



The Guide to
**INTERACTIVE & ENGAGING
COMPANY EVENTS**

INTRODUCTION

Event attendees are most engaged when they feel a part of something. When speakers talk at them rather than including them in what is going on, attendees turn to their phones, nod off, or scroll through their Twitter feeds. This happens because they are not engaged with what is going on 10 feet in front of them or do not feel it is relevant. It's an event planner's job to overcome this.

By designing highly interactive events, you will be far more likely to keep attendees from finding something else that they deem more engaging. While there are surely important things going on outside the doors of the event, what matters to attendees should be whatever it is you have planned for them.

For this reason, we have put together this guide which will help you achieve the “wow factor” that will make your company events memorable. You will also learn more about the various types of sessions you can include, how to choose which ones are right for your event, and the key steps to creating a successful company event.



A photograph of a group of people participating in a sack race. In the foreground, a man and a woman are running towards the camera, both wearing large burlap sacks over their heads and bodies. They are smiling and laughing, indicating a fun and energetic atmosphere. The man is wearing a light-colored button-down shirt and dark pants, while the woman is wearing a white t-shirt and jeans. In the background, other participants and spectators are visible, some also wearing sacks. The setting appears to be an outdoor event space with a paved ground and some structures in the distance. The entire image has a teal/cyan color overlay.

01

The Most Common Event Activities

THE MOST COMMON EVENT ACTIVITIES

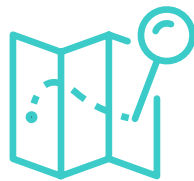
When planning corporate events, having multiple possibilities at your fingertips can cause information overload and make it more difficult to make decisions. This can quickly become overwhelming, so you need to keep your overall goals in mind to ensure that your event is optimally interactive and engaging for every attendee.

Team Building Activities

Team building activities are a classic addition to any corporate event or conference. It's a great opportunity to foster better connections between team members when the entire group is in one place outside of the daily routine. There are countless team building activities you could try at your next corporate event. We're not talking about trust falls; we're talking about experiences like:



Golf



Scavenger
Hunts



Volunteering



Icebreaker
Games

Team building activities may or may not be tied to the specific learning objectives of the event. They might simply present an opportunity to socialize and network, or they could be an extension of the event itself. Bonding over a shared experience brings people together in a lasting way.

Even colleagues who spend most of the workday together can learn more about each other in a new setting. Going through a team building experience also creates new personal connections between employees and often leads to better team dynamics.

For example, an architecture firm having its annual staff retreat might take a walking tour of recently completed projects or visit a local museum with a relevant architecture exhibit. The outing has value as an educational tool, and it also breaks up the day. If you want to maximize the limited time at your company event, integrate team building activities that also help you meet the objectives of the event.

Experiential activities also make what once seemed elusive and challenging for even the pros — a high level of attendee engagement — completely achievable.

Experiential Activities and Games

Incorporating experiential activities into your company event is a powerful way to maintain audience engagement and create a unique experience that lingers in the minds of attendees long after the event. Experiential activities also make what once seemed elusive and challenging for even the pros — a high level of attendee engagement — completely achievable.

When you use experiential activities in your corporate events, conferences, meetings, and off-sites, the vibe in the room is fun, and it doesn't feel anything like traditional event activities. Instead, experiential corporate events are hands-on, interactive, face-to-face game-like challenges that get attendees

on their feet and working as a team. It's a solution that fits the needs of even the most diverse audiences, and is ideal for groups of any size.

Experiential corporate events provide a fun way to tackle event goals and objectives using an activity that is deliberately themed to mask any connection to day-to-day reality. Attendees must bring their capabilities to bear on what appears to be a totally different challenge than they usually face, in an environment that is unique. Presenting event content in this format encourages attendees to actively participate and fully immerse themselves in the event, while simultaneously working for a common goal, collaborating, and becoming a stronger team.



Motivational Speakers and Keynotes

Presentations make up the bulk of the agenda at most conferences and company events. The quality of a presentation depends on factors like the subject matter, the comfort level of the speaker, and the content on the presentation slides. The presentation might be spiced up with dynamic slides, short videos, or powerful imagery, but the format is almost always the same. Keynote or motivational speakers can be sourced externally or internally, but they typically have experience with public speaking and are very comfortable on a stage.

Externally-sourced speakers usually talk about more general, but relevant, topics and do not necessarily have experience in the industry your attendees are part of. This is because many speakers present from their experience, which means you will typically have limited control over the content that is delivered.

