

**YOU HAVE THE IDEA. YOU HAVE THE PITCH.
DO YOU HAVE THE POWER?**

SELLING YOUR EVENT UPWARDS



NOMADIC 6

A (somewhat) practical guide to help you
negotiate and persuade your
stakeholders.

REJECTION

Your calendar lights up: "Company Event 20xx, 1:1 with your manager", in 10 minutes. You go through your slides again: you prospected locations for weeks, the programme has been perfected over months, and you've checked the visa requirements for EACH employee. You confidently head into the talk.

"This is low priority, can it wait?"

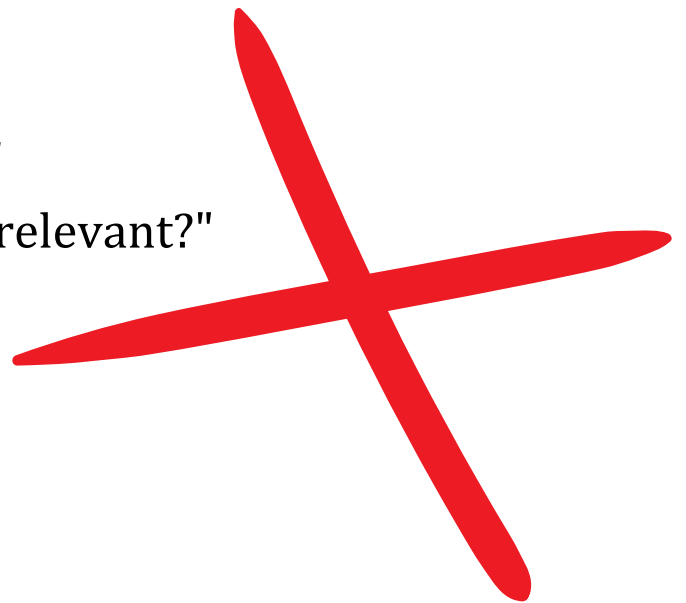
"Can't you see that it's no longer relevant?"

"We don't have budget for it"

SO... THAT HAPPENED.

If you're reading this, surely you've found yourself in an awkward situation where your effort towards an initiative you were championing was ignored, dismissed, or simply your manager didn't espouse it enough to care.

We say, the only way we fail is if we give up. Seeing this happen all too often, we wrote this guide help you transform your manager in your number 1 ally.



WHAT'S IN IT FOR...



YOUR COMPANY



FIND THE ANSWERS WITHIN YOUR COMPANY

Even before approaching your manager, start by being objective and understanding how what you do plays into a larger company strategy.

What are your company's values?

Tailor your event and presentations to reflect them: an unmissable opportunity!

What is the competition doing?

Some industry compete for the same talent: you wouldn't want to lose your best team members for not organising off-sites.

What are common complaints you've heard?

You're addressing an obvious pain-point: how is this not a natural solution for what your company is struggling with?

USE YOUR OWN DATA...

Help yourself with a healthy diagnostics and qualitative metrics.

At Nomadic6 we like to assess, from 1 to 10, where your teams sit according to Connection, Collaboration, Education, and Integration:

- Anything below a 7 is an opportunity to improve.
- Anything above a 7 is a chance to celebrate.
- ...and we just don't take 7 for an answer!

People are surprisingly accurate in such assessments, so use them to your advantage!



...OR FIND IT OUT THERE

WE DID THE WORK FOR YOUR, DON'T WORRY.

- A sense of belonging in the workplace can enhance job performance by 56% (HBR).
- Perks and benefits significantly influence 60% of job applicants when deciding to accept a job offer (GlassDoor).
- An up to 13% boost in productivity is observed when employees are content (Oxford Saïd Business School).
- Virtual communication hinders creative idea generation (Nature).
- 81% of millennial employees believe that face-to-face interactions with coworkers enhance their work efficiency (Forbes).
- 37% of business travellers think that leisure activities should receive equal time as corporate commitments during business trips (Stratos).
- Two-thirds of corporate travellers worldwide find it difficult to establish professional connections virtually (Skiff).
- A quarter of employees expressed concern about reduced in-person contact with peers in remote and hybrid work settings (TravelPerks).
- A face-to-face request is 34 times more likely to be successful compared to an email (HBR).
- The mere thought of travel leads people to experience higher levels of happiness by 18% compared to an average day (AirBnB).
- In-person meetings and socialising with colleagues are missed by 45% and 73% of individuals, respectively (Indeed).
- The key to building trust is perceived to be human contact by 64% of people (TravelPerks).
- 88% of parents anticipate business travel as a break from their daily life at home (Forbes).
- 34% employees reported having their most creative ideas during company or executive retreats (TravelPerks).
- 73% of corporate travellers feel that face-to-face meetings are more effective than online communications (Freeman).
- 14% percent of respondents believed that the lack of face-to-face interactions negatively impacted camaraderie among coworkers (TravelPerks).

