![momentus technologies logo]

Future of Work: Optimizing a Holistic Workplace Experience

How leading companies are improving events management to boost employee satisfaction, retention and in-office attendance

Transform Corporate Culture With Great In-Person Events

Corporate mandates requiring employees to return to the office are becoming common. But many employees have realized they can do much of their work remotely. Beyond mandates, business leaders may also need to give employees new *motivators* to return to the office.

Create Your Destination Workplace

Creating a destination workplace — that is adopting a hospitality model that motivates employees to use office spaces again — can help with this effort. And at the core of this model are events. Whether they include meals, yoga sessions, team-building activities or live performances, events amplify an organization's culture and can be winning attractions for employees who might otherwise like to stay home.

In adopting this model, you are more likely to get the greatest value from your space, even if your office continues with a hybrid work environment. It can also create more opportunities to build close, personal relations with and among your employees. Benefits may include:

- **Actively boosts performance and social and emotional well-being.**

- **Creates more meaningful and memorable forms of collaboration and team building.**

- **Enables new, competitive employee experiences and retention opportunities.**

- **Strengthens workforce connections across the onsite and offsite divide.**

Strategic Technology Enablement

Optimizing a destination workplace means strategic and thoughtful processes when it comes to event planning, space utilization and management and resource allocation. Employees, event planners, workplace-experience professionals, operations and company stakeholders need improved processes compared to pre-pandemic methods as a result.

This guide explores how a new, unified approach to corporate event management can contribute to better outcomes for all employees, leaders and stakeholders associated with all varieties of onsite activities. Discover an enterprise-wide method that encompasses the full journey of each event and how it delivers a 360-degree view across all event activities.

Why Improve Corporate Events?

Corporate events are a great way for you to attract, retain and motivate your employees. It gives employees the chance to interact with colleagues in a structured way and add value to their personal experiences. Events can boost employee engagement and satisfaction levels while providing employees with new opportunities or resources. According to a Gallup report[1], companies with engaged employees have better productivity, profitability and attendance than other companies.

Getting the Greatest Value From Your Spaces and Consumable Assets

A more holistic, digital approach to event and space management can help you and your stakeholders optimize planning and maximize the value of your spaces. That's because new solutions provide a complete view of all event activities across departments and functions.

This way, your company can move on from pre-pandemic manual processes and home-baked solutions for managing spaces and events. You can even adopt metrics and analytics to understand how spaces are being utilized and how they can drive better experiences and value.

[1] Harter, Jim. *Employee Engagement vs. Employee Satisfaction and Organizational Culture*. Gallup. April 12, 2017.

Who Needs Better Corporate Events?

Any given event impacts a wide variety of employees, stakeholders and facility personnel. Each of these individuals will benefit from a more streamlined event management approach:

Employees need an ideal user experience to make it easy to request spaces for their meetings when their teams come together. In addition to the booking process, employees often need guidance and clear communication as they begin the task of planning their complex events.

Workplace Experience, Meeting and Event Managers need purpose-built and streamlined tools for managing meetings and events. These planners also want to move away from manual processes that do not account for each event's unique requirements. These documents are often duplicated, misplaced or misunderstood, which leads to more time behind the computer and less time offering an enhanced hospitality experience to the employees that are meeting.

Departmental and Company Leaders benefit from centralized access to events so they know where they need to invest their efforts and optimize all physical spaces, resources and consumable assets. It is also important that the leaders have a scalable technology in place that can expand globally to allow for data across their entire portfolio.

Catering teams need a system that enables easy ordering and processing to enhance the employee user experience. Additionally, aligning with the meeting and events teams within an organization will effectively allow all teams to cohesively come together and offer a complete hospitality experience.

Facility teams need a solution that clearly defines departmental assignments, task lists and item delivery tracking to avoid conflicting requirements or confusion when multiple events run simultaneously.

Finance teams want to visualize costs and benefits across all events, with the opportunity to make recommendations that improve efficiencies and spending. They also may want a universal picture of these factors as they consider all events in sum.

