



## EventBuilder Community Impact Statement

### Our Work

EventBuilder is a women-led and Certified Women Owned Business specializing in virtual event and webinar solutions. Our powerful enterprise-grade software and expert event management help you deliver engaging, memorable webinars and virtual events that grow your business, connect with your customers, and drive results.

### Mission/Vision

Be a force for good through innovative virtual event solutions, delivered with compassion and expertise.

### Shaping EventBuilder's Values

EventBuilder's leadership team, Lauren Meyer, Renee Conlee, and Robin Houser, have dedicated themselves to building the company on three important values:

1. People First
2. Compassion
3. Integrity

Since taking the helm in 2016, they have intentionally fostered a culture embodying these core values, starting internally with EventBuilder's dedicated team of employees and growing outward by prioritizing people and relationships. EventBuilder's defining characteristic and driving force: *Compassion for our customers, communities, each other, and ourselves.*



## People-First



The cornerstone of our mission, our people-first approach prioritizes the personal and professional growth of our global team members, fostering an environment of trust and connection where everyone feels they can contribute meaningfully to our customers and communities.

### **What People-First Looks Like at EventBuilder:**

- A leadership team intentionally focused on people before profits, crafting a culture of care, support, and recognition.
- Ensuring employees feel seen, heard, valued, and like an equal partner in EventBuilder's success.
- Listening to employees, customers, and communities and prioritizing how we, as a company and as individuals, can best fill the needs expressed.
- Fostering, cultivating, and preserving a culture of diversity and inclusion, developing a respectful work environment for all team members that embraces individual self-expression.

### **Initiatives Supporting This Value:**

- Flexible work schedules, empowering employees to meet both personal and professional obligations.
- 100% employer-paid health insurance for all full-time employees, including vision and dental.
- All team members receive a monthly stipend to subsidize internet and telephone access for remote work.
- During the pandemic, employees received an hour of paid time per day to help their children with online school.
- Accessibility and inclusion: all EventBuilder products are WCAG 2.1 AA compliant, with on-going scans, updates, and improvements.



# Compassion



Building a culture of compassion begins with our own team. By nurturing a supportive and understanding environment for our employees, we thereby model a mindset and behaviors for EventBuilder team members to extend the same level of care and empathy to our customers and the broader community.

## **What Compassion Looks Like at EventBuilder:**

- Cultivate a culture of giving, kindness, and service through expanded customer support hours, community volunteering, team building activities, and a shared commitment to making a difference worldwide.
- Maintaining a judgement-free learning environment; we're allowed to be human.
- Growing relationships with our customers, communities, and each other that are rooted in mutual respect, acceptance, and care.
- Employee wellness support through an emphasis on work-life balance, ensuring no one is isolated and work is covered for important life/family events.

## **Initiatives Supporting This Value:**

- On-going partnership with the Vancouver chapter of the NAACP, assisting their transition to virtual events and meetings, as well as providing event management services since July 2020, totaling over \$100,000 in retail value.
- Instituted a company Quarterly Day of Service program, offering paid time for employees to volunteer at local non-profits once per quarter. Recipients of EventBuilder volunteer service days include Seattle PrideFest, Rafael House, Fosterful, Oregon Ballet Theater, Portland Backpack.
- Implemented a Rolling Days of Service program to ensure everyone can contribute regardless of location or schedule, offering paid time for employees to volunteer with community projects of their choice.
- Donations to charities our employees support, including Music Workshop, The Trevor Project, Humane Society, Muscular Dystrophy Association, Metropolitan Performing Arts, Oregon Public Broadcasting, NAACP.
- Organized employee wellness and social initiatives, including Portland to Coast walking teams, all-company retreats, weekly one-on-one employee-manager meetings, and monthly virtual team building activities.



# Integrity



At EventBuilder, integrity means establishing a culture of trust and open communication, as well as maintaining a positive environment for accountability, ownership, and consistency, aligning our business practices and actions with EventBuilder's core values.

## **What Integrity Means at EventBuilder**

- Data handling and management transparency: customer data is regarded with utmost respect, tracked via change documentation and annual reviews for all departments.
- Standardized data and privacy protocols, with on-going employee training to ensure customer privacy and data security company-wide.
- Prioritizing customer needs and delivering high-quality, secure, and reliable services and support.
- A commitment to supplier diversity and economic participation for traditionally marginalized business owners.
- Maintaining awareness of the effect company decisions have internally, with our customers, our communities, and our world.

## **Initiatives Supporting This Value:**

- ISO 27001 (Information Security) / 27701 (Privacy Information) Systems certifications.
- 100% compliance with the Data Privacy Framework (DPF), the EU-US, UK-US, and Swiss-US international data transfer laws, as recognized by the U.S. Dept of Commerce.
- On-going employee training regarding privacy and security compliance best practices.
- Women Owned Business Enterprise and Women Owned Small Business certifications.
- Washington State Office of Minority & Women's Business Enterprise certification.
- CEO Lauren Meyer serves as Treasurer on the Xcelerate Women Board of Directors, as well as holding executive hiring committee positions. Xcelerate Women is a local non-profit offering growth strategy education, support, resources, and peer coaching to women business owners to facilitate their success.
- An all-remote workforce, reducing the environmental impact of EventBuilder's business, including a reduced carbon footprint, energy savings, resource efficiency, and other sustainable business practices.