

AOK Events

IMPACT REPORT

2023-24

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OUR STORY

A letter from our CEO

Alex Hewitt, CEO

Jo Greenstock, MD



As AOK Events celebrates its 25th anniversary, I find myself reflecting with deep pride on what we've achieved and, more importantly, where we're heading. From our early days, built on passion, creativity and a desire to deliver truly unforgettable experiences, we've grown into one of the UK's most respected and innovative events agencies. Along the way, we've brought people together in extraordinary ways - celebrating, connecting, and building lasting memories across tens of thousands of events. But as the world changes, so must we. Reaching this milestone is not only an opportunity to look back, but a responsibility to look forward. In the last few years, it has become increasingly clear that our role as an events company extends beyond the experiences we create. We must also be mindful of the legacy we leave - environmentally, socially, and culturally. This impact report marks a significant step in our journey towards becoming a more conscious and responsible business. It captures the strides we've made to reduce our environmental footprint, foster inclusion and equity, and ensure that we work with partners and suppliers who share our values. We know we don't have all the answers, and this is by no means the end of the road. But it is an honest, ambitious account of what we've done so far - and what we're committed to doing next.

Alex Hewitt
CEO

OUR MISSION

*Proudly employee owned, AOK Events' **mission** is to deliver unforgettable events that inspire and connect, whilst respecting our people, our planet and our community.*



OUR VALUES

CREATIVE

Our creative mindset allows us to translate any brief into the most memorable event possible

CARING

Our business is based on kindness, not only internally, but how we interact with our clients and suppliers too

We have created a unique culture at AOK Events that we are enormously proud and protective of – it's what really sets us apart from our peers in the industry and receiving the recognition that we are officially A Great Place To Work was proof that we have got them absolutely spot on. We bring these values to every single event and try our hardest to align them against those of our clients too.

CURIOUS

We have an appetite for innovation and willingly approach new challenges from a place of inspiration

CONFIDENT

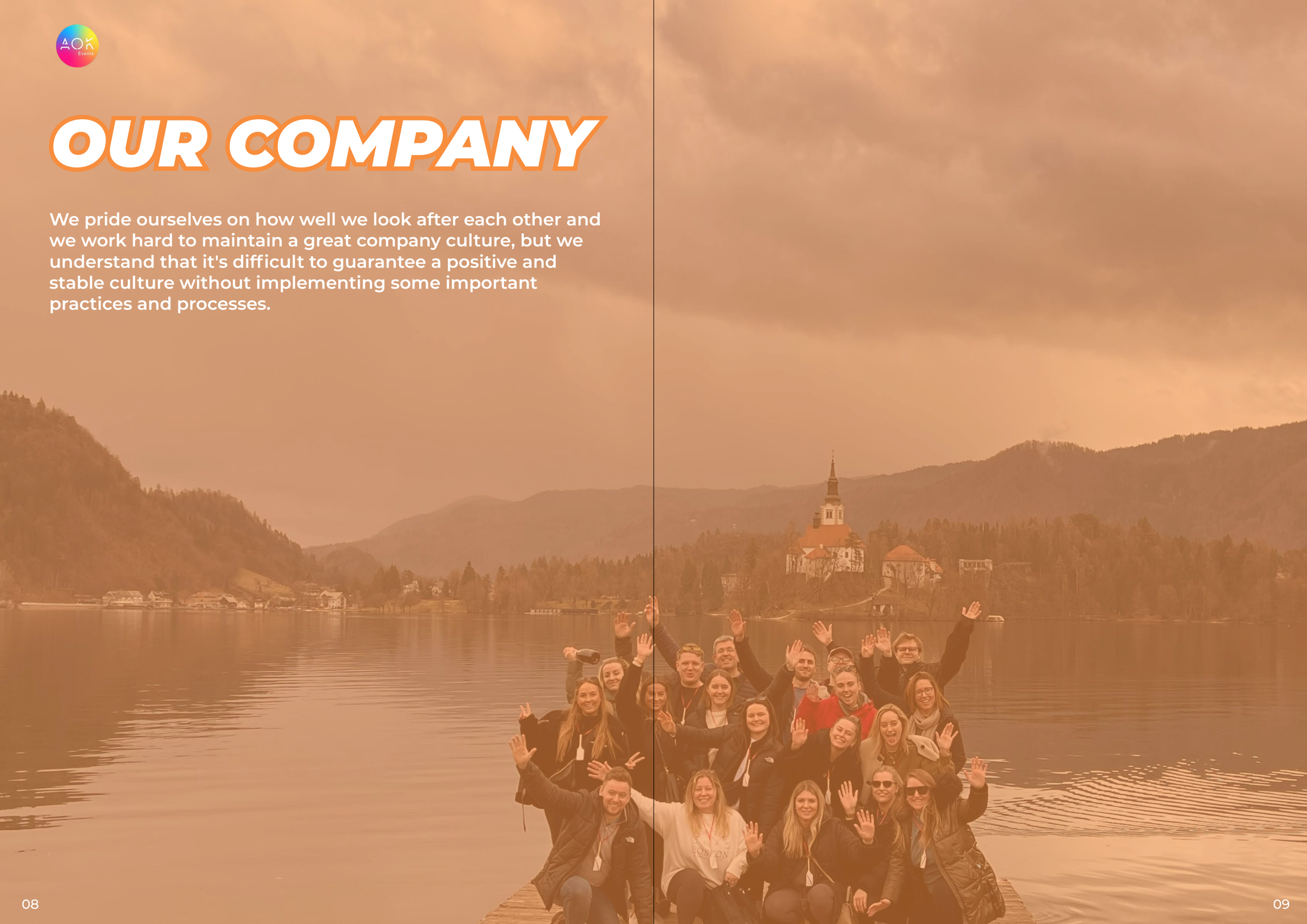
We've been organising events for over 25 years. We know what constitutes a great event

