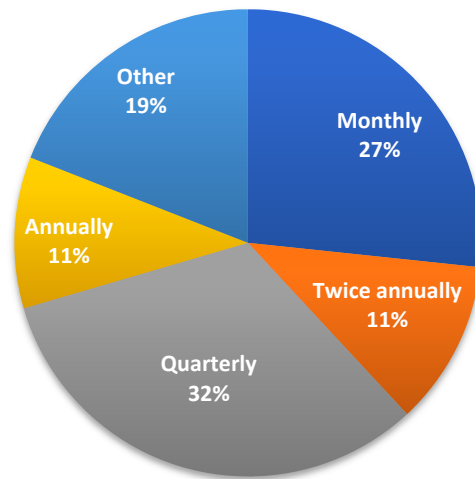
Total participants: 107

The following summarizes the company events and social activities that are provided to employees.

INDUSTRY	% OF RESPONDENTS
Manufacturing	44%
Service	10%
Distribution/Logistics/Transportation/Warehousing	7%
Government	4%
Finance/Insurance/Real Estate	6%
Health Care	4%
Utilities	2%
Not Elsewhere Classified	24%



## Frequency of Events



### **Other:**

Monthly & annually

Celebrations for reaching a milestone

Every other month (3 organizations)

Events are done within departments, with each location, and not company-wide

3 times a year (2 organizations)

Randomly

2 major events for our full-time staff and periodic other events for all staff

2 major events per year and a number of smaller ones throughout the year

Quarterly (employee gathering, founder's day, wellness fair, holiday party)

Several times throughout the year

3 times annually, quarterly for teams

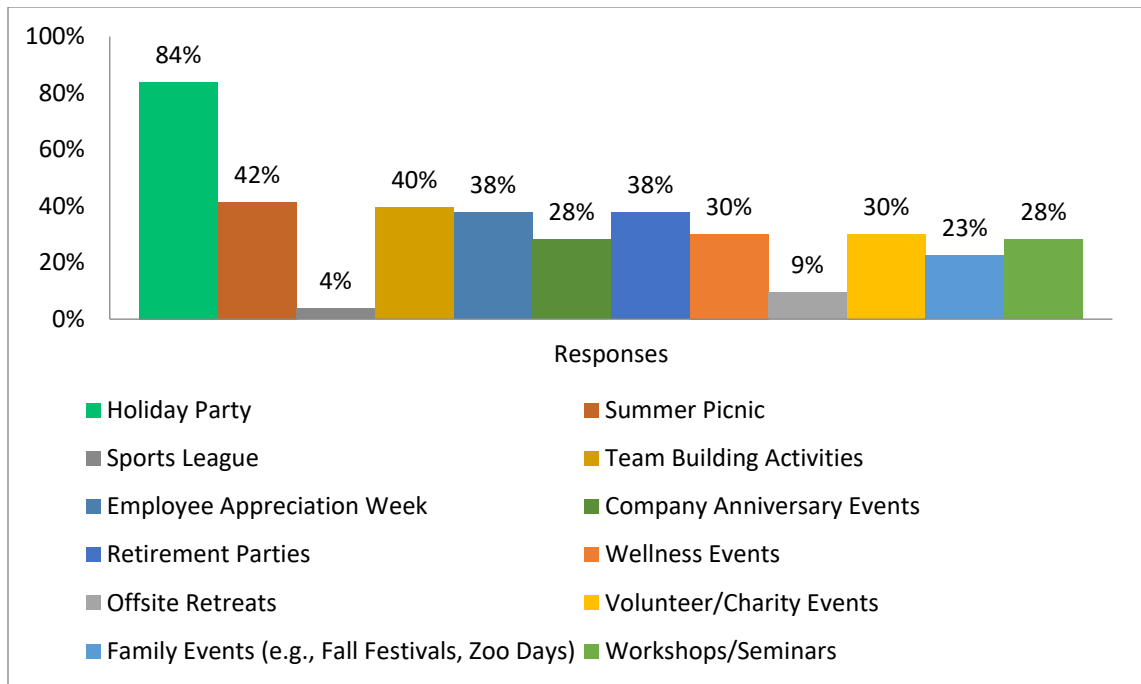
Periodically based on time and funds available

