

The 2024 UFI HR Award

How **Clarion Events North America** is Fostering a Culture of Learning and Innovation to Drive Business Transformation



- **Company Name:** Clarion Events – North America
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- **Date:** June 28, 2024

Overview



Company Strategy:

- Revolutionizes employee development – the whole HR team is part of the newly branded “Learning Lab”
- Comprehensive, adaptable approach
- Customizable learning paths
- Emphasizes empowerment and innovation
- Nurtures growth, collaboration, and organizational success
- Intentional branding of programs



Comprehensive Development

Holistic Growth:

- Diverse developmental initiatives: coaching, mentorship, leadership programs
- Aligns with evolving business needs
- Enhances adaptability and skill diversity
- Training opportunities for everyone

2023 RECAP

EXECUTIVE COACHING/ TEAM STRATEGY/ BUILDING

- 70 coaching sessions
- 30 MBTI sessions (including follow up)

LEADERS OF TOMORROW 2023

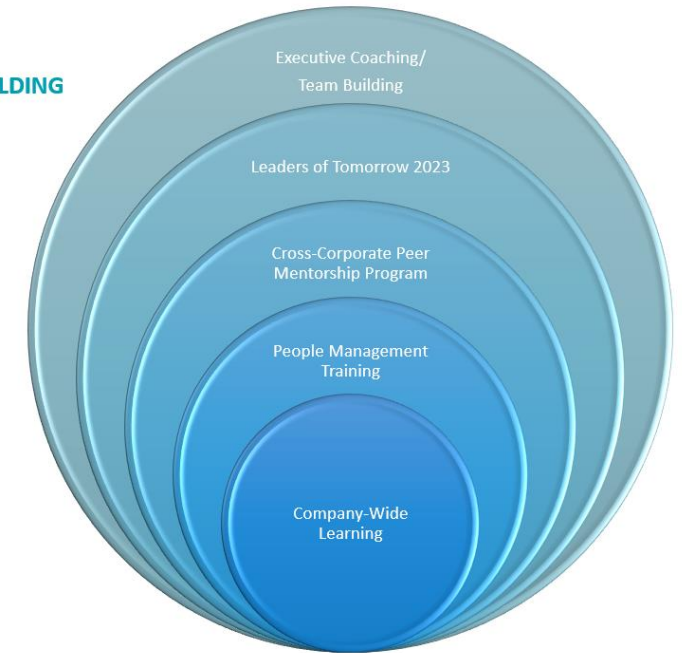
- 60 graduates

MENTORSHIP MATRIX

- Clarion, QN & Consero
- 80 participants

COMPANY-WIDE TRAINING

- 155 Certified Active Allies
- 27 company-wide trainings
- 24 edX/college courses awarded



Careers Challenge

40 university courses won to date!

Partnership with EdX

FEBRUARY CHALLENGE WINNERS – HOW IT’S GOING



John Coyne, Conference Director (QN)

Currently enrolled in University of Maryland: Storytelling and Persuading using Data and Digital Technologies

"I am so excited to be the winner of free courses from Careers Challenge via from Clarion! The opportunity to continue to learn about concepts and strategies that will help me make a positive impact on my team and company is incredible."

JOIN THE CHALLENGE TODAY!



Careers Challenge is a contest offering you a chance to win a course from top institutions via EdX, an online learning platform. The courses, covering different subjects, aim to teach new skills or deepen your knowledge in certain areas. The courses we highlight are all online and self-paced, allowing you to learn at your own speed and on your own schedule.

This month we have an even wider selection of courses for you to win! Sign up for [your free account at edX here](#) so you can view course descriptions.

[Click here](#) for your chance to win your choice of any of these courses!

