

WELL-BEING WEALTH

The impact of stress in
the events industry

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"We live in a world where mental health and workplace well-being are very relevant to long term happiness and output in the workplace. So it's essential that all businesses take an interest."

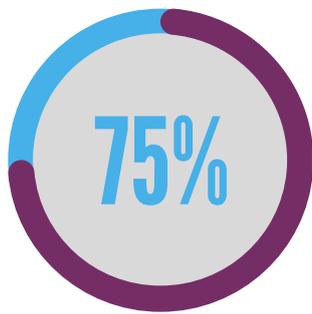
Fotoulla Michael, Head of Sales, Reed Exhibitions

THE REPORT

This well-being report offers an insight into some of the causes and impacts of stress on the event industry in the UK. It also examines potential solutions and the difference they could make to event teams.

In order to understand how stress and well-being are managed in the industry, we sent a survey to a small selection of event professionals from venues and event companies, asking for their views. From the resulting opinions, we examine what causes stress, the well-being needs of event professionals and what they believe their businesses can do to relieve the pressure.

This report highlights not just the big transformations, but also the small cultural shifts that can have a huge impact on performance, motivation and happiness.

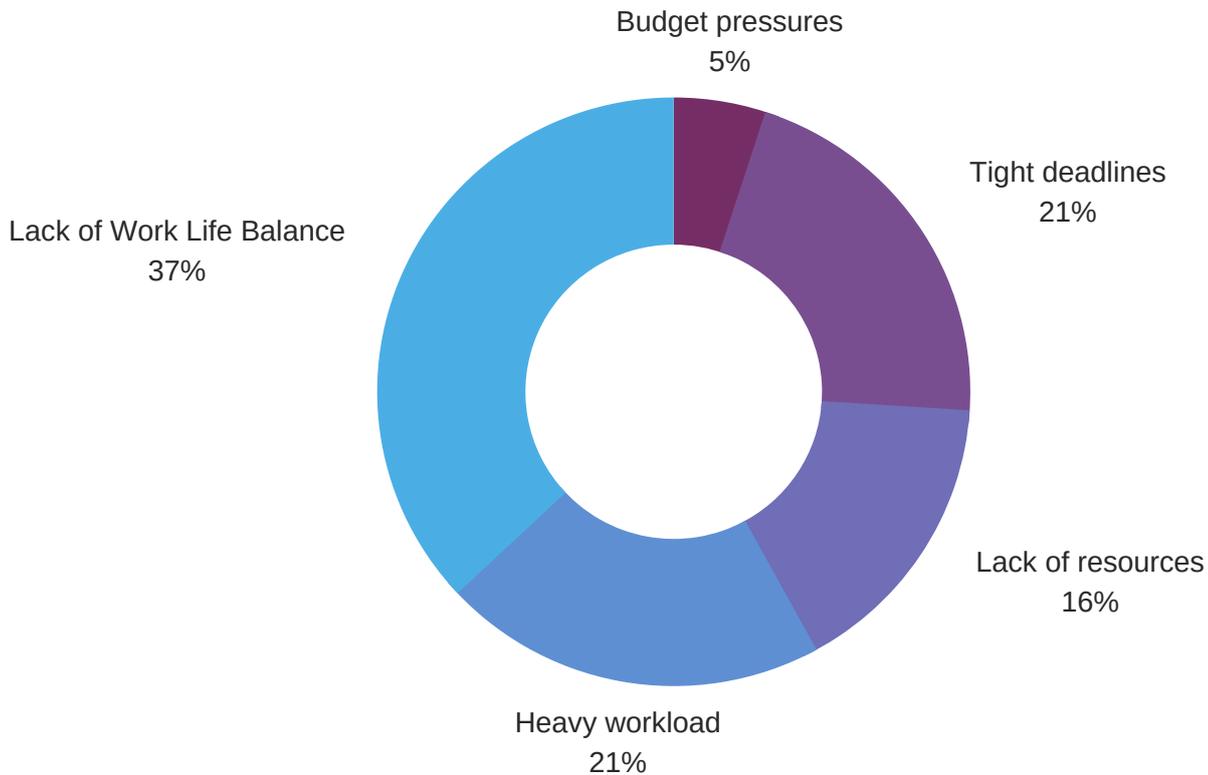


75% of event professionals believe stress negatively impacts their team performance

