



IACC



better tomorrow
SERVICE WEEK

June 24–30, 2023

DIGITAL HANDBOOK



Join us in celebrating IACC Service Week

Dear IACC members,

Thank you for your continued support and for working with us on innovative ideas during these uncertain times. We are pleased to announce that Service Week 2023 is going ahead, and we wish to thank everyone again for their support. We are looking forward to hearing about all the great ideas on how you can make a positive difference in your community this year.

Service Week: June 24-30, 2023

We hope that Service Week will be the opportunity to celebrate your team's extraordinary efforts over the last 12 months and will be a catalyst to build strong bonds to carry us forward through the year ahead.

Our Goals for Service Week

We have designed Service Week with the following goals:

- Raise awareness about social responsibility
- Promote a culture of gratitude and empowerment
- Boost team morale and motivation
- Create a commitment to support your community
- Make a positive change to create a better world
- Promote small gestures of kindness and giving back throughout the year

Get Involved

There are lots of options to get involved in Service Week this year. This digital handbook contains ideas, tips, and examples of activities that you and your team can start today. Some options take as little as 10 minutes so you can build momentum throughout the week.

Share your story

We would love to hear your stories, experiences, and see your photos and videos throughout the week.

We are excited to see how you make our world a better place!

Your IACC team

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Diversity and Inclusion

A diverse and inclusive organization facilitates a greater ability to attract high-quality talent, serve customers' needs, and develop more innovative products¹. According to Deloitte's research, organizations with inclusive cultures are two times as likely to meet or exceed financial targets and six times as likely to be innovative and agile².

- *Diversity* means a variety of people with different backgrounds and ideas within your organization. Think race, gender, age, disability, sexual orientation, maternity status, and many more.
- *Inclusion* means creating an environment where all your employees feel involved, respected, valued, and connected, and can bring to work their whole selves.

The global meeting and hospitality industry has always had a diverse workforce and customer base. Learn more about how you can improve diversity and inclusion within your hotel or conference centre.

Suggested Activities:

Time required: 10-30 minutes.

- **Watch an educational video**
TED Talk: [How diversity makes teams more innovative](#)
- **Read an article**
[Why Many Leaders Don't Build Inclusive Cultures And How AMEX Aims To Change That](#)

Time required: 1-2 hours.

- **Flower Petals Group Activity**
This activity needs 4-10 members in a group, and it is a great way to learn more about each other. All group members should be encouraged to make the best of their creativity and ideas. Here's how to proceed:
 1. All the groups are provided with a large art paper and some colorful markers.
 2. Each group draws a large flower. It should have a round center and an equal number of petals to the number of members of their group.
 3. After a group discussion about diversity, each participant should fill the petals with something that is unique about themselves - anything that makes them stand out from others. Please note that physical characteristics should be

ignored.

4. The center of the flower should be filled with their 'common' traits and interests.
5. The flowers can then be shared with other groups, and this is your opportunity to discuss the differences and similarities.

This game encourages mental exercise and is a great ice breaker for new team members. Furthermore, it is possible to play this game virtually.

- **“I Am, But I am Not”**

This particular inclusion activity, [recommended by MIT](#), is a great way to break down misconceptions and stereotypes by giving people a chance to self-identify, while also addressing the stereotypes that can accompany these identifying factors.

1. Each participant folds a piece of paper in half to create two separate columns.
2. In the first column, they write “I Am”.
3. In the second column, they write “I Am Not”.
4. In between these two columns, write the word “But”.
5. The final phrase will read “I am _____, but I am not _____.”
6. Participants fill in the first blank with some kind of common identifier, such as their gender, race, religion, or age, and the second with a common stereotype about that group which is not true of them (whether the stereotype is positive or negative).
7. Make sure there are no questions and have everyone write at least 5 statements.
8. Allow participants to share their statements with the team and have an open and respectful discourse on stereotypes.

- **Sign up for a workshop**

E.g., a free #IAmRemarkable [workshop](#) by Google

- **Read a book**

[The Culture Map](#) by Erin Meyer

Time required: 3-6 hours.

- **Support an organization**

Research and pick a non-profit organization or charity that does important work in the following areas:

- Women
- LGBTQIA+
- People of colour
- Accessibility / Disability
- Indigenous / Aboriginal / Native

Learn about ways to support the organization including volunteering, fundraising, donating, running a campaign, buying their products, and more. Be sure to look into local partners to truly support your organization's sustainability and community.

Celebration Space - Consider creating a "celebration space" reserved to post and communicate the month in celebration like Black History Month in February, Autism Awareness in April, and LGBTQIA+ in June. This space can include posters, inspiration quotes, books and data surrounding the month topic of celebration.

Environment

Our industry has a significant impact on the environment especially in the areas of transportation, waste (plastic, paper, food), and energy. Meeting planners are increasingly conscious about the environmental footprint when organizing conferences and other events. As stewards of socially accountable practices, this Service Week is an opportunity for us to learn more about ways and solutions to deliver sustainable meetings and help our clients minimize the impact of their activities on the environment.

Suggested Activities:

Time required: 10-30 minutes.

- **Create a quiz**
Include questions about what should go in the garbage and what should get recycled. This is a fun activity that can be done in-person or online.
- **Reduce waste**
The best waste is no waste. Think about how you can reduce waste in your daily life including what you can do to reduce your single-use plastics or how to decrease food waste at your venue.