AI

AI for Everyone: Master the Basics - IBM
AI for Leaders - Babson College
Ethics in AI and Data Science - The Linux Foundation

Communication

Communication Skills and Teamwork – Fullbridge
Preventing Miscommunication in Virtual Work - Indiana University
Soft Skills: Collaborate Effectively - IBM

Data & Business

Analyzing and Visualizing Data with Power BI - Davidson College
Creating Innovative Business Models - The University of Maryland
High-Dimensional Data Analysis - Harvard University

Marketing

Marketing Fundamentals: Who Is Your Customer? - Babson College
Marketing Innovative Products and Services - The University of Maryland
How to Influence the Consumer Behavior to Drive Sales by Jonah Berger – WOBI
Online Advertising & Social Media - The University of Maryland

Personal Development

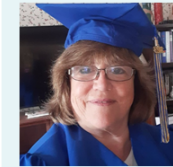
Building Personal Resilience: Managing Anxiety and Mental Health - Harvard University
Empathy and Emotional Intelligence at Work - University of California, Berkeley
Get Beyond Work-Life Balance - Catalyst
Positive Psychology - American Psychological Association

CAREERS CHALLENGE

The Careers Challenge is a competition where you have the chance to win a course from prestigious institutions, offered through the online learning platform called EdX. EdX provides a wide range of online courses taught by top universities and companies.

These courses cover various subjects and are designed to help people learn new skills or expand their knowledge in specific areas. They are usually self-paced, meaning you can learn at your own speed and convenience.

Congratulations to our July Challenge Winner, **Mary Yates**, who won access to “Empathy and Emotional Intelligence at Work” at the University of California, Berkeley, via edX!



Hear from Mary—

“I am thrilled to have won the Career Challenge for July. I like learning new things and I thought the topic of ‘Empathy and Emotional Intelligence at Work’ fell right in line with my sales role and dealing with situations with our clients. The additional training this course offers will help me build upon better interpersonal relationships, as well as increase my sales and productivity! Look out Berkeley, here I come!”

CELEBRATING OUR MAY CHALLENGE WINNERS

“During my time at Clarion, I have been looking for new ways to innovate and bring new ideas to our team to raise our subscription numbers while also renewing current customers. This Careers Challenge and the opportunity to take a course in Digital Marketing would offer me an opportunity to continue learning ways to reach customers, especially in our younger demographic.”



Megan Doyle
Senior Marketing Coordinator

“Learning about the fundamentals of digital marketing directly applies to my role in the company. I oversee the creation of our digital assets and would love to learn how to make these more effective for our company. Also, never stop learning!”



Julia Allinder
SVP, Graphic Design and Project Management

Cost Efficiency

Strategic Use of Resources:

- E-learning technologies like edX
- Internal expertise leveraged where possible
- Free on-demand webinars highlighted

ON DEMAND LEARNING



Looking to gain valuable insights into the events industry from a seasoned expert? Look no further!

[Click here](#) to read and learn from Ken Holsinger, an esteemed events industry expert, as he makes a special appearance on "Cut the Sh*t. Cue the Genius"! These live webisodes feature candid discussions and expert opinions on all things events-related. Don't miss this opportunity to glean knowledge from the best in the field. Click the link to join the conversation and elevate your understanding of the events industry!

Lunch & Learn: Unlocking Customer Value, The Power of NPV (Needs Purpose Value)



Join Amanda Gochee, Mike Carlucci, Ana-Alyse Castelluccio, Colleen Griffin, and Amy Womack from Clarion on **Thursday, July 11th at 12pm EST** as we dive into the importance of NPV – Needs Purpose Value – and its impact on our global strategy, with a special focus on our approach in the US.



Amanda Gochee
Group VP, Marketing Strategy



Mike Carlucci
Chief Operating Officer



Ana-Alyse Castelluccio
Group Director, Exhibitor Services and Customer Delivery



Colleen Griffin
Group Director, Marketing & Production



Amy Womack
Senior Exhibitor Services Manager

Lunch and Learn: "Human-Centered Design Approach"

Join Narisa Wild and Gina Nolan from Clarion, tomorrow, **June 27th at 12 pm EST** for their lunch and learn. In 60 minutes, they will provide practical tools to help you navigate what customers truly think, feel, and don't say along the way to foster our core value of Customer Obsession.



Gina Nolan
Digital Product Manager



Narisa Wild
SVP, Digital Strategy & Products

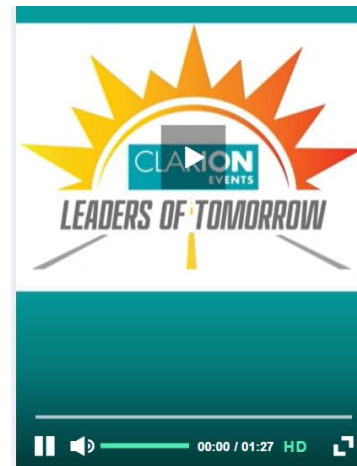
Excel Office Hours with Bill Harris & Eric Schlett



Join us this **Friday, June 28th at 12pm EST** for a special Excel Office Hours with Bill Harris (VP, ITC) and Eric Schlett (Executive VP, Fire & Rescue) where you can bring your questions and get one-on-one help. This is a continuation of our 3 part Excel series from June.