WHAT'S IN IT FOR...

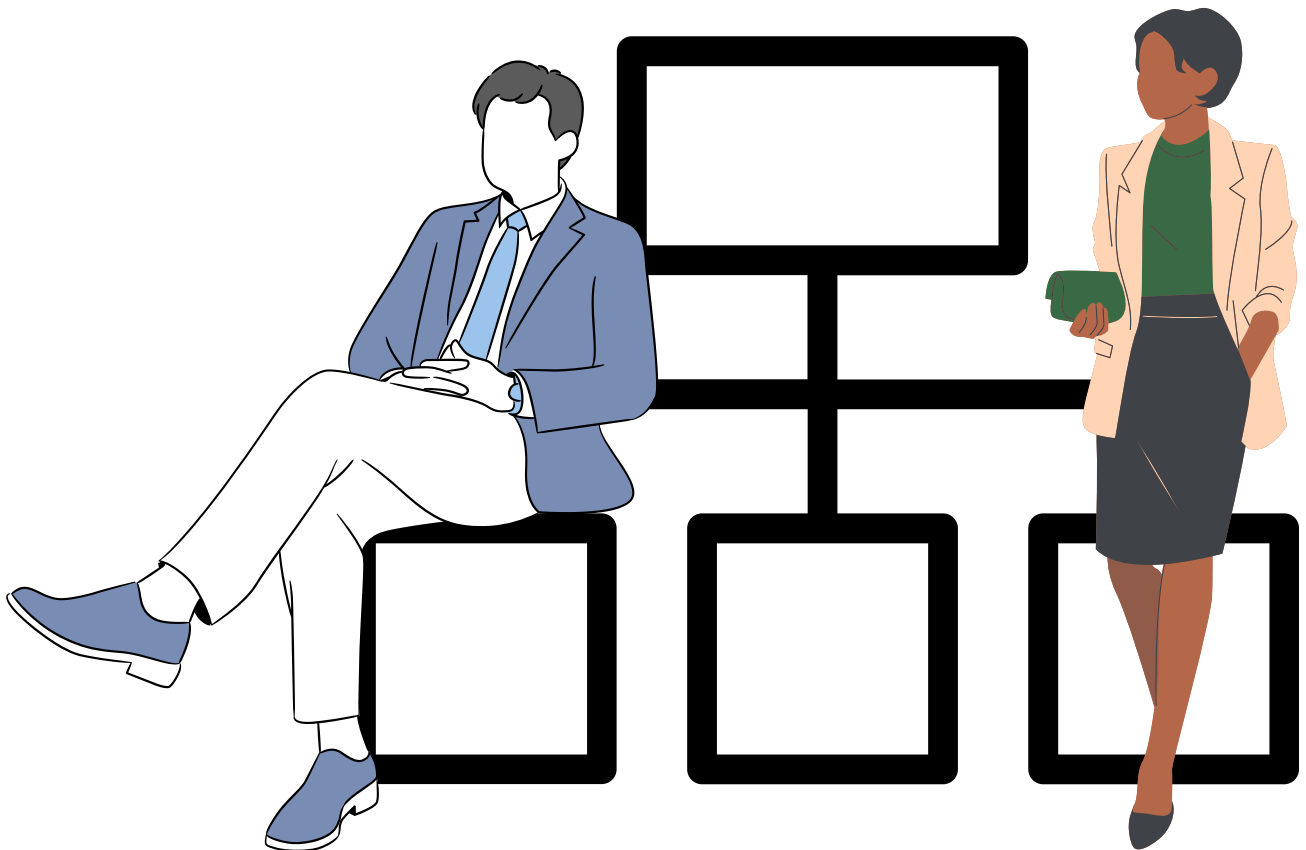


YOUR MANAGER.



