



# TEAM EVENTS – virtual or socially distanced.

It's not just the taking part, it's the learning that counts

Team working and social events are useful tools for team leaders to create the right conditions for their teams to flourish – and a great way of combining a meeting with social activity is to hold an event.

The exact type of event, of course, depends on many factors: budget, the size of the team and the ability to get everyone together at the same time. These days team events do not just run themselves, they need to be filled with learning, excitement, expertly managed, and that highlights:

- a virtual environment
- an appropriate and engaging event idea

- food and beverage planning
- entertainment and off-site management
- interactive energizers to enhance team cohesion, ensure the audience is engaged and uplifted
- security
- adequate staff to support the event, ancillary and special functions
- registration, including hospitality/delegate desk
- and management of extenuating circumstances



Socially Distanced Bake That

## Brace yourself – some team building events aren't appropriate

In an article by Alison Green entitled; 'Why corporate team-building events can be terrible' she shares:

*"I heard from one reader who worked on a team of people who were having trouble getting along, so her manager organised a team-building event where everyone present had to share what they didn't like about each other. Unsurprisingly, tears ensued. . . . colleagues went from not being able to work*

But getting the team together, while socially distanced, demands:

- a lot more space than before
- venue / hotel selection and negotiation
- managing ground transportation

together well to actively disliking each other in about 30 minutes.”



“Another reader described a team-building exercise where she and her co-workers had to spit soda into each other’s mouths – why? Covid-19 clearly wasn’t around then.”

“I heard about one where participants were asked to share the story behind a scar - physical or emotional. Yes, emotional. Those questions can be easy for some but if you’re someone who, say, dealt with trauma or abuse in your childhood - or if you’re someone who just prefers privacy - these are not fun games to play.”

We can all laugh, but one team-building event doesn’t make a team. Successful teams are built over time and where managers understand the dynamics around two key words – Understanding and Outstanding. As the advertising guru David Ogilvy put it: ‘when everyone understands what they and everyone else is meant to be doing, then you have a well-run ship and few misunderstandings.’

Unfortunately, there is a global pandemic and that means virtual or social distanced events (and smaller numbers at that). So what is the solution?



Virtual Candle Making Masterclass

## Virtual events – the new normal

Actual experiences in virtual times, is the aim. Events and workshops, where guests take part in practical tasks and quizzes, can be delivered online or face-to-face (socially distanced of course).

Hosted by our relevant experts, guests are challenged in actual or virtual teams to benefit from: social interaction, mindfulness, de-stressing, team rebuilding, creativity, learning new skills and of course fun - see some examples here.

### Virtual & Social Distancing Activity Sheets

Bespoke events can also be created to a specific brief.

#### Platforms for a virtual event

Virtual events are only limited by the imagination.

They can include:



Virtual Wreath Workshop



- distance learning quizzes. Answers can provide information for future training
- surveys, polls and voting – numerous platforms here including: Snapchat, Instagram, DelegateSurveys, Facebook,
- webinars (real time online presentations with Q&A). Platforms include: Zoom, Google Meets, Microsoft Teams, Webinar Ninja, Crowdcast and many more
- face-to-face or hybrid conferences. Platforms include: Zoom, 6Connex, Run the World etc

#### Virtual event checklist

- develop the event concept and strategy
- if it can go wrong , it will. Prepare for internet issues and also have a backup presenter

- choose the best date and time
- fine tune the proposition and communicate the benefits of delegates attending. This is also true for internal events
- rehearse, rehearse, rehearse – and then rehearse some more
- this is personal, so imagine you are in the viewer's home or office
- ask questions. Engage the audience by asking them to participate in polls throughout the virtual event

## There *is* an 'i' in team



The 'i' in team is called Investment. We believe that all team events should be focused on delivering a Return on Investment (ROI). In order to structure the team event to deliver to the bottom line, we:

- Identify specific situations (e.g. increased costs, adverse impact on business); cost to the company in terms of time, money; add in indirect cost e.g. the negative impact on morale and productivity.
- Set clear objectives in terms of timescales, opportunities and savings.
- Determine time and budget requirements and compare cost and time benefits to proposed investment

## Team building is about building. If the event doesn't build anything you've wasted your money

A poll referred to by Tirian.com in an article published in 4Hoteliers, revealed that only 5% of the people surveyed say team-building programmes are effective. But they are not necessarily right, because the impact of team building

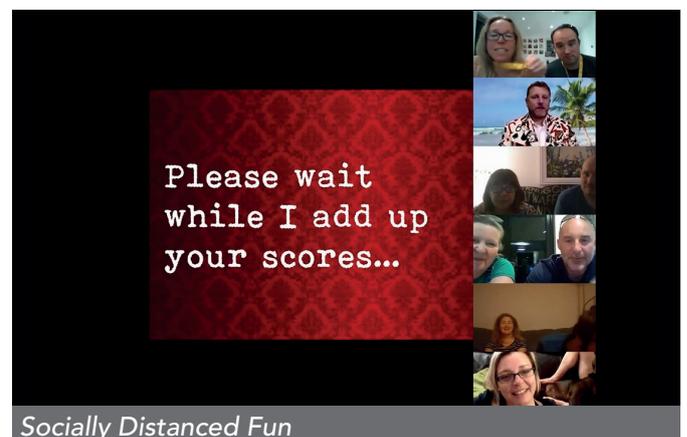
can be maddeningly difficult to quantify, particularly when it can't be linked to financial performance or output.



So how can you measure the effectiveness of team building? An article by Brain Science for Growth Engineering points the way:

1. Some business metrics can give an indication for example: absentee rates, productivity rates, monthly profit and overtime take-up. Measures should be taken pre and post event
2. Measure over a period. Momentum tends to flag over time
3. Communication is a big weapon, so over-communicate individual and team performance by 1000%
4. Survey employees on the value of the session. What was good? What was not so useful? What changes could make things better?
5. Quiz them on the event teachings to consolidate their learning. This can illuminate areas for additional learning

## Make it fun, fun, fun. Why?



Because research published by growthengineering.co.uk has shown:

- happy employees are 12% more productive and are more accurate. Unhappy employees are 10% less productive
- more fun in the workplace leads to lower staff turnover and less time off sick. In fact, research found 62% of people who engaged in fun activities at work had taken no sick days in the last three months (compared to 38% of people who had not taken part in fun at work)
- a good laugh reduces stress and our muscles relax for up to 45 minutes
- 55% of staff who've taken part in a fun activity in the last 6 months feel more creative

But fun means different things to different people. 79% of Millennials think fun at work is important, compared to only 55% of older staff. Plus, fun looks different depending on your role within the company. For example, only 14% of business owners see dress-down days as fun compared to 29% of graduates. The research also shows business owners are less likely to value fun at work than employees.

### **Help is at hand**

Engagement is key – that, amongst other things, is what we do.

- [37 team building event solutions](#)
- [9 virtual and social distancing event solutions](#) (more being added)

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