Leadership Development



Developing Future Leaders with our **Leaders of Tomorrow** program:

- 60 participants from three sub-companies: [Graduates video](#)
- Stretch assignments, peer and mentor partnerships, skill and leadership training
- Access to 1:1s with the CEO and senior leadership meetings
- Higher promotion & retention rates for key staff



Career Development

Training Opportunities for All:

- **Monthly training classes** offered company-wide with in-house and external speakers
- Lunch & Learn sessions with guest speakers
- Testing & competencies measured after

Topic	Presented by	Company
Active Allyship in the Workplace	Mel Montes	Clarion
Psychological Safety	Hala Dean	Clarion
Collaborative Leadership	MK Goodwin & Lauren Dabb	LFM
The AI Revolution: Don't Let the Future Outrun You	Jonathan Wright	Quartz
Trust, Love, & Thermodynamics	David Rhodes	Clarion
Finance for Non-Finance People	Mark Wilmoth	Clarion
Finance Department Overview	Kristin Major	Clarion
Session 1: Learning Mindset	Celia Sandhya Daniels	External
Finance - Budgeting / Forecasting	Stephanie Kolodziej, Lauren Moras, Kelsey Grisham	Clarion
Session 2: Action Mindset	Jacque Abram	External
How a Customer Service Mindset Can Improve Your Work and Social Communications	Teri Ryan, Amy Spence	Clarion
Tips and Tricks for Motivating and Building Team Comradery	Leah Steinhart	Clarion
Session 3: Leadership Mindset	David Suson	External
Social Media Training	Megan Doyle & Sabrina Fittipaldi	Clarion
Marketing & Attendee Revenue Driving	Lauren Ocoma & Sue Charamut	Clarion
Basic Inbox Organization	Connor Witschonke	Consero
Motivating Teams in a Hybrid Environment	Kelly Comboni & Des Hanson	Clarion
Public Speaking Tips & Tricks	Hala Dean	Clarion
Figjam	Sean Sandrock (formerly Gibbons)	Quartz
Trademarks	Kristin Neisser	Clarion
Generational Differences	Cara Silletto	External
Public Speaking Forum: Insights from Quartz Network, Clarion, and Consero	Mel Montes, Alexa Perry, Laura McLain, Rob Dabb, Jon Wright, Bianca Dux	Clarion, QN, Consero
Quick Keyboard Shortcuts	Emma Mallory	Clarion
Quick Formatting Basics	Emma Mallory	Clarion
Quick Tips & Tricks	Emma Mallory	Clarion
Quick Pivot Table Basics	Emma Mallory	Clarion

Lunch & Learn: Public Speaking Roundtable

December is Public Speaking Month!



Join **Mel Montes** for a dynamic 30-minute roundtable discussion that dives deep into the heart of public speaking!

Featuring an **all-star panel** from **Clarion, QN, and Consero**, this session promises to be an eye-opener. Who from our panel still has nerves before public speaking? How do they prep for speaking in front of a C-suite audience? How do they stand up in front of a massive theater of people?

They'll share a few of their tips and real-life experiences, and, if time permits, they'll be answering your questions too!

Employee Empowerment



Professional Ownership:

- **Empowerment Champion** initiative
- Any four people management courses
- Available to all employees

CONGRATS TO OUR TWO LATEST EMPOWERMENT CHAMPIONS!



Natalie Baldrige, Empowerment Champion

"These courses not only broadened my managerial skills but also deepened my understanding of the intricate dynamics within diverse teams. It's about creating an environment where everyone feels heard, valued, and empowered."

"These training sessions have been a major part of my growth. They've not just prepared me for managerial roles but have also broadened my perspective, taking me beyond my initial role as a coordinator."