HUMAN INTERACTION, HUMANE TOUCH

Take a breath and look at the picture in that org chart or on the company's messaging app. They're a person, just like you. Bring yourself to understand them better by breaking down your rapport using this following checklist:



HUMAN INTERACTION, HUMANE TOUCH



UNDERSTAND YOUR MANAGER'S:

goals and objectives
sources of pressure
strengths and weaknesses
work style
communication style
influencers
culture

ASSESS YOUR:

strengths and weaknesses?
Vantage points and unique insights
work style
communication style
perception of authority
allies and threats



BRING THESE ASPECTS TOGETHER AND:

Match your styles
Fulfil their needs
agree on expectations
Focus on clarity
Provide consistent information flow
Foster dependability and honesty
Maximise their time and resources
Find allies among his influencers



3 MANTRAS TO LIVE BY

GET THE RIGHT PERSON, GET THE PERSON RIGHT.

Your manager might be responsible for you, but not be in charge of the yea or nay for your trip.

Are you the right person to deliver the message? Could your point be made better by others on your behalf?

Are you "speaking the same language" and understanding what motivates them?

The twist: are you keeping people cooped up in a meeting rooms the whole retreat? Are you proposing only adventures no insurance companies will cover? Have you considered the impact of your event on your teams' families?

GET THE RIGHT TIMING, GET THE TIMING RIGHT.

This retreat is your project, but it might not be paramount for them (yet). Find a moment when they're open and available to talk, to best articulate your thoughts and the opportunities.

Think of your manager: how long will it take them to decide? How many times do you need to repeat the message for it to be understood?

The twist: are you planning to send your team to a retreat in the busiest time of the year? Is it well aligned to most regional holidays? Have you planned a trip to India in the monsoon season?

GET THE RIGHT PLACE, GET THE PLACE RIGHT.

Choose the best medium for the communication: some managers want to be left alone with a detailed presentations, some prefer a visionary sales pitch and let you sort out the details - what will it be?

The twist: is the location of the event something too exotic? Or is it too boring? How does it align to your people?

5

PERSUASION PROFILES



CONTROLLER

Unemotional, analytical

Dislikes uncertainty

Works only with own ideas

Let your manager own the data and build the case

Over months send all info (case studies, reports...)

Be very structured

Create a urgency by highlighting company risks

PERSUASION PROFILES

CHARISMATIC

Easily enthralled

Decisions made on balanced info

Emphasis on bottom-line



Go visual and use diagrams

Be crystal clear with your message

Focus on benefits



THINKER

Toughest to persuade

Logical and risk-averse

Requires extensive detail



Come well-prepared with background

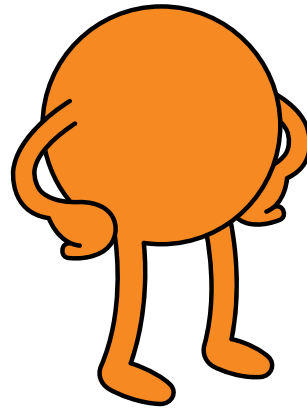
Set up follow-up meetings

Work iteratively to allow for more Q&A

PERSUASION PROFILES

SKEPTIC

Challenges all data
Decides on gut feeling



Use people that your manager trusts
(internally or KOLs)
Draw on previous positive experiences
Stroke you manager's ego



FOLLOWER

Relies on previous decisions
Late adopter

Show novel (but proven) solutions
Involve KOLs and testimonials
Present several options
Tap into your network

WHAT'S IN IT FOR...



EVERYONE ELSE.



UPWARDS...

...WAS NOT ENOUGH



You prepared the data.

You aligned to the company strategy.

You created a rapport with your manager.

You catered to their personality.

You prepped a glossy presentation.

You pitched it to your best.

And it still didn't work.

Let's explore alternative approaches to create a unique experience for your team. You've currently only sold **upwards**.

What if you onboarded people to sell for you **sideways** and **downwards**?

NETWORK WORKS LIKE CLOCKWORK

Analyse

Start by identifying whom your manager interacts with and how you are connected to them. What type of relationships do they share, and which value do they provide to your manager?

De-layer

Don't focus too much on hierarchy and open yourself to different departments to ensure a diverse and diagonal approach.

Go for quality and not quantity

Create meaningful connections and sponsoring, and make sure they share goals and values.

