

# NKilter™ Helps Seattle Technology Firm Reap Real Rewards from Corporate, Socially Responsible Event



FareStart Grads Kirby & Andy assisting as sous chefs for Holiday Party Culinary Throw-down

*“The concept, planning and execution of this event were critical elements in the rebuilding of our corporate culture.*

*NKilter managed every detail of this complex project with precision, imagination and a high level of communication.”*

*-Senior Director, HR*

## How Did a Mid-Size Technology Company:

- Effectively manage ongoing staff attrition?
- Break down growing organizational silos?
- Improve staff morale?
- Have fun?

It may sound a little crazy, but they had a party.

[Learn More](#)

## The Situation

The organization was experiencing:

- Major leadership changes and internal reorganizations
- An increase in both lay-offs and voluntary attrition
- Growing departmental silos
- Reduced budget for employee events
- Concerns over employee perceptions about spending excessive money on events during a difficult time.

The holiday season was approaching, and the organization had to decide whether they should hold a holiday employee event, or cancel something that had become a tradition over a number of years.

This was a major decision, as it was seen to impact employee morale, which had dropped significantly due to lay-offs, budgetary restrictions and employee perceptual issues.

**A morale event that did not raise morale would be a disastrous waste of money and might increase employee concerns.**

The organization’s executive leaders and internal marketing specialists engaged with NKilter to determine if it would be possible to create an event that would address their key concerns.

## The NKilter Solution

After review, NKilter proposed a solution that would:

- Respond effectively to all organizational challenges
- Become a traditional event that employees would be proud to participate in and proud to attend.
- Have a Corporate Social Responsibility (CSR) theme, based around fund-raising for [FareStart](#), a culinary job training and placement program for homeless and disadvantaged individuals.



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## Solution Details

- Event featured a cooking “throwdown” pitting a company executive against a notable local chef.
- Silent auction put on by “competing” departments in organization generated over \$12,000.00 to benefit local non-profit.
- Departments created individual fund raisers for event – employees were engaged and excited by worthwhile, light-hearted competition.
- Event designed from the ground up with social purpose.
- Involved a popular venue, local celebrities and a well-known, non-profit organization.
- Fund raising goal set and exceeded by engaged employees

## Solution Benefits

- According to the organization’s Senior Director of HR, this event created a **boost in morale and employee productivity** that has persisted long after the event.
- Socially responsible holiday **event excited and engaged employees**, while also raising \$12,000.00 for selected non-profit, [FareStart](#).
- The event **drove significant media attention**, creating mentions in multiple media sources
- Media attention helped boost awareness and **improve public perception of organization**.
- Opened a path to create other CSR activities during the year, further engaging employees and strengthen corporate culture.

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## Learn How NKilter Can Help You

Integrity, creativity, and a crazy passion for what we do are our core values. We also know that flawless execution, careful listening and a high level of communication are critical to the success of any event.

With 20 years of growth and experience, we still learn new things every day. Some of the ways we can help you include:

- Providing **consulting services** for the implementation of events modeled around Corporate Social Responsibility (CSR) initiatives.
- Offering **strategic partnership** in the design and flawless implementation of event program elements for any type of event, including such areas as:
  - Site selection
  - Contract negotiation, budget analysis & management
  - Theme development & décor
  - Food and beverage, entertainment, transportation, audio visual, and full on-site management of all programs and program support staff.



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