Diana Seiler, Empowerment Champion



Learning Culture

Continuous Learning:

- **Learning Champion** initiative
- Employees attend four trainings and apply for certification
- Highlighting Learning Champions in newsletters

CELEBRATING OUR LATEST CERTIFICATES



Bobbie Acevedo, Program Manager, Clarion Fire & Rescue
Completed IBM's: "Analyzing Data with Excel – IBM"



Lauren Dabb, VP of Marketing and Comics, Leftfield Media
Completed Harvards: "Exercising Leadership: Foundational Principles"



CELEBRATING OUR LATEST CERTIFICATES!

Congratulations to Erin Moriarty and Josh Arias for both earning their certificates from via edX. Both were previous winner of the **Careers Challenge** and we are so excited to celebrate their success.

(See below for more info on the Careers Challenge)



Erin Moriarty, National Sales Director (Clarion)

Harvard University: "Exercising Leadership"

"The course focuses on learning how to lead through tough times by thinking creatively and understanding your own leadership style to make a positive change. This class has taught me to encourage creative thinking with my team, as well as creating a safe environment for trying new things and learning from mistakes, all aimed at continuous improvement."



Josh Arias, Business Development Manager (Energy Council)

IBM: "AI Chatbots"

"I am happy to say that I successfully completed IBM's AI Chatbots. The future is now! We work with Qualified and have implemented chatbots, however adding a more human response and feel, may be more appealing and useful for someone browsing our events catalog It feels like I am back in college - work during the day, study at night. I'd highly recommend everyone take advantage of these courses!"

Innovation Cultivation

Creative Thinking:

- **PITCH initiative** for process improvement ideas
- Sharing articles, books, and podcasts
- Example from PITCH →



"Never Eat Alone" - Building Authentic Connections



Drake Slaikeu-Lawhead proposes an insightful book recommendation titled "Never Eat Alone" by Keith Ferrazzi. This book delves into the art of networking with authenticity, focusing on building meaningful connections and partnerships within the conference industry.

The book emphasizes moving away from networking solely as a means to achieve personal goals, but rather approaching it as an opportunity to create a supportive community. By providing value to the network, we can establish win-win situations for all involved. In the context of Clarion, this approach can be instrumental in cultivating relationships with sponsors, speakers, attendees, and event promoters. Implementing the insights from this book will help us build communities the right way, which means being of service to it and giving generously to it instead of just counting how many connections you have and thinking that just because they're a customer they're part of the community, and fostering genuine partnerships and long-lasting connections within our industry.

Enhanced Engagement

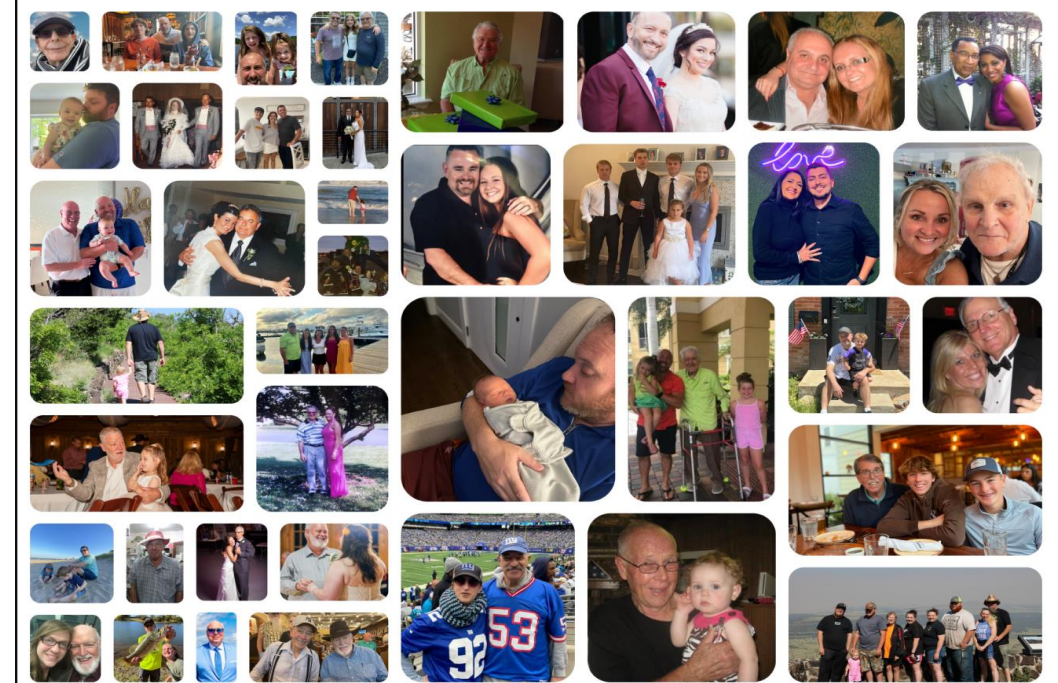
Boosting Morale:

- Monthly fun photo competitions
- Wellness challenges and initiatives
- Examples:
 - [Global Exhibitions Day](#),
 - [Valentines Pet Parade](#),
 - [Fathers Day](#),
 - [Mothers Day](#),
 - [Holiday Sweaters](#),
 - [Walking Challenge](#),
 - [Solar Eclipse](#)



April Walk Challenge Winners!

[Click here to see a quick video of all the entries](#)



Fostering Belonging



ERGs and Social Clubs:

Book Club

Foodie Club

Sustainability Club

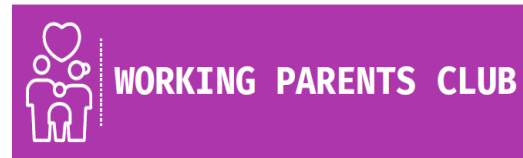
Bravo! Fan Club

Working Parents Club

Neurodiversity Group

Multigenerational Support

Run/Walk Club



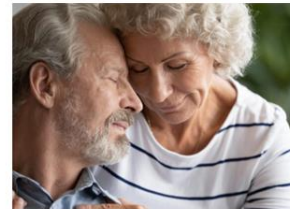
Generation Support Community News

Helping You Navigate Sandwich Generation Challenges



The term "sandwich generation" refers to adults who are simultaneously caring for their aging parents/relatives and supporting their own children. This situation often arises when parents grow older and require more assistance, either due to age-related health issues or other factors, while at the same time, the individual's children are still young enough to require financial, emotional, and practical support.

Caring for the Caregiver: Mental Health and Memory Support



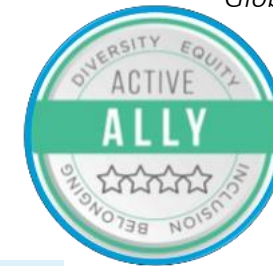
Support for DEIB

Diversity and Inclusion:

- Active Allyship Training program
 - 155 certified Active Allies
 - Video recap of [Active Allyship](#) program
- Monthly programming with newsletters, lunch & learns and training
- Committee of 30+ strong



Global PRIDE Forum – 120 attendees



3 PILLARS OF ACTIVE ALLYSHIP

1. The Learning Mindset
 - Deep Curiosity
 - Honest Introspection
 - Humble Acknowledgement
2. The Action Mindset
 - Empathetic Engagement
 - Authentic Conversations
3. The Leadership Mindset
 - Vulnerable Interactions
 - Courageous Responsibility



Lunch & Learn with Clarion's President, Liz Irving, interviewing guest speaker Alex Dixon on Leveraging DEIB to Drive Revenue – a special focus for Black History month – with over 50 people in attendance

Mentorship



Company-Wide **Mentorship Pairing Program:**

- 80 participants, 40 pairings across the US
- [Video recap](#) of “Mentorship Matters”
- 100% Executive level participation
- 2024 will include UK colleagues as part of our expansion

4 Phases of the Mentorship Journey

1: Mentorship is a two-way street

- What do you do outside of work?
- What inspires you?
- Share any work challenges you wish to discuss

2: Understand each other's career journey

- What's important to you? (values)
- What do you enjoy doing at work?
- What has your career journey been so far?

3: Understand each other's communication style

- How do you navigate your team's communication styles?
- How do you wish to support the team understanding of each other's communication styles?
- Share any work challenges you wish to discuss

4: Reflect on your mentorship experience

- What worked best for you these past few months?
- What would you have preferred to be different?



Mentorship Quotes from Participants:

“The mentoring aspect is so meaningful! It is amazing to gain insight from seasoned leaders and garner new perspective on how to lead your teams and grow in your role.”

“I learned a lot from both my mentor and mentee. These conversations allowed me to get out of my comfort zone and have conversations I would not have had without this program.”

