Guidelines for CSR and Immersive Activities at Events

What is a CSR Activity? *Exposure to the community where individuals learn about issues and topics that are critical to the community AND hands on volunteer opportunity with a goal of leaving an impact or legacy behind*

What is an Immersion Experience? *Exposure to the community with a goal of learning about issues and topics that are critical to the community.*

----

1. Start with Strategic Pre-Planning
- Begin at least 12 months in advance with leadership engagement to ensure alignment with the organization/event's mission and values.
- Ask key questions using the Destinations International Social Impact Framework:
    o What are the critical issues in the destination?
    o Which groups are most impacted by these issues?
    o What outcomes do you want attendees to experience?

2. Establish a Community-Centered Working Group
- Include local organizations, destination representatives, social impact experts, and event planners.
- Schedule regular meetings for brainstorming, vetting ideas, and refining activations.
- Focus discussions on real community needs and how activations can address them meaningfully.

3. Choose Intentional, Community-Driven Activations
- Use a vetting process to select nonprofit partners that:
    o Address systemic issues with sustainable solutions.
    o Align with social inclusion values (accessibility, youth engagement, representation, etc.).
    o Have the capacity for impact reporting and attendee engagement.

4. Design Meaningful Immersion Experiences
- Include offsite experiences that allow attendees to learn, volunteer, and engage directly with local issues.
    o Example: The Feeding Tampa Bay immersion focused on food insecurity among hospitality workers, including volunteer work and educational tours.

- Consider logistics early: venue capacity, transportation, timing, and ease of access.

5. Offer Direct Support and Engagement Opportunities
- Provide mechanisms for financial contributions through attendee voting or donation platforms.
- Promote active attendee involvement through:
    - Voting platforms (with pre-selected nonprofit partners).
    - Onsite donor engagement via convention microsites or apps.
    - Where appropriate, bring immersive experience/CSR thought leaders into event content programming

6. Integrate Community Impact into Event Messaging
- Develop a communications strategy to:
    - Explain the "why" behind the activations.
    - Celebrate local partners and communities.
    - Build attendee excitement and foster engagement through storytelling.
- Use event collateral, newsletters, apps, and stage messaging to continuously reinforce participation and engagement.

7. Highlight Supplier and Vendor Involvement
- Identify and prioritize small/identity-owned businesses for event services, amenities, transportation, wellness activities, and venues.
- Create a Meaningful Travel Map featuring socially conscious businesses for attendee use.
- Track vendor engagement as a metric of success.

8. Measure, Share, and Celebrate Impact
- Define success metrics in advance:
    - Volunteer participation numbers.
    - Funds raised for nonprofit partners.
    - Supplier engagement.
    - Social media impressions and media coverage.
- Collect qualitative feedback from attendees, vendors, students, and nonprofit partners.
- Capture storytelling through photos, videos, and post-event blogs to share successes and inspire replication.