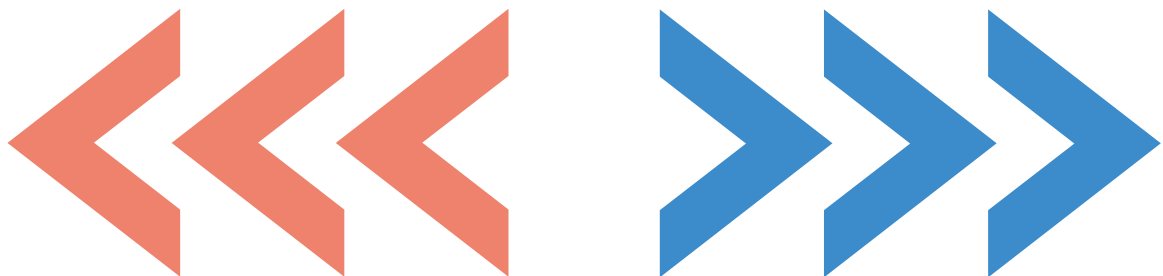
Identify people who can complement your know-how and provide additional talking points.

Diversify

Map it out, and enjoy the process of building the relationships.

Capitalise

Ensure your network helps you sponsor your event idea: ultimately, they'll also enjoy it!



D O W N W A R D S

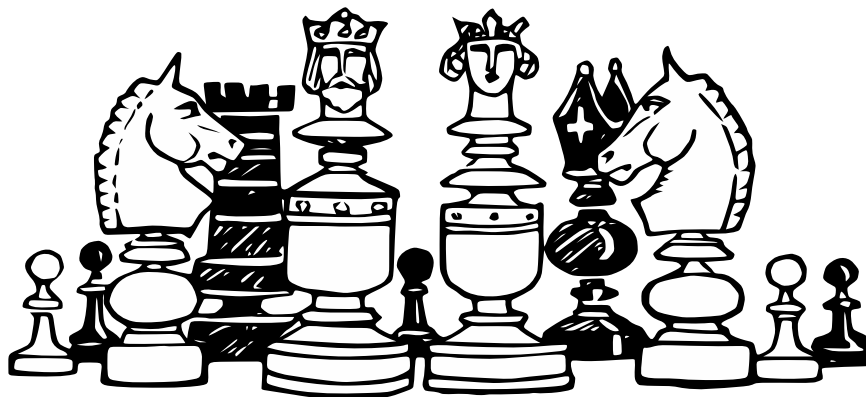
WHO MAKES THE DECISIONS

FOR THE DECISION MAKER?

Is your manager the one actually calling the shots... or holding the strings to the purse? Regardless of company size, the decision-making structure can move along several different dimensions. When talking to your manager, try to grasp who's putting the pressure (or limitations) on them.

After you've identified the person, reach out and start building a rapport. This could mean (re)introducing yourself finding the right moment: a presentation they gave, a relevant blog post... You can learn more about them simply checking their LinkedIn, or previous company comms.

Pro-tips: Can you fix a problem for them or take part in an initiative they sponsor? Go for it! Has your team received a praise? Share it with them (especially if they're your "boss's boss")!



BUDGETING

ALL BUSINESS TALKS INCLUDE THE QUESTION:
"HOW MUCH WILL IT BE?"

The elements that impact the bottom-line most

- locations - a campus-like, one-of-a-kind experiences in villas has a different price tag than a hotel chain, apartments, or boutique resort.
- room occupancy - sharing rooms can half your costs, but are your people ready?
- seasonality - monsoons? Hurricanes? Bank holidays and vacations?

Talking numbers? Somewhere **between \$200 to \$800 per person per night**, flights excluded. And consider that planning a retreat internally starts at 160h of work: what's the price tag to that?

At Nomadic6 there's no fixed fee or hidden costs: once **you decide your budget**, we'll work towards that and include our cost within.

AND YET.

Not into persuading or hand-holding your manager for months? We'll be happy to do it on your behalf.

We know that committing budget and effort to an event takes a lot of time, trust, and commitment.

That's exactly what we do.

Reach out to our team at [**events@nomadic6.com**](mailto:events@nomadic6.com)

Worst case scenario:

it's not your fault if things go poorly. It's ours.

Best case scenario:

you get credit for an event that lives on in your teams' memories.

Just saying.