Entertainment

A live performance can be a fun and energizing shared experience for attendees and may be selected for any number of reasons, whether it be to open up the event on a high note, or to break up the day for attendees and give their minds a break. Regardless of the reason, entertainment is one activity to select carefully as it typically does not support organizational goals. Also, depending on what you choose, it can be quite costly, so consider the return on investment as you decide how to allocate your budget.



*If you choose to go with a keynote, discuss the content that will be presented and **carefully consider how (and if)** it aligns appropriately with your event.*

A photograph of three people—two men and one woman—laughing joyfully. The image is overlaid with a solid green color. The person on the left is a man with glasses and a beard, smiling. The person in the middle is a woman with curly hair, laughing with her head tilted back. The person on the right is a man with short hair, also laughing, with his hand on the shoulder of the woman in the middle. The background shows a blurred structure, possibly a roof or a building.

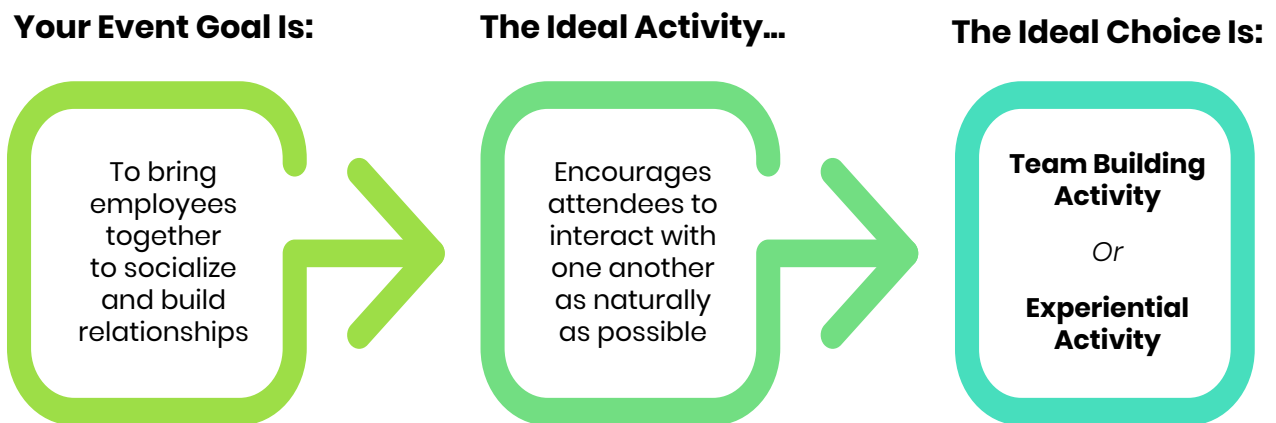
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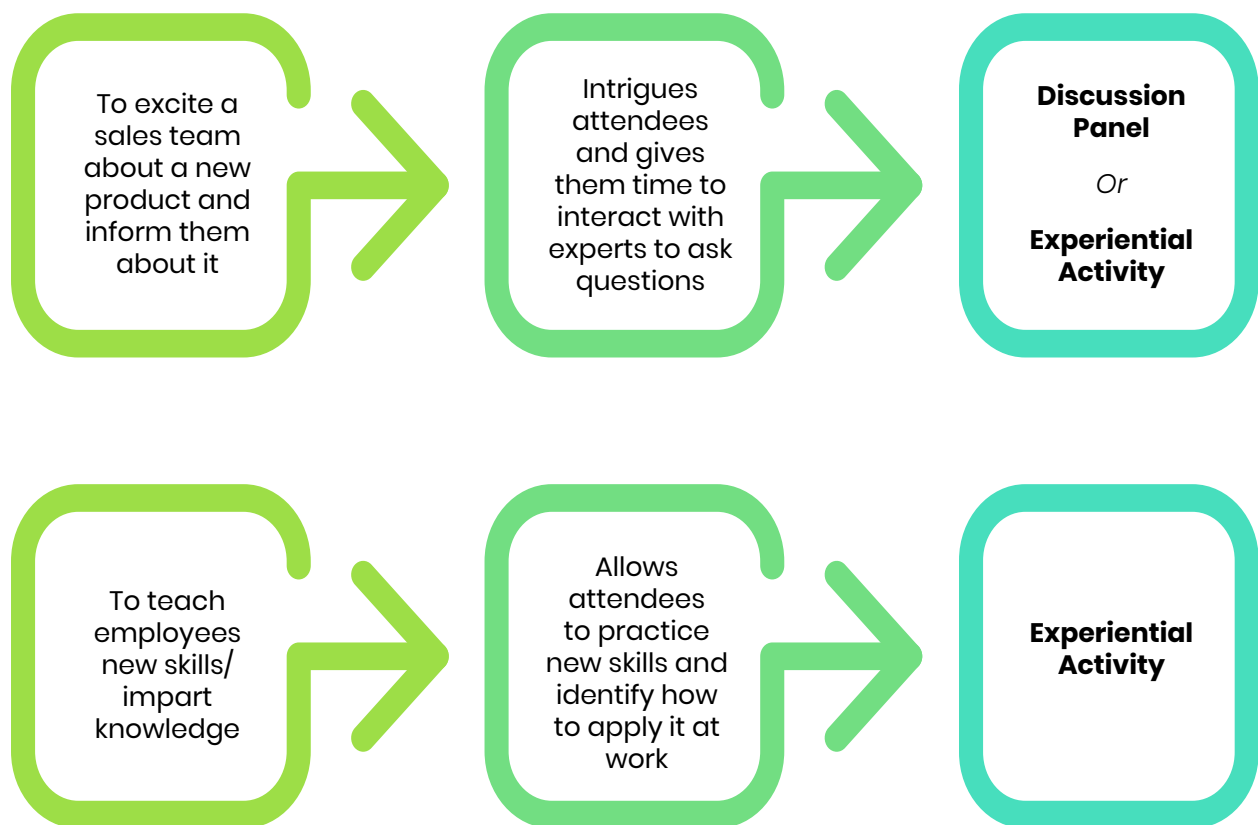
Determining the Right Activity for Your Event

