

# THE POWER OF IN-PERSON EVENTS-

AND HOW TO THRIVE WHEN YOU CAN'T BE LIVE

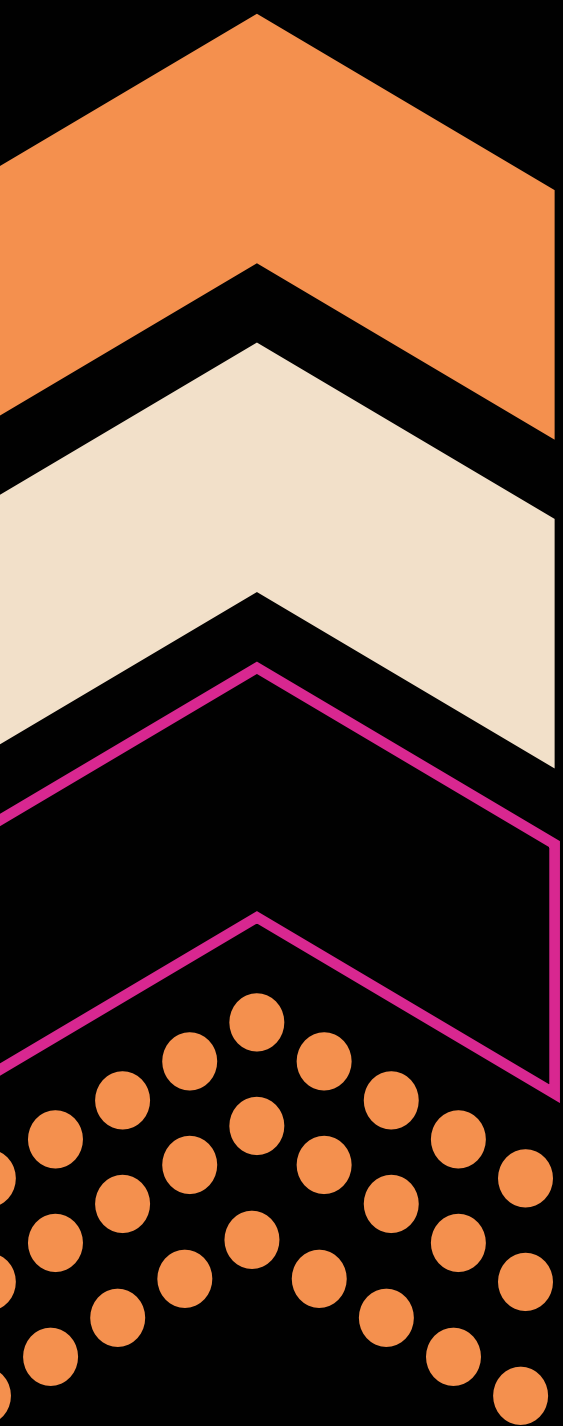


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## HUMAN CONNECTION

When people are in the same room, walls come down. Side conversations happen naturally. Laughter feels louder and more contagious. Whether it's an SKO, a company retreat, or an incentive trip—people walk away feeling more connected, more seen, and more part of something bigger.





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## ENGAGEMENT IS HIGHER

In-person events consistently deliver stronger ROI because they capture attention in a way digital just can't. When people are physically present, they're more engaged—no screens to swipe, no tabs to click away. You've got their full focus, which means stronger connections, better brand recall, and more meaningful interactions that actually drive results.

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## SHARED MEMORIES **FUEL CULTURE**

You can't underestimate the value of "remember when..." moments. From karaoke night to friendly competition at a scavenger hunt, these shared memories bond teams and ripple into stronger collaboration back at work. Collaboration occurs in the hallway chats, the casual coffee breaks, the shared reactions in a session—those little moments where people start connecting beyond the agenda. That face-to-face energy builds trust fast, which makes people more open, more curious, and more inspired.

When you get the right people in the right space, ideas start flowing. Someone mentions a challenge, someone else shares a solution—and suddenly a new partnership or project is born.



# WHEN BUDGET WON'T ALLOW IT— *HERE'S WHAT TO DO:*

In-person events are the gold standard—but they're not always realistic. Economic uncertainty is impacting budgets, specifically those tied to events. That doesn't mean you have to settle for another forgettable webinar. Here's how to make virtual feel just as meaningful...




## *MORE THAN SLIDES,* **MAKE IT LIVE**

We make sure your corporate message cuts through by building your virtual event around intentional storytelling, strong visuals, and smart platform design. From scripting and speaker coaching to branded visuals and interactive elements, every detail is crafted to keep your audience engaged and focused on what matters most—your message. Nothing gets lost in the noise.


# MAKE IT *PERSONAL*

Recognize individual team members, celebrate wins, and build moments that spotlight your people. Just like in person, virtual events should feel like they were designed for the group, not just delivered to them. EES can create an unforgettable experience that mirrors the excitement of a live event. Imagine a virtual red carpet where attendees are introduced with style, and a seamless awards show complete with engaging hosts, custom graphics, and smooth transitions.

To make the moment even more personal, we can pre-ship awards to your winners, ensuring they have that special moment of receiving their recognition live on camera. From curated gift kits to branded backdrops, we'll handle every detail to make your virtual event feel as polished and memorable as a live show.



*Recognize individual team members, celebrate wins, and build moments that spotlight your people.*



# FINAL THOUGHTS

*In-person events will always have a special magic.*

They build culture, connection, and momentum in ways that are hard to replicate. But when the real-world logistics and budgets get in the way, don't ditch the idea altogether—just reimagine it. With the right creativity and intentionality, a virtual event can still feel personal, memorable, and impactful.

*Whether you're booking a retreat or planning a virtual celebration, what matters most is this:*

people want to feel part of something. And that's where great events—virtual or not—really shine.

But don't take our word for it. At EES we believe that a data informs decisions. Here are a few key highlights showing how virtual events can actually boost your event's impact—especially when executed seamlessly. A well-run

virtual experience not only attracts more attendees but also helps build lasting loyalty, ensuring a stronger turnout when you return to in-person events.

During the COVID-19 pandemic, virtual events became a vital alternative when in-person gatherings were not feasible. They not only maintained engagement but also introduced new opportunities for broader participation and cost efficiency.



# KEY IMPACTS OF VIRTUAL EVENTS DURING COVID-19:

- ***Increased Attendance and Reach:***  
Virtual events eliminated geographical barriers, leading to a 49.3% increase in attendance and expanding audience reach by 20–30%
- ***Cost Efficiency:***  
Organizations reported that virtual events cost up to 75% less than traditional in-person events, offering significant savings on venue, travel, and accommodation expenses.
- ***Enhanced Engagement and ROI:***  
Organizations reported that virtual events cost up to 75% less than traditional in-person events, offering significant savings on venue, travel, and accommodation expenses.
- ***Global Participation:***  
The shift to virtual platforms resulted in a 53.4% increase in international attendees, broadening the event's global impact.





## TO LEARN MORE CONTACT:

*Audrey Guest*

Vice President of Event Strategy + Relationships

615-517-0044

[audrey@eesagency.com](mailto:audrey@eesagency.com)

[eesagency.com](http://eesagency.com)