CONSULTATIVE

We consult our clients on the best event solution that will help them achieve their objectives

OUR COMPANY

We pride ourselves on how well we look after each other and we work hard to maintain a great company culture, but we understand that it's difficult to guarantee a positive and stable culture without implementing some important practices and processes.

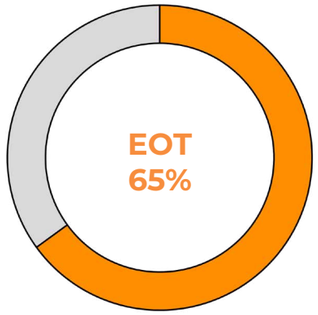


WHAT WE DID

Formed the EOT and EOT Council

The EOT (Employee Ownership Trust) council is formed of democratically elected representatives from all levels of the business. The purpose of the council is to ensure that open lines of communication are in place consistently, to support all employees in feeling they have a voice and can ask questions to the directors about any matters, minor or major, short or long-term.

Proudly employee owned.



Charlie Tanner



Jake Tidd



We Formed a 'Green Team'

We allocated full responsibility to Charlie and Jake to review and direct our policies to align with our important public values, for the benefit of our team, our community and the planet.

We've revised and drawn up ***policies around environmental and social performance*** – Including reviewing our sustainability policy to tighten our practices across the board. To ensure good business practice, it's important to have a consistent and agreed standard which we're responsible to uphold.

We have begun ***sending surveys to staff*** to regularly track understanding of important topics like finances, required trainings, areas of concern and improvement across the business.



We brainstormed our ***mission statement to align with our values***. We wanted this to truly come from our collective vision of the company. In one of our surveys, we asked that everyone submit an idea for what they felt our mission statement should encapsulate. Alex, Charlie and Jake then sat down and combined the submissions into one cohesive, compact and truly shared statement.

WHAT WE'LL IMPROVE ON:

Tighten up our Policies

We'll continue to tighten up our policies for the benefit of everyone. We're looking to become much more public with our good practice, to lead by example. So we recognise the importance of maintaining and reviewing these policies regularly.

Solve Problems Together

We want to continue to identify the issues that face our industry, starting with our company and our community. We're looking into approaches to engage our customers, suppliers and community on how we can discover and solve problems together.

Focused Improvement Targets

As our data improves across our areas of business, we want to start setting more focused improvement targets.



OUR TEAM

A company is only as good as its people, we're enormously proud of the team we have.

WHAT WE DID

Well-being Champions

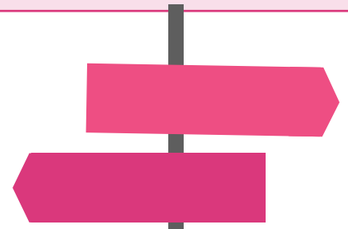


We elected our ***well-being champions***, to ensure that our culture remains as positive and caring as possible and to open up some innovation around what helps our team feel supported.