'Events Executive' was voted the **5th most stressful job** by CareerCast - which may not come as a surprise if you work in events! However the results of this survey provide interesting insights into what solutions are needed to reduce stress and improve well-being. There is great news for event business leaders - changes can be small, cost effective and easy to implement, if we simply take the time to learn how.

So read on and find out what well-being means to the event industry and what we can do together to improve our business well-being wealth.

What are the biggest factors that impact your team's well-being?



WORK/LIFE

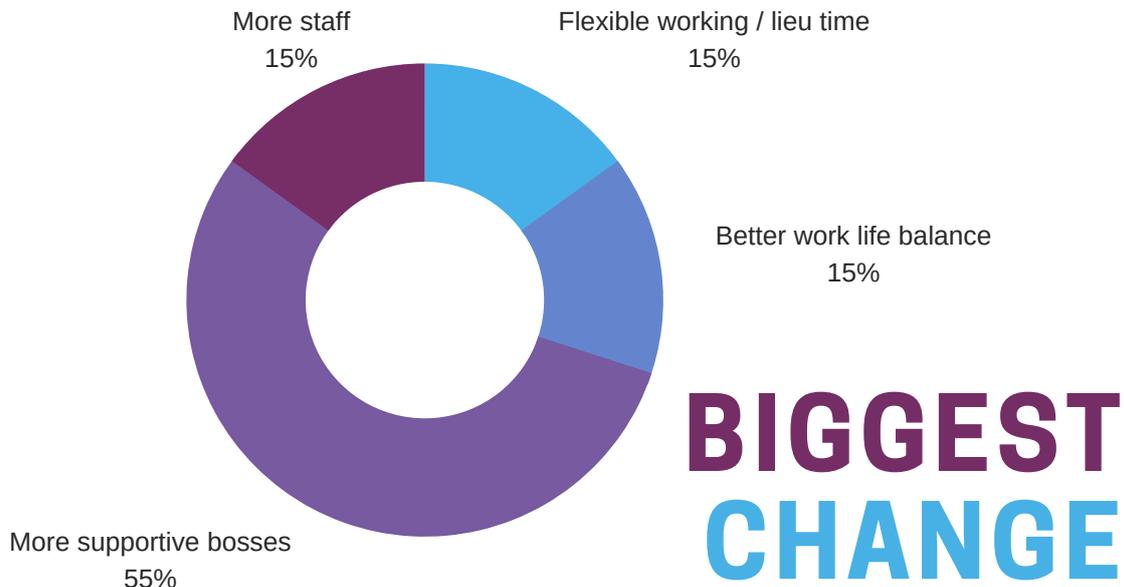
The survey indicates the main cause of stress in event teams is the lack of a healthy work-life balance. This is often due to personal lives being impacted when working irregular hours for events outside of 9-5 or abroad. This is followed by tight deadlines and a heavy workload, which directly link to a lack of manpower to manage the high volume of work. Creating better awareness of time management and self-care routines can greatly improve this, resulting in a more efficient, balanced team.

On a scale of 1-10, how much pain do these factors cause your business?



7.8 /10

What would make the biggest difference in the business to improve your team's well-being?



