

Press Release 3.1.07

Creative & Unique Venues Make Business Sense.

Written by: Dawn Fears, CEO of Prestige Consulting Group LLC, a full service event planning company serving companies and institutions in Tennessee.

Meetings have become the intricate fabric that holds companies together today. Often corporate leaders host meetings with employees to communicate a vision to meet objectives, celebrate financial milestones and motivate the hardworking staff. Consequently, it gets more difficult to find creative ways to disseminate the information and ensure the message reaches every member of the audience. One way to achieve this is by selecting unique venues to host your next meeting or event. Traditional venues like hotels and company conference rooms have been replaced with new patterns like museums, parks, and art galleries. For example, Nashville offers companies multiple options outside of the norm. Now companies can book venues like Frist Center For The Visual Arts in downtown Nashville or take advantage of the fitness trend and host a team building event at a group friendly spot like Cool Springs Climbing Center located in Franklin. Places like these allow companies to provide their employees with a new culturally charged atmosphere and the freedom to absorb information in a non-traditional manner. A recent study from a team of researchers from the University of North Carolina studied 980 employees and measured the effects of meeting time on employee well-being. The study revealed that employees expect to attend at least one meeting in a day so why not make this valuable time away from the office enjoyable. When planning your next event, be sure to think about some new ways to make your business meetings memorable. Unique venues are sure to give your meetings a new and refreshing twist!

Sources:

Entitled "Not another meeting" Are Meeting Time Demands Related to Employee Well-Being?, the report was authored by Rogelberg, Desmond J. Leach from the University of Sheffield and Jennifer L. Burnfield from Bowling Green State University. It appears in the current issue of the Journal of Applied Psychology, Vol. 91, Issue 2.