

Are Passive Corporate Events Coming to an End?

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From where I sit, working with clients every day, there's definitely been a shift in how organisations are thinking about events.

It's no longer just about getting people in a room and running through an agenda. More and more, it's about how people actually experience the day and what they take away from it.



Moving Beyond Passive Participation

One thing I hear a lot from clients is that traditional formats aren't landing in the same way anymore. There's still a place for them, but on their own they're not enough.

What works better now is balance. You still need structure, but you also need space - time for people to think, contribute, and properly connect. When that balance is right, the whole dynamic of the event changes.



Placing Wellness at the Centre

Wellbeing is another area that's come much more into focus.

It's not necessarily about adding in a yoga session or something formal, it's more about how the day is designed. Giving people breathing space, getting them outdoors where possible, or just building in time to reset.

When that's done well, you can see the difference in how people engage.

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Evolving Team Building

Team building has changed as well. The more forced or structured activities don't always land.

What we're seeing instead is a move towards giving people more choice. Some will get involved in everything, others won't, and that's fine. If you create the right environment, people engage in their own way.



Championing Inclusivity and Neurodiversity

There's also a much stronger awareness now around inclusivity. A lot of it comes down to simple things - quieter spaces, clear communication, flexibility in the schedule.

We recently worked on a leadership event where this was built in from the start, and the feedback was very positive. People felt more comfortable, and as a result, more engaged.

Redefining Success in Corporate Events

Ultimately, the biggest change is how success is being measured. It's less about how full the agenda is, and more about whether people actually connected, contributed, and left with something meaningful.

That's where the real value of an event sits now.