

A CULTURE of GIVING

*How members of the industry
are paying it forward and giving back*

By Kenya McCullum

With the numerous corporate scandals that have been played out in the news over the years, people are becoming more and more concerned about working in an environment with a high sense of corporate responsibility. In fact, these issues are even being discussed in job interviews as prospective employees – particularly those in the younger generations – desire to work for a company that is involved in service to something other than the bottom line.

Companies in the exhibitions and events industry have answered this call and have incorporated giving into their cultures. Through both formal and informal channels, colleagues have banded together to give to the industry, the community and even to each other in ways that prove that philanthropy is a gift that keeps on giving.

THE BUSINESS OF CARING

Just as corporate giving can help a community, it also can have a positive effect on companies. As employees become more involved in charitable

works, they can develop camaraderie with their colleagues – whether they work together every day or never spent any time together at all. This kind of team building can help employees grow as human beings and raise the morale of everyone within a company.

“These activities really provide an opportunity to bring our employees together in a non-work related way for something that they care about and they feel good about what they are doing,” said Carrie Freeman-Parsons, vice chair and chief marketing officer at Freeman, which recently branded “Freeman Cares” as a package that explains all of the company’s giving activities.

“The reason we branded ‘Freeman Cares’ was because we realized that we had been doing all these things and we were not leveraging internally and externally the amount of things that we were doing as a company,” she said. “This is just part of who we are as an organization, and it was a good opportunity for us to come up with a branding umbrella that would speak to our commitments.”