

# events as movement: creating a series of well-planned events to enhance your objectives

*from MINISTRY OF CULTURE REPELTD [www.moc.com.sg](http://www.moc.com.sg) "Resource Library"*

Whether you are putting together an entire year's plan for your recreation committee in the company, drafting out a plan to create more involvement from your club/organization's members through social events or planning the management retreats or strategic planning meetings, you need to think whether you can link up your events to create momentum for what you are trying to put across to your participants.

Think of it like a marketing campaign where you reach out to your audience through their five senses, through many different channels and activities, such as radio and tv gameshows, roadshows, advertising and so on; and all through a series of creative works that serve to reinforce the message the campaign carries. You know how sometimes you would see an ad and you know immediately that it belongs to a certain product or company.

Except that for events, the audience needs to be prompt into action and become an engaged participant. Because they are prompt into action, events are great tools to create a movement in your company. Events allow you to introduce the accepted action in an informal way and such action can become norm after repeated emphasis over a period of time.

Through corporate events, we are looking for ways to rejuvenate ourselves to deal with change in daily lives and to have fun co-creating our future as a work community. Therefore, it is important for you to consider if your events, apart from creating opportunities for social interaction, also

1. provide inspiration to your people?
2. bring about new thoughts and contribution?
3. create shared beliefs, values and practices?

There is no better time to see the manifestation of a corporate culture than at an event where the people that carry the mission, vision and objectives of a corporation congregate and interact as a collective community.

Consider creating a series of events to drive in your objectives if you are part of a:

1. Recreation Committee that wants to make positive contribution to their corporate culture.
2. Club or Organization that is building your community network.
3. Corporation that wants to enhance your corporate values and culture.