Internal events are often undervalued and underutilized, but they can be key in driving employee retention, engagement, and satisfaction.

Top 5 REASONS Organizations Plan Internal Events

1. Employee Engagement, Motivation, and Loyalty
2. Recognition and Celebration Events
3. Educational Workshops & Activities
4. Goal Setting for the Year
5. Skills Development

Almost TWO-THIRDS of respondents reported two main drivers:
- 67.2% Keeping them engaged, motivated, and loyal
- 66.6% Recognizing and celebrating employees

Internal Events Aren’t Always a SIMPLE AFFAIR
- 90% of internal meeting planners are also planning externally-facing events
- 55% of planners say that managing internal events is as or more difficult than managing external events

5 Must-know Internal Event TRENDS
1. 90% of internal meeting planners also plan external events.
2. Internal events are not necessarily easier to plan than external events. 15% said they were more difficult.
3. 50% of internal event planners work with event budgets of $100,000 or less.
4. Internal events are vital for employee retention (according to 64% of respondents).
5. 65% of planners said they use surveys/feedback to measure ROI, followed by engagement at 63%.

TOOLS for Internal Events
Automate manual processes (so long, Excel spreadsheets!)
Collect data on attendees
Prove return on investment (ROI)
Engage attendees pre, during, and post-event
Streamline registration

The Top 10 Event Tech TOOLS Planners Use for Internal Events
1. Feedback/Survey Tool
2. Online Event Registration
3. Engagement Tools
4. Project Management
5. Team Communication Tool
6. Event Apps
7. Event Management Software
8. Check-In Apps
9. Venue Sourcing
10. Marketing Software

CONSIDER THIS
Consolidate your internal event activities and try to bring as much business under as few suppliers as possible to increase your negotiating power. This is especially advantageous when sourcing venues using RFPs, but also when looking for technology tools to support planning and delivery.