

# TEAM BUILDING WITH PURPOSE

Conferences are more than just keynote speakers, breakout sessions, and networking. They're opportunities to engage employees, foster collaboration, and make a positive impact. Purpose-driven team building combines fun, skill-building exercises with meaningful Corporate Social Responsibility (CSR) activities, making your event both memorable and impactful.

By integrating CSR initiatives into team-building activities, organisations can:

- Enhance collaboration and communication among participants
- Increase attendee engagement through meaningful contributions
- Leave a lasting impression through real-world impact
- Showcase your company's commitment to corporate social responsibility

## How to Incorporate CSR Activities into Conferences

But how can you put this into practice in a way that feels considered and aligned with your brand? Here are our practical tips to successfully integrate CSR activities into team building at conferences:

1. **Align With Your Values:** Choose activities that reflect your company's mission and will resonate with your attendees
2. **Plan for Engagement:** Design activities suitable for your group size and the space available to you. Our amazing team of [Event Managers](#) can help!
3. **Facilitate Reflection:** Include a session where teams share experiences and discuss the impact of their contributions
4. **Share the Story:** Capture photos, videos, and testimonials to showcase achievements internally and externally
5. **Partner with Charities:** Collaborate with experienced organisations to ensure the activity is meaningful and logistically smooth.

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## Helping Hands!

A standout example of CSR-focused team building is engaging conference attendees in assembling prosthetic arms that are then donated to children under the age of 10 via the Helping Hand Project. Some of our team recently tried it out for themselves.

## How it works

They kicked off with a series of dexterity challenges to help understand the daily struggles faced by those living with limb differences. A humbling and eye-opening experience!

Then comes the highlight, assembling the prosthetic hand itself. The process is straightforward, guided by clear videos and all the tools needed. Participants even get the chance to design the bag it would be sent in and write a personal note to the recipient, a heartwarming touch.

**The Impact:** Each completed prosthetic arm truly transforms a child's life, improving mobility and independence.

**Team Benefits:** Participants develop stronger teamwork skills while experiencing the satisfaction of contributing to a meaningful cause.

This type of purpose-driven team-building activity not only creates a rewarding experience for attendees but also generates compelling stories that reflect your organisation's values and social impact.





If you want to find out more about our team building options, contact your Account Director today:

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