Every Friday, quarterly, and twice annually

Monthly food and quarterly outings

Sometimes monthly, sometimes quarterly

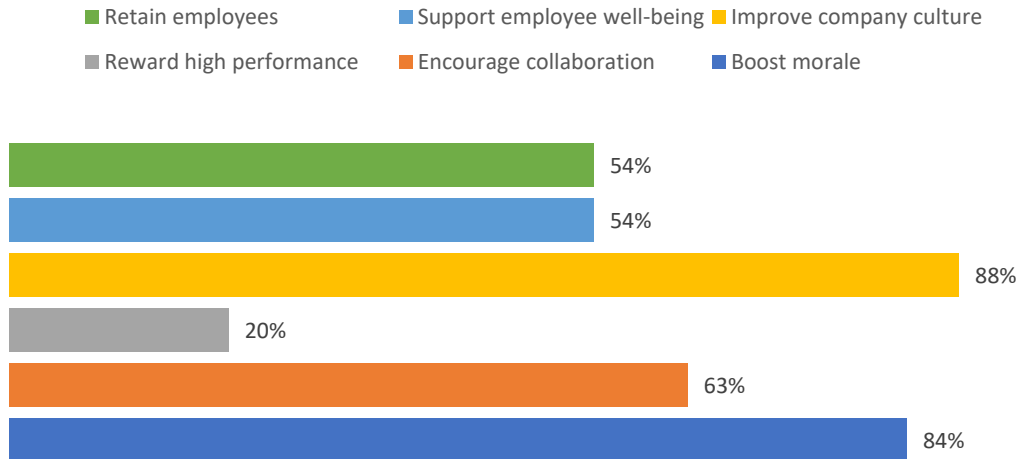
# Types of Events Hosted



## Employee Engagement & Recognition Activities

- **Recurring Events:** Monthly birthday/service anniversary celebrations, lunches, and wellness activities; quarterly team-building; volunteer events 1–2 times/year.
- **Seasonal & Holiday Events:** Holiday parties (onsite or offsite, often with meals, entertainment, and gifts), Thanksgiving potlucks, summer picnics, and themed seasonal events (e.g., Oktoberfest, Fall festivals).
- **Recognition & Awards:** Employee/Team of the Month, milestone anniversary gifts, performance awards, and appreciation weeks.
- **Family-Friendly Events:** Annual or periodic family fun days, open houses, carnivals, and sporting events; some invite employees' +1 guests.
- **Wellness & Community Involvement:** Health fairs, biometric screenings, charity drives, walks/runs, and partnerships with local nonprofits.
- **Casual Morale Boosters:** Food trucks, raffles, ice cream socials, trivia, happy hours, and small treats throughout the year.
- **Unique Touches:** Chili cook-offs, murder mystery dinners, Topgolf nights, arcade outings, seasonal spirit weeks, and themed dress-up days.