DETERMINING THE RIGHT ACTIVITY FOR YOUR EVENT

Choosing the perfect activities to fill your event agenda can, and probably will, feel overwhelming. With so many choices available, how can you select the activity that will make your event interactive and engaging for attendees? The key is to consider the goals and objectives of your event. Once you have absolute clarity from stakeholders on what the goals are, as the event planner it is your job to source the best possible options for the goals, the audience, and the overall event.

The next time you find yourself struggling to choose between activities, think in terms of which options will best help you reach your goals. Here are a few sample event goals and the types of activities that would be best aligned.





There's a reason that experiential activities are listed as an ideal choice for all the sample goals, and why they work for many, many more that are not listed. It is because these activities are often designed specifically to meet your event objectives, keep your groups of attendees engaged, and be directly applicable to anyone's lives outside of the event. This is not to say that all the other types of activities do not have value, because as mentioned they all do in certain situations. Rather, experiential events are fantastic because attendees are not just passively absorbing information or having fun for the sake of having fun, but are instead actively participating in an activity that teaches them something useful — something your stakeholders will see great value in!



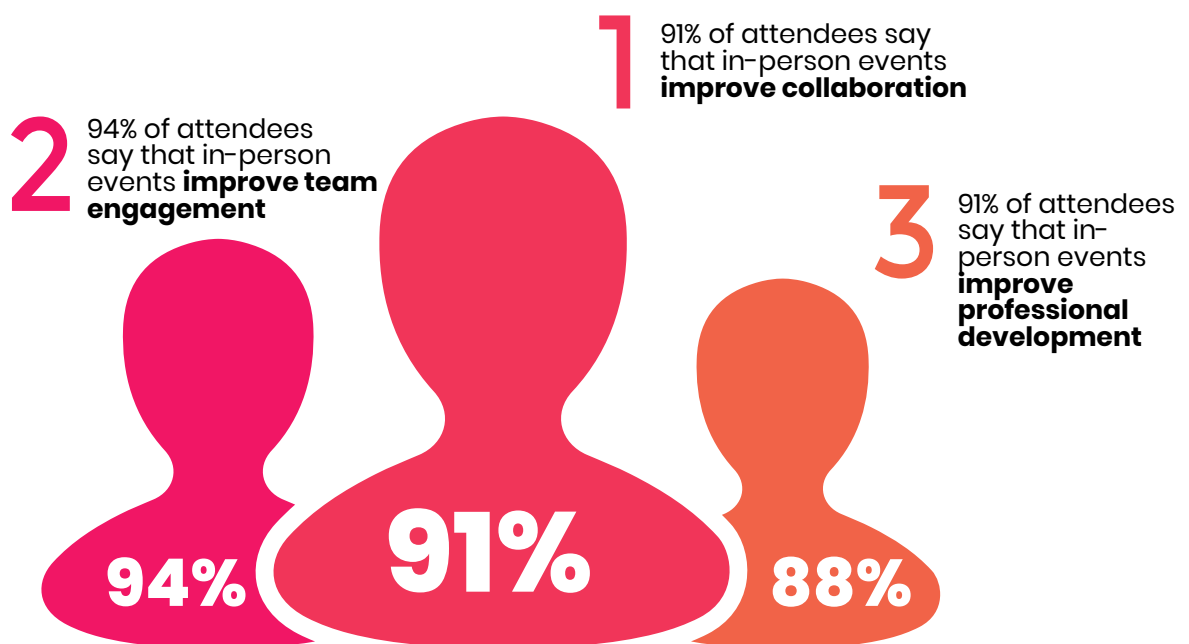
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5 Steps to Planning an Interactive and Engaging Event