Many organization's leaders may find they cannot provide all these individuals with the best possible experience when securing, using, staffing, and equipping event spaces. Fortunately, the right events management solution can help you create experiences that inspire employees to meet in person, boosting their sense of community and collaboration across the entire organization.
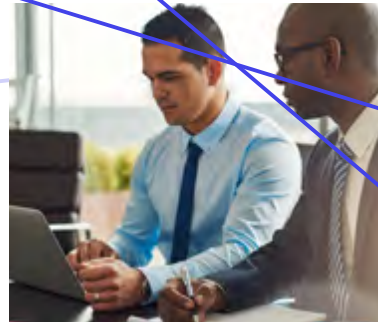
5 Benefits of a Digital Events Management Platform

No matter how great your company spaces are for events, no one will book them if doing so is too complicated or cumbersome. Similarly, your business stakeholders will end up discouraging what might have been great events if they have no visibility into their production details and benefits.

A comprehensive solution that accommodates all participants can:

- **Create a single, cut-and-dry environment for managing events.**
- **Deliver the data and capabilities to quantify the valuation of spaces.**
- **Provide intelligence and strategic lines of sight across teams and activities.**
- **Empower a deeper understanding of improvement opportunities and results.**

Here are five benefits a holistic, digital events management platform can provide, with details on how corporate stakeholders can benefit.

1. Streamline event planning, booking and resource acquisition

A single-stop, e-commerce-style experience can empower event planners, team leaders and corporate leaders by avoiding tedious emailing, complicated spreadsheets and conflicting information. Event planners can view available spaces, compare them side-by-side and make the best choice for their events from a single window. They no longer jump between different tools or waste time searching for data that's scattered across multiple systems.

2. Offer corporate stakeholders a centralized view of events data for better decision-making

Business leaders have access to all their corporate and event performance metrics in one place, instead of piecing together disparate reporting from multiple sources. This helps them make sure each corporate event is meeting its target goals, such as educating employees, boosting employee engagement, team building, and others.

3. Standardize corporate events processes for improved employee experiences

A universal platform of this kind provides all parties with an ideal experience upon every request. Capabilities may include:

- Better booking functions, interactive calendars and diagramming in a single environment.

- A 360-view of schedules, functions, work orders and inventories.

- Integrated, easy-to-access analytics and reporting — from across the enterprise to each event.

- Accounts, contracts management and payment tools for all even services and consumables.

This makes large, more robust events possible, and it increases opportunities to streamline or improve upon existing events.

4. Enable analytics and reporting that facilitate data-driven decisions

The right platform will provide event planners and stakeholders with more accurate account of the types and timing of events along with their specific incidents and outcomes. The ability to capture and report on these and other types of corporate-events data can be used to:

- Forecast and budget for future corporate events.

- Identify key influencers and drive corporate culture changes.

- Optimize corporate event spending on a per-event basis.

- Create comprehensive, corporate event reports.

5. Maximize opportunities and results with each event

Companies can optimize how they use the entirety of their space, ensure more efficient operations and improve results across all events, including:

- Improving employee experiences to support acquisition and retention.

- Empowering stakeholders to invest in what is working and evaluate what is not.

- Increasing efficiencies so that the company gets the greatest value from both spaces and teams.

- Leveraging data to support continuous improvements.

Event managers and stakeholders who grow more comfortable with their company's capacity for events may also become more open to exciting new types of events.

Make Space for Opportunity

No matter the size and layout of your company spaces, the right tool enables a teams-based environment so that everyone enjoys more meaningful experiences with events. It helps you bring together stakeholders and teams in a way that is unachievable with manual solutions. Above all, it helps your company host exceptional, innovative events that put it ahead of competitors as an exceptional place to work.

Contact us directly today to explore opportunities for your corporate campuses.

Contact Us

About Momentus

Momentus Technologies is a global provider of industry-leading venue and event management solutions that empower organizations to create extraordinary moments. With over 50,000 users in more than 50 countries, Momentus serves the needs of convention and exhibition centers, higher education, corporate, stadiums and arenas, and arts and culture centers. Its powerful intuitive platform alongside intelligent data-driven solutions and unparalleled expertise provides customers a view of past, present and future event operations to increase end-to-end visibility, optimize efficiency and achieve business goals. Founded in 1985, Momentus is headquartered in the United States. The company's employees work across the globe in Momentus offices and remotely.

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