

**CORPORATE EVENT AS A WAY OF THE EFFECTIVE TEAM BUILDING IN  
THE CONDITIONS OF THE GLOBALIZATION**

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**Annotation.** The author draws attention to the corporate culture as the key factor of the company's successful work. The use of the corporate event is emphasized to be an inseparable part of the organizational culture of the company. The corporate event performs a number of functions, which are necessary for the formation of the system of internal communication in the company (it facilitates the restoration of the mental energy and spiritual balance of the employees; helps to resolve the contradictions, which arise in the team; establishes the individual's relationship with the community; creates a sense of the whole; increases the efficiency of the work; ascertains the achievements and success of the company, etc). Well-organized corporate event can become a powerful motivational incentive for the employees; moreover it can promote the building of an effective team.

**Key words:** corporate event, "empathy", integration, "fixation of success", motivation.

**Introduction**

Nowadays the integration of domestic economy into the world economic system is taking place. This causes a change of traditional approaches to staff management processes. New business conditions require us to consider the concept of "corporate culture" as one of the main elements of the system of personnel management.

In the modern business world corporate culture is an important condition of company's successful work, the foundation of its dynamic growth. It has to be said that corporate event serves as a kind of guarantor of the desire to improve efficiency. Corporate culture forms a certain image of the organization, creates a system of social stability, provides the standards of employee's conduct, which are characteristic elements of this system; it also contributes to the team building. Therefore, the corporate event becomes an important element of modern companies' life, an inseparable component of their organizational culture. They perform the function of team building, act as a guide of the establishment and support of company's core values.

**Corporate event as organizational culture element**

The author of this article researches one of the elements of the corporate culture – a corporate event. It has to be mentioned that this exact event, in our opinion, is one of the most effective ways of establishing a system of internal communication of the company.

It is well-known fact that the main resource of a successful company is the people – its employees and their families, customers, competitors, etc. The human factor is a decisive one in creating the perfect team. Any organization, even the most successful one, can't exist without them!

It goes without saying that in order to achieve the maximum efficiency of the staff it is necessary to organize the working process properly, namely to balance the time, allocated for work and the time – for rest. Moreover, the leisure activities of the employees can be also used with the advantage for business. "In the society people's natural desires are displaced and the feelings of depression are accumulated. All these features remind the spring, which is slightly compressed in the normal state. The man bends under the society. On the other hand from time to time this tension must be relieved. This situation requires the managers to use new forms of the work with the staff (Khodak, 2002).

Corporate event has been used as one of the most effective forms of work with personnel – a certain act of "empathy", caused by the joint success and achievements. Corporate event, as one of the forms of festive culture, took place in the developed capitalist countries of Europe and America in the late 19<sup>th</sup> – early 20<sup>th</sup> century. It happened when the owners of large corporations realized the essence of the word "motivation" and began to apply it to the business sphere. They were convinced that the employee, who works not only for financial reward, but also for the "idea", is much more efficient and, therefore, brings the biggest profit to the company. Nowadays, a corporate event has become a part of the internal policy of many companies. The success of further activities of the company depends on the corporate event, as it increases the motivation of employees, facilitates the team building, and reveals the main problems of the company. As a result, the corporate event acts as a mechanism of organizational diagnostics.

Corporate event is an inseparable part of the organizational culture of the company and it acts as a guide of the core values and attitudes of the company. It is a specially organized party on the occasion of the events which are important for the company. If the corporate event is properly organized and held, it can contribute to the achievement of the goals. The corporate event can be aimed at different target audiences, from the other hand it depends on the goals and objectives of the company (Volchuk, 2006).

It is important to take into account that a corporate event is not just common entertainment, it is also based on a concrete idea, which meets the goals of the company, units and inspires its employees.

It is out of the question that corporate events in the life of the company perform a number of important functions. First of all, they are used to establish a rapport in a team and to develop a sense of "empathy" while talking about common goal and ideas.