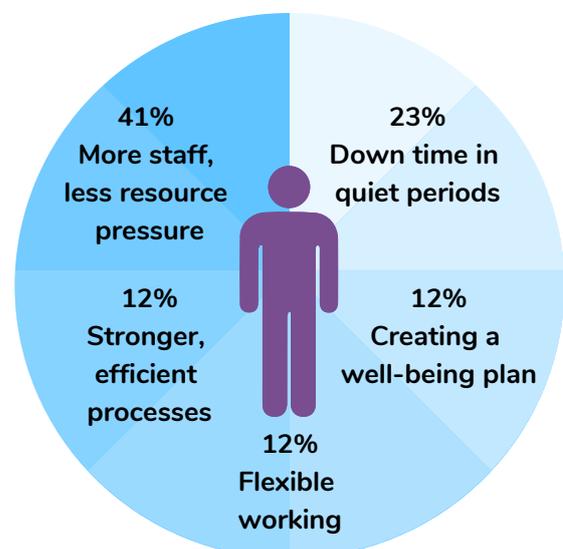
The overwhelming response was that more support from business leaders would have the greatest impact on stress levels of event professionals.

Knowing someone understands and supports you can make all the difference in busy periods. The second biggest factor was flexibility on working patterns which ties into better work / life harmony. The ability to work flexibly allows you to balance work and home commitments, therefore reducing feelings of overwhelm in the run up to events.

If there was one thing your business could implement to improve your well-being, what would it be?

ONE CHANGE

Creating a more flexible, robust work environment with a fully staffed-up team can greatly improve employee wellness. All the feedback relates back to focusing on your people - create an environment that supports them and they will thrive and deliver back to the business.



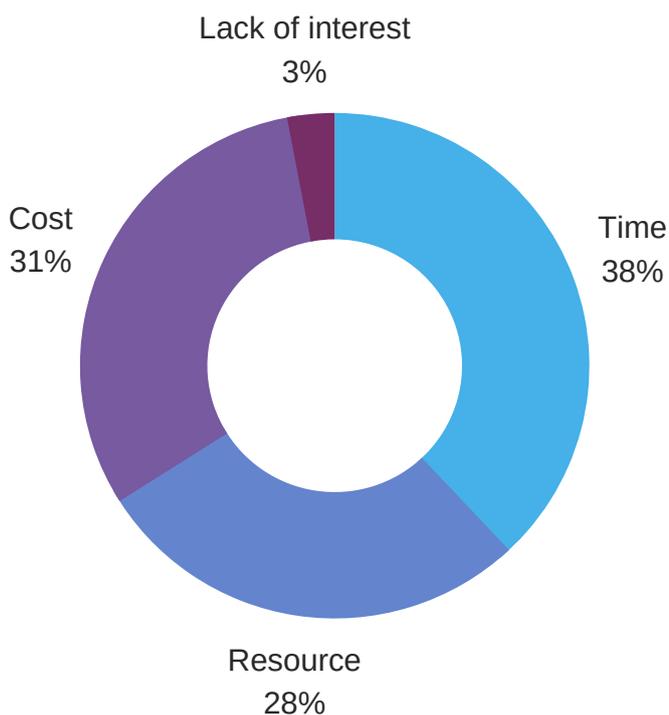
What small changes could positively impact your well-being?

DAILY HABITS

Small, regular actions can make a big difference on a business. Suggestions ranged from bite-size wellness sessions, subsidised yoga, free fruit and regular, open communication from leaders. Again, work flexibility was highlighted as a key factor in improving well-being and therefore productivity.