Time required: 1-2 hours

- **Organize a talk or workshop**
 - Discuss your company's commitment to the environment and brainstorm ideas on what areas can be improved.
 - Learn about the [UN Sustainable Development Goals](#) as they relate to the environment and how you can contribute.
 - Organize a talk about digital waste and its impact on the environment.
- **Go plogging**

Ready, steady, [plog](#)! When you go for a jog or a walk, pick up any litter you see along your way. Invite your friends or colleagues to join.

Time required: 3-6 hours.

- **Create *Climate Collage* with your team**

Raise awareness of climate change within your team. This [interactive game](#) includes free printable cards in 20+ languages.
- **Plant trees**

Trees make our world a beautiful place. Organize a tree-planting event with your employees or clients to help the environment in your local area.
- **Connect with local organization**

Reach out to local organizations that could benefit from this initiative i.e., humane society/animal shelter, children or women's support centers, afterschool centers, etc.

Walk While You Work (WWYW) – Consider setting a weekly time and meetup location for your organization members to take a 5-10 minute WWYW break. During this walk you can use your phone to play “name that tune”, pop culture trivia OR better yet, discuss health, wellness, sustainability, and any other relevant topics noted above. Bring bags to collect garbage and recyclables, fostering camaraderie and networking while keeping the environment clean. It's an enjoyable way to break free from departmental boundaries and connect with others.

Education and Training

The hospitality and tourism industry faces numerous challenges amid the current global economic conditions. A positive training and

development workplace environment will encourage your team to look to the future and develop their transferable and soft skills such as leadership, communication, and project management. In addition, the global health crisis has taken a toll on the mental health of many people in our industry. Learn how you can help your employees navigate the mental health challenges at work and what tools you can use to improve productivity and decrease stress.

Suggested Activities:

Time required: 10-30 minutes.

- **Read an article**

Learn more on how to form an [Employee Resource Group](#) that promotes mental health, social connections, education, and peer support within your organization.

Time required: 1-2 hours.

- **Organize a Lunch-and-Learn event**

Team up with an industry expert to deliver a talk in-person or online. Mental Health is a great topic of choice to help your employees manage stress levels and navigate in the current uncertain environment.

- **Run a group activity**

Host a yoga or a mindfulness lunchtime session in-person or online.

Time required: 3-6 hours.

- **Set up an afternoon job swap**

Let your employees see your venue or hotel from a different perspective. Job swaps including shadowing and cross-training help develop a broad set of leadership and communication skills.

- **Partner with a school, college, or a non-profit organization**

- Research organizations that work in the areas of education, training, or professional development. Engage your team to fundraise and volunteer, e.g., invite students from a local school to learn more about the hospitality business and your operations.
- Work with your associates to create alumni lists of local primary schools, high schools, and colleges. Elect to have your associate lead discussions within their formal schools.

Book Nook / Meditation Space - Consider creating a space within your organization to read or meditate. Ask associates to contribute their used books and invite them to relax and unwind because mental health is critical. Support your associates during their work week with tools and opportunities to take pause and recenter.

Fight Against Poverty

As a society, we believe in justice and compassion, however, millions of people across the world are still living in poverty. We share a moral responsibility to make sure that everyone, in every country, has a decent standard of living and the same chances in life, no matter who they are or where they come from.

Combating poverty is on the agenda of many worldwide organisations and we can all try and dedicate some time during the Service Week (and thereafter?) to provide our support in any way we can. Learn more and take action as a team in a few simple ways.

Suggested Activities:

Time required: 10-30 minutes.

- **Educate your team**

Education is the starting point to eradicate poverty. Let's learn more about what this means in our respective countries.

- Follow the work of two photographers who documented an insightful contrast in the lives and homes of people around the world.
 - [Hungry Planet](#) by Peter Menzel
 - [Toy Stories](#) by Gabriele Galmiberti
- Take part in the online simulation game about surviving poverty and homelessness called [SPENT](#). It is based on the causes of poverty in the US, but it will give you an idea of how people fall into the poverty trap.

Time required: 1-2 hours.

- **Create awareness**

- Learn more about how [the global pandemic](#) has affected the state of poverty in the world and share fact sheets, infographics, and videos with your friends and colleagues.

- Social media has become an integral part of daily life, and now is the time to use it as a voice of social good. Share your findings on Facebook, Twitter, and other platforms to allow people to learn more about global poverty and to increase general awareness of the issue.

Time required: 3-6 hours.

- **Volunteer**

Partner with local food banks, soup kitchens, Meals On Wheels, homeless shelters, or children's charities. Encourage your staff to volunteer by paying them their hourly rate in lieu of working.

- **Donate**

Donations can help in so many ways. Non-monetary donations may include books, groceries, clothes, furniture, and toiletries e.g., organize pizza donations to school lunch programs in lower-income areas.

Serving Beyond Service Week

Small Gestures of Kindness & Giving Back All Year

As a property/organization, small gestures of kindness and giving back can be very simple. Once service week ends, consider creating a space for weekly/monthly philanthropic activities. We recommend a standing appointment with a designated meeting place on your property/hotel.

Suggested Activities:

Time required: 15-20 minutes.

- Create sensory toys [like this one](#) to donate to a local special needs school.
- Create dog chew toys [like this one](#) to donation to a local shelter.
- Take part in the [Cards for Hospitalized Kids](#) program.
- Spread kindness with art: [How to Make Kindness rocks](#)