“My mentor’s techniques were asking open-ended questions, understanding my role, projects I am working on and challenges I am encountering in my daily work/shows I work on, active listening, providing insight and his perspective given his experience and the difference in business models from Quartz to Clarion. Opening up allowed me to talk through the items and challenges I am facing and hear a different perspective.”

“My mentor’s advice and recommendations were extremely helpful in helping me achieve more balance in my professional and personal schedules and set new goals for professional growth in 2024. I look forward to keeping in touch with her.”

“My mentor listened to my challenges and shared her own experiences. She helped me to decide what I want to reach for in my career goals and we formed a friendship and trust as a person to bounce around thoughts with. She also helped me to work through some professional relationship barriers with different communication tactics.”

“Always incredibly fascinating and helpful to hear about how leadership in other organizations are handling the challenges of leadership, guiding teams, and meeting stretch goals. “

“My mentor spent a lot of time learning about me, my personal journey, obstacles I face and career aspirations. As someone who has been at a start-up but also worked within a large tradeshow company, it was extremely helpful to hear about how she navigated both her personal and professional career. I truly felt that she was invested in my growth and gave me invaluable advice on how to lead a more productive + fulfilling life.”

“My mentor’s guidance was truly invaluable. She skillfully steered me towards more effective ways of addressing certain frustrations with my management team, and her advice produced excellent results. I am deeply appreciative of her support and eagerly anticipate our ongoing connection and collaboration.”

Values-Driven Strategic Alignment

Clarion Events' Mission:

- Commitment to employee growth, diversity, efficiency, and leadership development
- Reflecting Clarion's 4 Values: Passion, Care, Imagination, Trust
- Values Awards at year-end
- 115 peer nominees!



Your team was nominated for our Values Awards!

Dear Tris

As you may have just heard in the Town Hall, we had an impressive amount of nominations in the Values Awards initiative.

We are so excited to let you know that **you were one of the nominees for our Values Awards!** This isn't just any nomination - it's a high-five, a round of applause, and a big cheer for how you bring our core values to life every single day!

We wanted to share the comments we received with you:

AWARD NOMINATION	COMMENTS
CARE	<i>She always takes the time out of her day to respond to questions, and help employees navigate the World-According-to-Workday. She understands the nuances of the Workday platform, and is happy to help employees navigate the finance dept. processes, always with a smile and helpful attitude. Hoorah to Tris!</i>

Congratulations on receiving this nomination. It is individuals like you who help shape a positive and value-driven workplace. We are proud to have you as a member of our team and look forward to continuing to witness your incredible contributions.

Thank you for all that you do!

Warm regards,

Your HR Team

PASSION	We strive for fun in our work. Success includes enjoyment of our work, with our customers and each other We will always challenge the status quo
CARE	Our people care about our customers, our industries, and each other and share in our successes across the business We should have a deep understanding of our customer's needs and build products that deliver value
IMAGINATION	We are always open to new ideas and we drive them to completion We are an organization that embrace creativity, diversity and inclusion for our employees our customers and our business partners
TRUST	We are not afraid to make mistakes, we will learn from our mistakes quickly (fail forward faster) We always remain positive and solutions driven when faced with adversity

Communication Channels

Sharing Successes:

- LinkedIn, Instagram, Facebook
- HR newsletters
- Learning newsletters
- CEO communications
- Video highlights to engage a broader audience

Clarion Events Inc. - North America
33,656 followers
3mo • 🌐

This week, we had the honor of hosting [Ernest Crim III, MA](#), a distinguished public educator and advocate for social justice. Through his work, Mr. Crim leverages Black historical narratives and anti-racist strategies to empower individuals ...more

17

Like Comment

Clarion Events Inc. - North America
33,686 followers
2mo • 🌐

Organic As Women's History Month comes to a close, our final spotlight will be on our DEIB lead, [Melissa K Montes](#). ...more

Clarion Events Inc. - North America
33,686 followers
11mo • 🌐

It's Social Wellness Month! Remember that the best project you will ever work on is yourself! So be sure to set aside time to focus on YOU and what brings you happiness this month!

#wellness #socialwellnessmonth #mentalhealth #healthandwellness

TIPS TO IMPROVING SOCIAL WELLNESS

- Try new things.
- Be open-minded.
- Get outside more often.
- Laugh with friends and family.