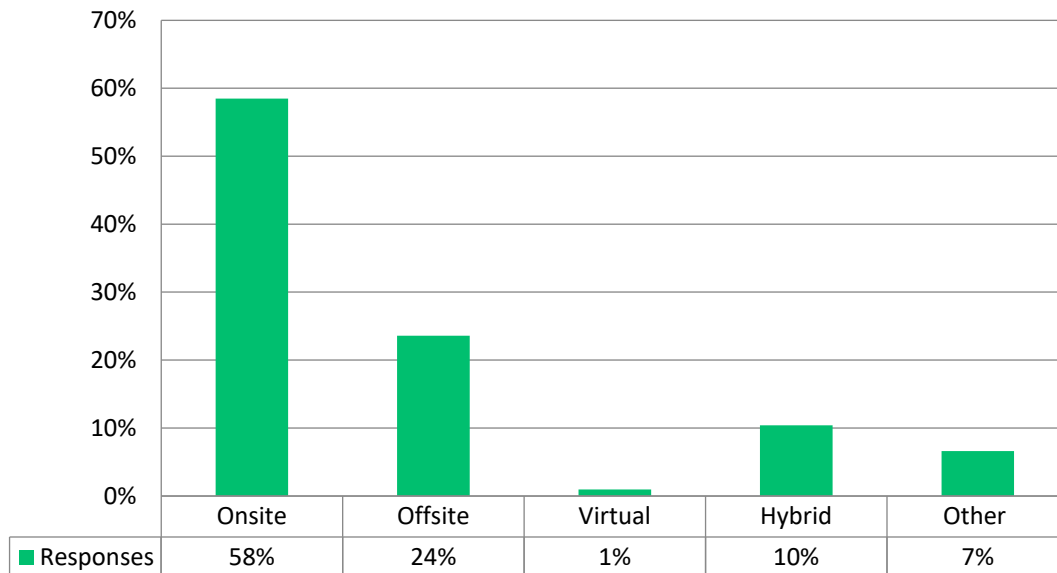
## Primary Goals of these Events (Multiple responses were permitted.)



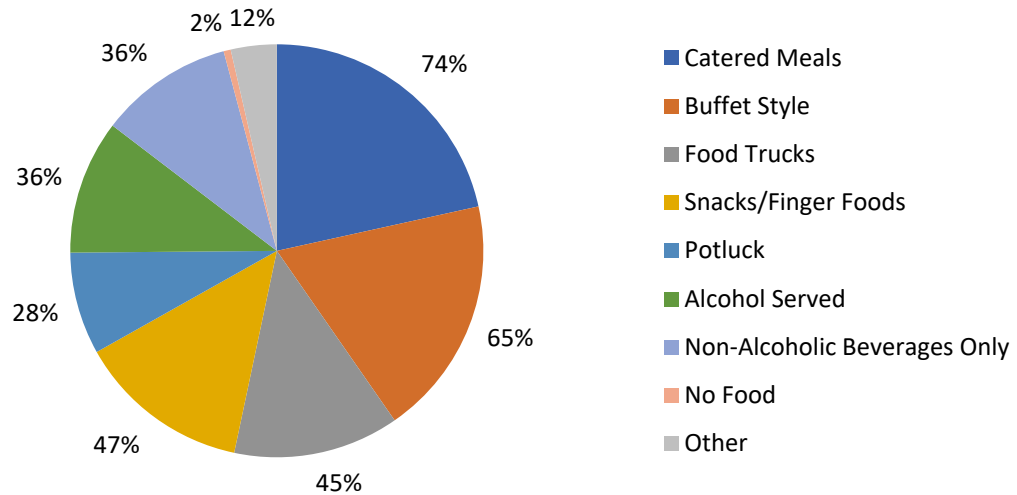
### Other:

- Celebrate our accomplishments
- Celebrate year end
- Keep employees engaged in the mission
- Training
- We are a family-owned business so our "employee community" is important to us.
- We work at different locations, so it's a great time to get to connect with coworkers you rarely see.
- Wellness events

## Location of Most Events



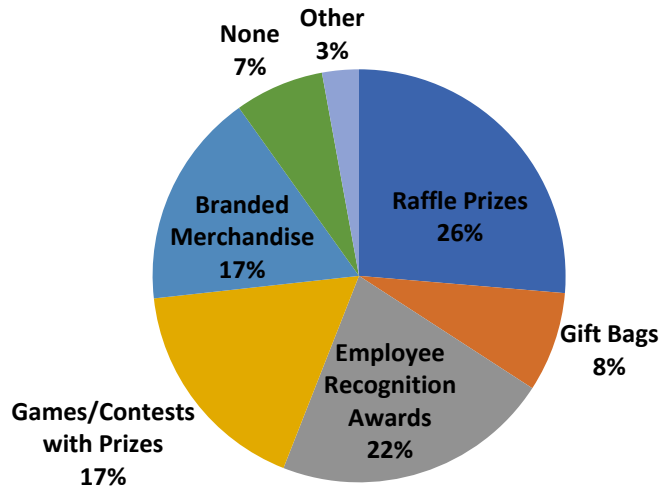
## Types of Food Served (Multiple responses were permitted.)