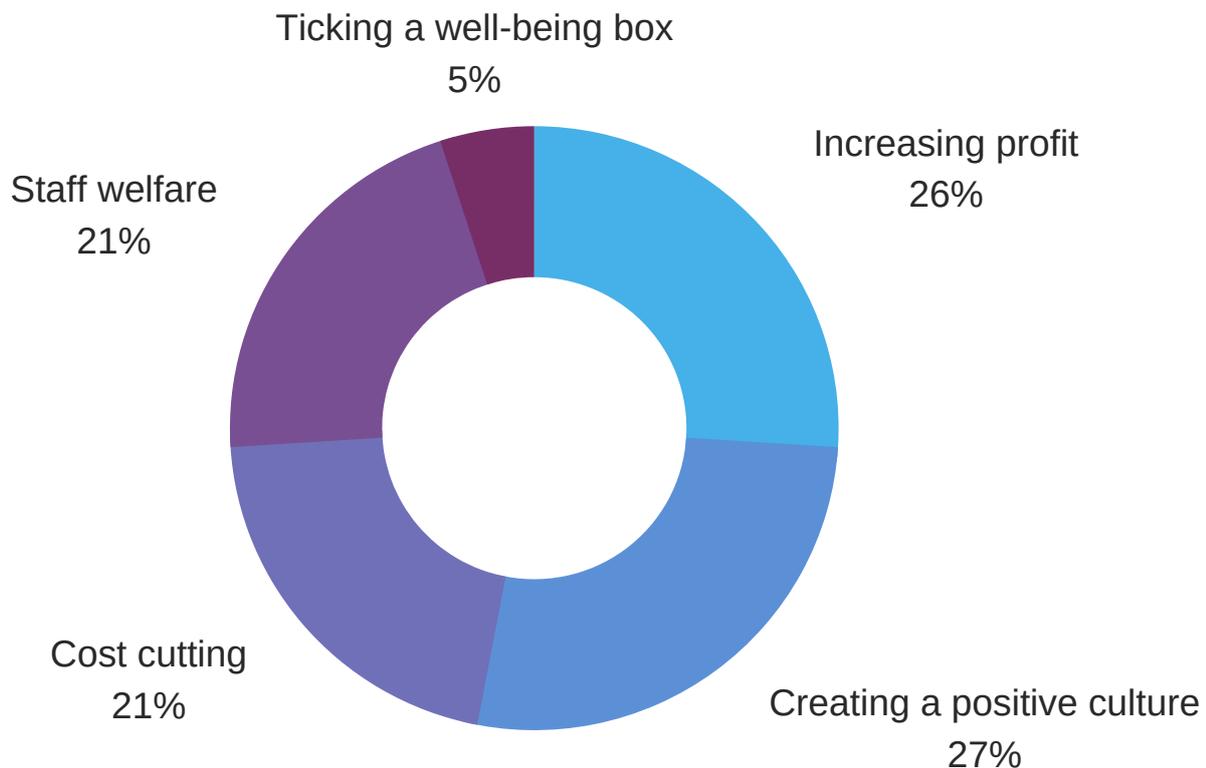
What do you believe is stopping your business implementing well-being initiatives?



BARRIERS

Interestingly, a lack of interest was not a significant factor in stopping businesses investing in well-being. So event pros believe their bosses do care! Time, cost and resource were the three biggest factors. Who will do it and when - they already have a full-time job! How can the business afford it? Implementing well-being can be done efficiently and cost-effectively when you have tailor-made solutions from experts.

What do you believe the biggest priority is for your bosses in creating a successful business?



PRIORITIES

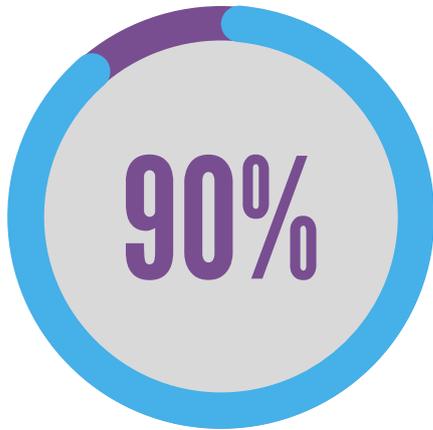
The two biggest push-pull factors appear to be reducing costs and increasing profits. The flip side of this is investing in the culture and welfare of staff. How can you look after your employees without it costing the business and impacting revenues? It is possible to balance these priorities as investing in staff has a huge ROI so can increase profits. It wasn't believed that businesses were only interested in well-being to tick a box- they genuinely care about it.



We are embedding health and well-being at the heart of our business strategy because our people are our greatest asset, and we recognize that a healthy, happy and committed workforce is vital to our business success.

Alex Gourlay, Co-Chief Operating Officer
Walgreens Boots Alliance, Inc.