First of all, the corporate event performs a compensatory function. This function is realized in the ability of the event to meet those needs which can't be satisfied in everyday life. It is a rest of the employees from their routine work, the restoration of physical and mental forces, the relief of the

emotional-psychological and existential-psychological stress, and replenishment of the deficit of emotional-aesthetic experiences and impressions. Corporate event helps to restore mental energy and spiritual balance of the employees.

It is important to emphasize that the corporate event compensates not only the restrictions and prohibitions, established by everyday life, but also turns them into fun and enjoyment. Being a specific model of the world, it is located in another space and another time. Employees stay within this model, in its particular space and particular time, which helps to remove or resolve the contradictions of reality. Moreover, the fact of the existence of this very model is also very important.

The function of socialization is important too. After all, any act of festive behaviour of the individual is a social one in its nature as it is included in the context of social reality as well as in the functioning of the social system.

The collective nature of the events reflects not only the fact that a certain group of people participate in them, but also the presence of well-defined single community (group, that considers the event as its heritage and a natural way of expressing its values). The connection of the corporate event with the identity of the individual and the community suggests the features of isolation in it, expressing the awareness of "I" and "we" concepts. The things which distinguish the members of one group from the members of the other group integrate and unite the representatives of this very group – in our case the team of the company.

Crowded and anonymous atmosphere of the communication; close physical contact that causes the effect of physical emotional infection; the emergence of a kind of collective euphoria – all these factors give birth to the collective feeling and make the experience of the individual's relationship with the community a subjective one. Thus, the corporate event reinforces a sense of belonging to a certain community in the mind of the individual. So, we can conclude that the corporate event performs the function of integration.

In addition to all factors that have been mentioned above, we need to emphasize that the corporate event also performs the function of team building. One of its tasks is to change the routine of the monotonous office life. The employees, accustomed to see each other in a certain role, get tired and are not interested in each other any more, as a result the internal tension appears, different conflicts take place. All these factors gradually lead to a reduced efficiency. Communication in a relaxed atmosphere helps employees to get to know each other better. Perhaps having a glass of wine together they will be able to find understanding and to resolve conflicts. As you know, in ninety nine cases out of a hundred a committed team of people with average abilities achieves higher results than a group of geniuses without the team spirit (Bohdanov , Zazykin, 2003).

One more important function, performed by the corporate event, is the "fixation of success". In contrast to the usual summing up, this function emphasizes the achievements and successes of the company with a positive focus. These factors allow employees to demonstrate their best qualities to their partners, competitors and themselves.

In our opinion the most important function of the corporate event is a motivational one. Good motivation is needed for the effective work of the employees. As you know wealth has always been the best means of motivation. But today it is not enough to be well-paid. The results of sociological studies show that the creation of a team spirit goes along with the providing comfortable working conditions and high wages, and sometimes it even goes ahead of all these factors (Gundarin, 2007). It has to be mentioned that V. Novikov, one of the researchers of corporate culture, has emphasized "All managers want their employees not only to be proud of the fact of working in their organization, but also to be willing to work selflessly for the sake of their company's prosperity. However, high salaries and bonuses can't always solve this problem. Corporate events make a person feel a sense of belonging to the organization, promote a sense of the commitment to a team as a whole (Novikov, 2001).

It is impossible to measure or estimate the team spirit, but its role is definitely important. The commitment to a team makes a person put the interests of the team on the first place and correspondently consider personal benefit as a second one. When the person starts thinking about the whole company's benefits, without being limited by the range of his or her direct personal duties, then the indicators of company's profit increase faster without any additional investments.

### Conclusions

1. Thus, a corporate event, which is properly organized, can be a powerful motivational incentive for the employees; it unites them into one committed team and creates a good atmosphere, which is kept for a long time.
2. And therefore we can conclude that the organization of the corporate event for the employees is a long-term investment in the future prosperity of the company. The friendly team is able to achieve high results in reaching the main goal – successful development of business.

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