### Other Food Served:

- Alcohol at offsite event only/offsite holiday party/annual service banquet
- Alcohol is only provided at Holiday party, retirement parties, or Summer/Fall Festival events. Onsite events do not include alcohol
- Box lunch
- Depends upon the event as to what foods and how served; when alcohol is served, company pays for one per person and advises bartenders to cut off anyone who appears to be becoming inebriated. Executives will also cut off alcohol being served if/when needed.
- Employees can purchase alcohol - we provide non-alcoholic drinks
- Grill burgers/brats/dogs on-site or ice cream/snow cone truck
- Order off the menu
- Quarterly events-alcohol served
- Sit down served meals
- Sometimes alcohol is served
- Sometimes we do sundae bars

## Types of Giveaways (Multiple responses were permitted.)



### Other:

- At Christmas, each employee receives a gift valued between \$100-\$300, additionally they receive a Christmas ham.
- Gift cards
- Gift cards and a day of PTO are typical giveaway items.
- Holiday Party - gifts for all employees in various amounts
- Money given away for most
- The word "always" makes this difficult to answer. We do employee recognition rewards at our holiday party at the end of the year; however, we provide branded apparel and other gear to each employee when they are hired.

### Spouses/Partners Invited?

- 9% - Yes, to all events.
- 51% - Yes, to some events
- 40% - No

### Events Spouses are Invited to Include:

- Christmas/Holiday Party
- Annual Picnic/Family Day/Golf Outing
- Family Fun Day, Service Banquet, Health Fairs
- Family Day
- Retirement parties
- Those events outside of the office (retirement parties, Christmas parties, etc.)
- Sport Games
- Summer/Fall Festival

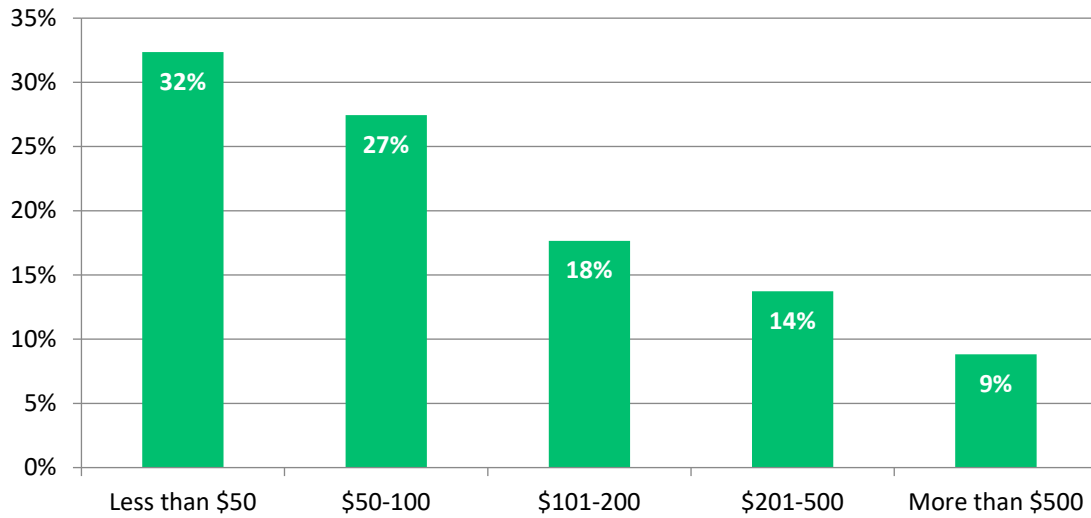
### Children Invited?