5 STEPS TO PLANNING AN INTERACTIVE AND ENGAGING EVENT

Think Like An Attendee

For many event attendees, attending a corporate event means spending valuable time away from work. This leads to high expectations that the time they are required to spend away will be decidedly valuable and relevant. The attendees who do not find corporate events of value often cite a lack of new information or perspective, and a lack of practical application, as the things that negatively impact their experience.¹ The thing is, corporate events that are meticulously planned to be interactive and engaging won't make attendees feel like they are wasting their time, and will actually improve their performance back at work. Case in point, a report by EventMobi and Event Manager Blog found that:²



This is to say that event attendees may be more closely aligned with the goals of their stakeholders than we once imagined. The very best events have the power to improve team engagement, collaboration, and productivity, which will do a great deal to improve engagement not only at the event, but back at work as well.

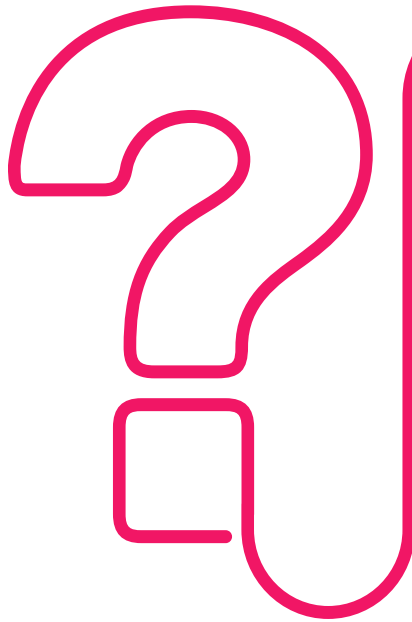
The key to planning an interactive and engaging event is to consider what your attendees want to get out of their experience at the event, and carefully balance this with the needs of your stakeholders. When considering the goals of your attendees, take it one step further and actually ask them for input. Enlist them in this aspect of the planning by seeking out their honest and constructive feedback, which may bring up ideas or perspectives you had not initially considered.

**Consider what
your attendees
actually expect
to get out of their
time at the event,
and carefully
balance that with
the needs of your
stakeholders.**

Make Decisions Based on Stakeholder Goals

As an event planner, you have an obligation to meet the goals and objectives of your stakeholders, and as such the event planning process needs to account for their expectations.

First, learn from your leaders and clearly define your strategic objectives for the event. After you have defined those objectives, filter every decision through that lens and ask yourself how each component of the event contributes to achieving those objectives.



As you develop the agenda, ask yourself:

1. Does the activity support the objectives of both the business and the event?
2. Have you defined what new skill or behavior change you want to achieve from the activity?
3. How can you measure the success of each activity and the event as a whole?

Knowing exactly what you want to accomplish, how you plan to achieve it, and how to verify that you have met your goals is the first step to planning a successful event. Once you have satisfied these requirements, you can use that knowledge to ensure that every interactive and engaging element you select will work to support the achievement of those defined goals.