Women's History Month Spotlight:
Q&A with [Mel Montes](#)
Clarion North America DEIB Lead

Mel Montes is our DEIB lead at Clarion Events - North America, aiming to make work and events welcoming for everyone.

She believes that DEIB initiatives benefit ALL, and that using relevant data is the best way to win over skeptics of DEIB.

Mel values mentorship and sponsorship, especially for women, sharing how a mentor once helped her change careers.

Ana-Alyse Castelluccio and 51 others
6 comments · 2 reposts

Clarion Events Inc. - North America
33,686 followers
4mo • 🌐

In Fall 2023, [Clarion Events Inc. - North America](#)'s launched the Active Allyship Certification Program, reflecting our commitment to an inclusive community. The program focused on three pillars - Learning, Action, and Leadership Mindset ...more

Elizabeth Irving · 1st
President, Clarion Events Inc. - North America
5mo • 🌐

I received a package in the mail today that recognizes my certification for being an Active Ally at [Clarion Events Inc. - North America](#). But it's not just me wearing this hat, we certified 157 team members with our Active Ally Training which ...more

Future Directions and Learnings

Continuous Improvement:

- Leveraging data-driven insights
- Ensuring scalability
- Adapting to industry trends
- Enhancing diversity and inclusion efforts
- Expanding LOT program and DEIB initiatives
- New trainings for middle management and customer-centric focus
- Team-specific training and engagement initiatives



Lunch and Learn: The Arts and Science of Insights Customer Obsession

We welcomed guest speaker, Zoe Ruffles, for a comprehensive review of how data analytics and business intelligence could be put to use to derive actionable insights. Reach out to HR if you would like to view the recording.



Zoe Ruffles

3 Session Series on Neurodiversity in the Workplace

Neurodiversity

COMING SOON: Join us for a transformative 3-session series delving into the concept of neurodiversity and its implications in creating inclusive workplaces. This will take place on **Wednesdays (7/24, 7/31, & 8/7) at 12 pm EST.**

Led by Kathy Dow-Burger, Clinical Professor and Director of Neurodiversity and Autism Transition Services at the University of Maryland, this series will empower participants with essential insights and strategies.



Kathy Dow-Burger, M.A., CCC-SLP

2024-2025

2024 PLAN - SUMMARY



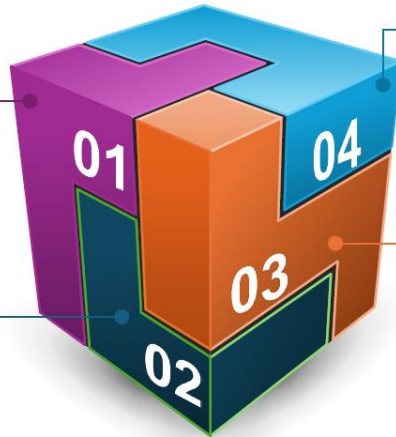
Customer Obsession

- Understanding customer needs
- Enhancing customer experience
- Continuous improvement for customers & employees



Neurodiversity

- Awareness and education
- Inclusive practices
- Support systems for customers & employees



Professional Skills

- EI Skills
- Technical Skills (e.g. Excel)
- Mentoring
- Leadership Development
- Manager Training
- Executive Coaching



Artificial Intelligence

- AI fundamentals
- Practical AI skills
- Ethical/security considerations
- Innovation and efficiency for customers & employees

NEW FOR 2024

EXECUTIVE COACHING/ TEAM STRATEGY/ BUILDING

- Bridging Differences [Quiz](#) and Workshop (UC, Berkeley)
- Accountability Ladder Workshop

LEADERS OF TOMORROW 2024

- Extended from 6 to 8 months
- Pass/ Incomplete
- Executives assign stretch assignment "buckets"
- Final Quiz
- Executive Track: lead stretch assignment bucket or ERG

MENTORSHIP MATRIX

- Adding QN UK to the matrix

MANAGER TRAINING TRACK

- 10 modules
- Asynchronous recommended reading/videos
- 1 quiz

MANAGER REFRESHER TRAINING TRACK

- 3 modules
- Asynchronous recommended reading/videos
- 1 quiz

GENERAL TRAINING TRACK

- Customer Service Excellence
- DEIB: Neurodiversity
- Topics from EOS