- 3% - Yes, to all events
- 41% - Yes, to some events
- 57% - No

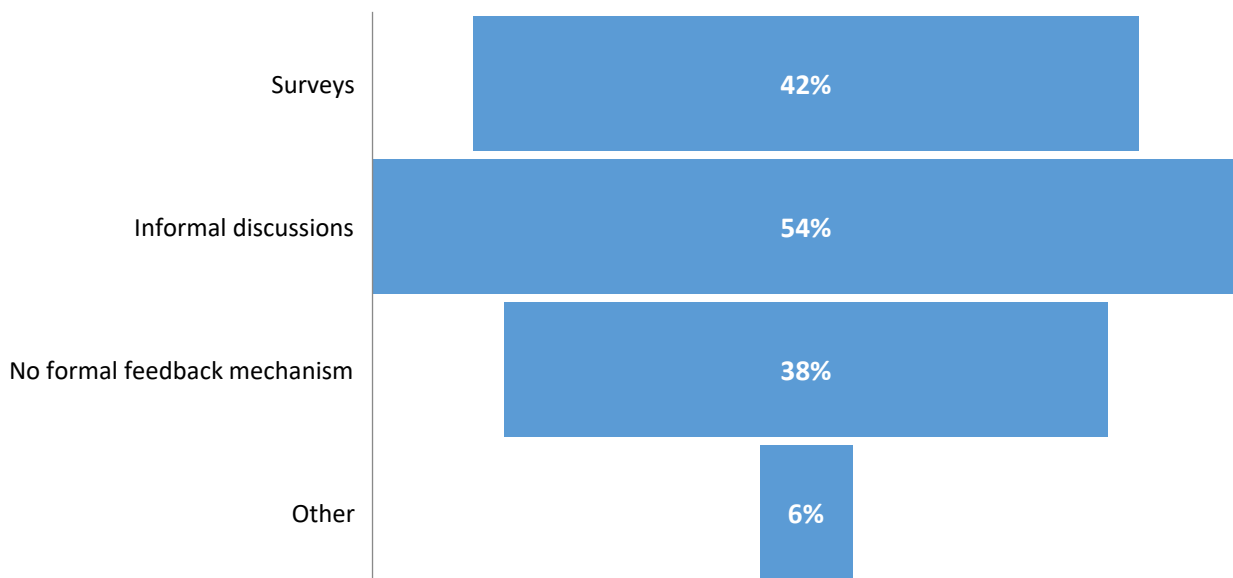
### Events Children are Invited to Include:

- Annual Picnic
- Christmas/Holiday Party
- Sport Games/Sporting Events
- Family Fest/Day
- Fun day in the park
- Halloween

### Average Cost Per Employee Spent on Events/Activities



### Feedback Collection Methods for Employee Events



### Other:

- Employee Activities Committee
- Families are also invited to provide feedback
- Monthly employee engagement committee and round tables
- Talk in the hall
- We do not collect feedback, but we hear the "thank you"

## Events with the highest level of attendance/engagement

### Event Types:

- Holiday parties (Christmas most common), summer BBQs/picnics, family fun days, Oktoberfest, bowling, field days, founder's day, wellness fairs, retreats, ministry initiatives, baseball games, and themed luncheons.
- Onsite events with food trucks, coffee trucks, catered lunches, and potlucks.
- Annual meetings, staff meetings, and employee appreciation days.

### Common Features Driving Attendance:

- Held during paid work hours (highest attendance).
- Inclusion of family, spouses, or guests.
- Free food, drinks, and prizes (gift cards, raffles, service awards).
- Seasonal timing—holiday parties in winter, outdoor events in slower work months.

### Attendance Trends:

- Mandatory or during work hours = near 100% participation.
- After-hours events = significantly lower turnout, except when spouses/families are invited.
- High-quality venues, special meals, and entertainment boost attendance.
- Offsite events less popular unless tied to family inclusion or special perks.

### Notable Observations:

- Christmas/holiday parties are consistently top-attended.
- Family-oriented and food-focused events have broad appeal.
- Remote or field staff require timing accommodations (e.g., morning gatherings).
- Prizes and recognition programs significantly enhance engagement.

