

Five simple ways to...

engage new team members



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ON TOAST

We get it!

It's been forever since you were able to get together as a company, and you're looking forward to creating opportunities for everyone to meet in person. If you've grown as a business in the last few years there will be plenty of new people at your next event who may never have met their colleagues in-person. This is a great opportunity for you to make a killer first-impression as an employer and build engagement and lasting loyalty in new team members.

Here's five ideas on how to effectively engage new team members at your next company event:

1 / Make space for them on the agenda

Make your new employees feel welcomed by creating a dedicated space for them on your agenda. Host a 'newbie networking' session and get your founders or senior leadership to attend, or run a breakout workshop dedicated to answering their questions. Just mentioning new teammates by name in your plenary sessions can go a long way to making them feel part of the event and part of your company.

2 / Include an icebreaker activity

Icebreakers might not be everyone's first choice of activity, but they're a staple on a conference agenda for a reason. For new hires, an icebreaker activity can help them relax and start to connect with others when they might be feeling a bit nervous. Relaxed people will be much more engaged with your event, and feel a stronger sense of belonging.

3 / People love to be thought of - and they love free stuff!

Consider allocating a budget for providing something meaningful for your new joiners. It could be something as simple as a handwritten welcome card from the boss dropped in their room, or branded and personalized items such as a laptop case, coffee flask or headphones. Little surprises like this at your event will make your new hires feel special.

4 / Show off your company culture

This is a brilliant opportunity to demonstrate your company culture to new team members. They will learn a lot about who you are as a company from their first work event, so make sure you set the right tone. If you champion work-life balance, make sure the agenda includes free time. If you believe in wellness, serve healthy food and plan optional physical activities. If you're committed to diversity and inclusion, make sure your agenda lives up to that promise.

5 / Talk about perks and incentives

It's one thing reading a digital employee handbook when you start a new company, but why not bring the benefits of working for you to life at your next event? You could show an exciting trailer video for your upcoming company incentive so they leave the event raring to get to work or include a workshop demonstrating how to access the best perks you have to offer.

BONUS TIP / Give people choice

By giving people a choice of how they spend their time at your event, you're giving them control over their experience. They'll ultimately feel more engaged with everything they do choose to be part of, because they chose it. Of course, some sessions are always going to be a must-attend session, but allowing people a choice of workshop, social activity or meal even, increases engagement across the board and lets people curate the event that's best for them, so they leave feeling informed and empowered.

Now what's not to like about that?



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