Employ the Power of Experiences Wherever You Can

Make your company event an experience, not just another meeting. You do not want people to sit down, enjoy some good food and conversation, watch a keynote speech, and then go home. You want them to engage throughout the entire process — before, during, and after — and walk away feeling passion and excitement about what they just learned. In fact, according to a study

by CrowdCompass, learning and networking were critical components of delivering value to attendees, and a lack of new information and practical application were the things that negatively impacted the attendees' view of the event.¹

Experiences are an interactive and hands-on solution that fits the needs of even the most diverse audiences and is ideal for groups of any size. Presenting event content in this format encourages attendees to actively participate and fully immerse themselves in the event, while simultaneously working for a common goal, collaborating, and becoming a stronger team. Events that are big on fun and undeniably engaging are not easily ignored, let alone forgotten. They help create a common language while strengthening relationships among attendees. Any chance you get, employ the power of experiences to make your event as interactive and engaging as possible.

Curious what an experiential event actually looks like in action?

Watch this video to see for yourself.

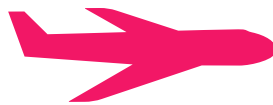


Budget for Activities That Will Make the Biggest Impact

Budgets are a reality in business, and executives want to see a return on their investment, no matter how large or small it is. Experienced event professionals know that the return is not necessarily tangible, but there should be some way to measure the benefits of spending resources on a company event. Some of the factors to consider when budgeting for events include:



Achieving the event objectives should always be the number-one priority, so be sure to allot as much as possible to the activities that will help you meet those goals.



Food, travel, accommodation, and entertainment expenses are necessary, but keep an eye on the costs so you can allocate the budget to the activities that will make your event relevant.



Location is always a major consideration. By splurging on a luxury retreat, the event may feel like a working vacation, while a conservatively priced hotel conference room, will create a different environment.

When deciding how to spend your limited resources, weigh the benefits against the cost. If the investment will get you closer to reaching your goals, it's probably a good one. If there is no real advantage to spending more money on certain expenses, reallocate those funds to the activities that will make the most impact in the eyes of attendees and stakeholders.



Enlist the Help of Event Experts

Planning an event that is an experience does not have to put a strain on your team, time, and resources, and is entirely achievable! You just need to find the right expert for your needs and ensure that they provide the level of support you need.

Planning an experiential corporate event can present a number of challenges that will compete for your time and attention. In order to ensure that you have time to handle those challenges, seek out an expert partner who will make the event as worry-free as possible for you, and is committed to flawlessly executing on their role so you can focus on other areas. A partner that will help you achieve this will also provide support every step of the way, provide some level of personalization for you to ensure that their service suits your event, and have a world-class team on their side to guarantee the outcome.

A teal-tinted photograph of three people in an office setting. In the foreground, a woman with dark hair, wearing a striped shirt, is smiling broadly and clapping her hands. Behind her, another woman with long dark hair is also smiling and clapping. To the left, a man with glasses and a mustache is visible, looking towards the camera with a slight smile. The background is slightly blurred, showing office shelves and equipment.

04

Next Steps for Success

NEXT STEPS FOR SUCCESS

Planning an interactive and engaging event requires both strategic planning and attention to detail. It is important to remember that a company event is just one part of the overall company strategy. In order to truly succeed in this area, the enthusiasm generated at company events must live on long after the event doors close, and provide real value for attendees and stakeholders.

One way to ensure that you achieve this and make it as engaging as possible is to plan an experiential event. This does not have to be as demanding and stressful as you may imagine, especially with an expert partner like Eagle's Flight Corporate Events, who makes it possible to bring levels of attendee engagement to new heights, achieve your stakeholders' goals for the events, and make you look like a rock star in the process.

References

1. The Event Effect: What's Really on the Minds of Your Attendees? <https://www.crowdcompass.com/uk/resources/the-event-effect-benchmark.shtml>.
2. Experience Design: A Complete Guide to Creating Memorable Events. <https://get.eventmobi.com/Experience-Design-A-Complete-Guide-To-Creating-Memorable-Events.html>.

EAGLE'S FLIGHT™
CORPORATE EVENTS
Beyond Fun!

With over 15 experiential activities to add to your next corporate event, conference, or meeting, Eagle's Flight's experiences are designed to leave lasting impressions on attendees, stakeholders, and event planners. When your attendees partake in an Eagle's Flight experience they will be fully immersed and engaged from start-to-finish and leave with memories that will last a lifetime. Stakeholders and event planners will also be able to rest assured knowing every Eagle's Flight Corporate Event is flawlessly executed and tailored to your specific needs. What's not to love?

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