## Steps taken to make the events more meaningful and personalized

### Employee Input & Committees

- Strong reliance on employee feedback via surveys, polls, focus groups, and direct suggestions.
- Many companies have engagement or social committees (sometimes including hourly staff) to plan events, ensuring buy-in and fresh ideas.
- Rotation of event planning duties among departments to diversify activities.

### Personalization & Inclusion

- Tailoring events to staff preferences (food, activities, location, timing).
- Including families, spouses, and personal recognition (birthdays, anniversaries, service awards).
- Hybrid/localized events for multi-location teams to ensure no one feels excluded.

### Recognition & Prizes

- Shout-outs, kudos awards, service plaques, monogrammed gifts, t-shirts, jackets.
- Raffles, giveaways, and games with prizes to boost engagement.
- Special attention to retirements and milestone celebrations.

### Event Variety & Creativity

- Mixing up activities, themes, and venues to avoid repetition.
- Seasonal decorations, themed games, entertainment, and music/movies.
- Offering both casual gatherings (coffee, lunches) and larger celebrations (holiday parties, festivals).

### Leadership Involvement

- Visible participation from executives and HR at events.
- CEO speeches, personal invites, and interaction with employees.

### Other Notable Practices

- Company-paid or subsidized food/drinks to encourage participation.
- Allowing time off to prepare for or attend events.
- Post-event reviews to assess effectiveness.

# Challenges to Planning & Hosting Events

## Budget & Cost

- Limited budgets restrict event scope, venues, and catering.
- Rising costs make previously affordable options harder to manage.
- Need for cost-effective options for large or multi-location teams.

## Scheduling & Attendance

- Difficulty coordinating across multiple shifts, time zones, or states.
- Conflicts with holidays, vacations, and personal obligations.
- After-hours events see low attendance; work-hours events require operational coverage.
- Last-minute RSVPs or no-shows complicate planning.

## Logistics & Space

- Limited venue space, both onsite and externally, for large groups.
- Travel distance and traffic deter attendance.
- Catering delays or availability issues.
- Limited committee support, leading to burnout for core planners.

## Inclusivity & Engagement

- Hard to please everyone's preferences and interests.
- Dietary restrictions and allergies.
- Engaging remote/hybrid employees or those in small satellite offices.
- Ensuring all shifts feel equally included (especially 2nd and 3rd shift).

## Operational Constraints

- 24/7 operations make it hard to gather all employees at once.
- Staff coverage needs during business hours.
- Balancing event timing for employees with family commitments.

## Other Factors

- Weather impacting outdoor events.
- Keeping events fresh and avoiding repetition.
- Managing decision fatigue and unequal participation in planning.

## Reasons for Discontinued Events

- **Cost & Funding Issues:** Rising expenses made offsite holiday parties, large gatherings, and certain perks (e.g., t-shirts) unsustainable.
- **Low Attendance/Interest:** Declining participation led to canceling or decentralizing events (e.g., awards dinners, retreats, baseball games).
- **Labor & Workload:** Planning and hosting some events became too burdensome for staff, especially with limited volunteer help.
- **Operational Adjustments:** Events modified for safety, COVID-19 protocols, or to better fit company growth.
- **Event Restructuring:** Large events replaced by smaller, department-level recognition or simplified onsite gatherings.

## Other Comments

### Event Formats & Preferences

- Mix of large events (holiday parties, anniversaries) and smaller, casual gatherings (potlucks, spirit days, monthly game nights).
- Casual, food-centered events tend to have better attendance than formal parties.

- Recognition is more effective when done promptly and in smaller settings rather than at large events.
- Hybrid celebrations combine virtual and in-person components.

### **Employee Engagement & Culture**

- Creating a sense of belonging supports long-term retention.
- Events are seen as a recruiting tool to showcase company culture.
- Encouraging employee buy-in increases event success.
- Acknowledgment that not all employees can be pleased, but variety helps.

### **Costs**

- Small events cost under \$10 per person; large events run \$60–\$70 per person.

### **Planning**

- Some companies rely on HR to serve as the event planning committee.



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