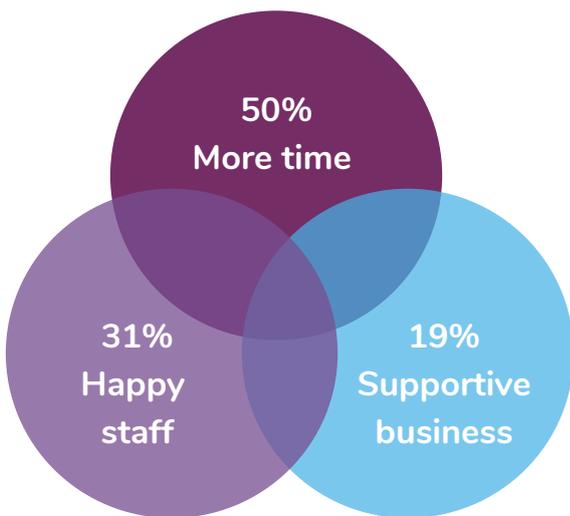
How much impact do you think well-being can have on staff ?



HIGH IMPACT

90% off all survey respondents strongly agreed that creating a well-being culture can have a positive impact on their staff. Making them happier and more productive with a sense of fulfillment in their jobs!

What does successful well-being look like to you?



SUCCESS

This clearly indicates that well-being can be simple and the future is achievable.

Well-being done well results in a happy team, with more time to work effectively and business leaders who support them to deliver great results.



The events industry is an exciting, global, resource intensive industry. Whilst this is usually what attracts us to the jobs we love, it can also be the root cause of some challenges.

Travelling to back to back events and constantly being in demand can cause stress and burn out. Having a well-planned and communicated wellness policy that offers practical advice and mental health support is vital in today's fast paced agency.

Nel Flint, Director of Operations, Capita Travel and Events

CONCLUSIONS

The findings from this report are unanimous - small, incremental well-being initiatives can have a direct effect on employee satisfaction and productivity, therefore positively impacting business performance.

The most significant changes needed were related to flexible working, lieu time and work/life balance. These indicate that when employees have the flexibility and space to work with irregular event schedules, rather than be dictated by them, their happiness and performance will increase.

Businesses can greatly improve their mental health and wealth by empowering staff to become more aware of how they manage stress. This can be achieved by training staff on how to build resilience in times of stress and how to work smarter.

A key insight was that while the business challenges are similar, every solution is unique. Put simply - when you take time to understand your teams, their work patterns and their challenges, you can create a solution that works for your workforce and your business. Resulting in greater business success.

This report scratches the surface on the impacts of stress on event professionals and how simple and realistic it can be to find solutions that benefit both the individual and the business. Crucially it provides essential insight into the demands of a highly stressful job, which can be extrapolated across other working environments.



The events industry is a people industry and the well-being of those people has been ignored for long enough. Focusing on well-being for your team is now an essential part of your business strategy. It is a hard working industry, long, irregular hours and an intense pressure to perform. A happy and healthy team improves creativity, improves retention and saves your company money.

Laura Capell-Abra, Career and Business Coach, Stress Matters

NEXT STEPS

In order to effectively create change, well-being needs to be part of your business culture and strategy.

Businesses often believe well-being is complicated and time-consuming. It doesn't have to be!

Well-being can be embedded easily into a company culture to create powerful changes in daily working habits. This has a tremendous impact on productivity and business growth and leads to a happy, healthy workplace.

To understand what your business well-being wealth looks like and how you can create a wealthy business, book your complimentary Mindful Business check-up with a.life.more.mindful.

STRESS MATTERS

A great way to kick-start your commitment to well-being is to join **The Stress Matters pledge scheme** which is proudly supported by **a.life.more.mindful**.



Stress Matters was created after a piece of research across all sectors of the events industry in 2017. Ten pledges were developed to give guidance to employers on improving the mental well-being of their team. As part of the sign-up process, an audit is undertaken, and a benchmark given as to the level of stress. An action plan is then created, and we support you on your journey to achieve your accreditation.

www.stressmatters.org.uk

TO FIND OUT HOW WE CAN CREATE A POSITIVE CHANGE IN YOUR BUSINESS, GET IN TOUCH:

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