Well-being Training Sessions

We've introduced ***regular well-being trainings***, with all members of the company taking part. This is to help us learn as a group, with an external consultant, how to better support ourselves and each other in healthy and positive ways. The world of events can be fast paced, so these moments are important to stop, reflect and look at ways to support ourselves together.

We ***continued our journey as an EOT***, learning more about how it impacts our business, and five more of our team passed the one year mark, enrolling them into The Trust.



We've begun taking ***measurements around staff travel*** and encouraging the team to travel into work by the most environmentally positive way.

We love a ***BBQ on our terrace***, we've got into a great run of teams and duos taking on the grill to feed those in the office on a weekly basis throughout the Summer. "The best one yet" has become a bit of a catch-phrase from Ross.

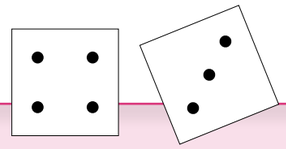


As ever, we ***exceeded our targets and paid out bonuses*** to all members of the team, in recognition of an incredible year of effort and achievement across the board.

We continue to ***review and set KPI's*** around the levels of employee satisfaction, we know we're a great place to work, but we're ensuring we don't become complacent in making this the centre of our work.



We gave out ***7 internal promotions*** over the last year, giving some well-deserved recognition of the hard work and growth of those members of the team.



WHAT WE'LL IMPROVE ON:

Well-being Walks

Get back to our former consistence and high attendance for our well-being walks that started in 2022.

Regular Training Sessions

We will continue to expand our team's training on areas of well-being, always challenging ourselves to offer the best working environment possible and maintaining a transparent business environment, we intend to make these sessions regular to build good habits.

Learning Opportunities

We'll continue to offer more a varied trainings, supporting our staff in their roles and beyond. Whether good environmental practice, healthy practices or cross departmental skills, we want to continue to value learning opportunities.

Improve Office Spaces

We're going to improve our terrace and meeting areas to vamp up our social spaces.



ENVIRONMENT

With the increasing urgency for behavioural change relating to environmental practice across our society, we're pleased to say we've taken the first major steps to understanding our impact, to make tangible change for a stable future.

WHAT WE DID

Positive Planet Dashboard

We've hit a huge milestone of making our first year of measurements, available on our dashboard. Our measurements are supported and third party verified by Positive Planet.



Total Carbon Emissions	253.5	tCO2e
Financial Carbon Intensity	15.6	tCO2e / £1m
Employee Carbon Intensity	6.9	tCO2e / FTE

We've established our ***carbon reduction plan***, both in the long and short term - setting a net-zero target for 2040, and reducing our Scope 1 and 2 emissions to 0 by 2030.

We started using First Mile, a B Corp and ***sustainable waste service***, for all our office waste, including any large collections, to make sure that we're reducing our impact.

We switched our electricity supply to a ***100% renewable energy*** tariff and we changed all the lights in our building to energy saving LED.



WHAT WE'LL IMPROVE ON:

- We'll continue to improve our understanding of where our influence lies in the industry, we openly acknowledge the pressing and urgent need for businesses to lead the way in positive environmental change, however it is a learning curve and we are learning together.
- We're looking to include more stakeholders in discussions around how we can help them improve their emissions.
- We are seeking to reduce our scope 3 emissions year on year, by continuing to review and look to innovative solutions in the industry.
- We are also aiming to improve the quality of our environmental data year on year, to allow for disclosure of more accurate and transparent measurement.
- We will continue to survey and review our suppliers on their environmental policies, making our decisions on who we use, based on environmental impact and evidence based proposals and material usage.
- We are looking to find and propose gifts and SWAG from majority sustainable suppliers and B Corp businesses where possible.



CARBON REDUCTION PLAN:

We're very proud to present our first carbon measurements and our initial data-driven *carbon reduction plan*. When we started researching the impact of our industry, we had to work out exactly how we created environmental impact, and it quickly became clear that the first step to improving, is by ***measuring our CO2e across the business.***

For the first time, we've begun recording data from our processes contributing to our environmental impact across various aspects of the company: employee commuting, travel and purchasing, and we work with First Mile to properly measure the CO2e of all our office waste.

We intend to improve the quality of the data over time, and we're working with a certified 3rd party to ensure we're held properly accountable for our intended reduction and improvement of data moving forwards.

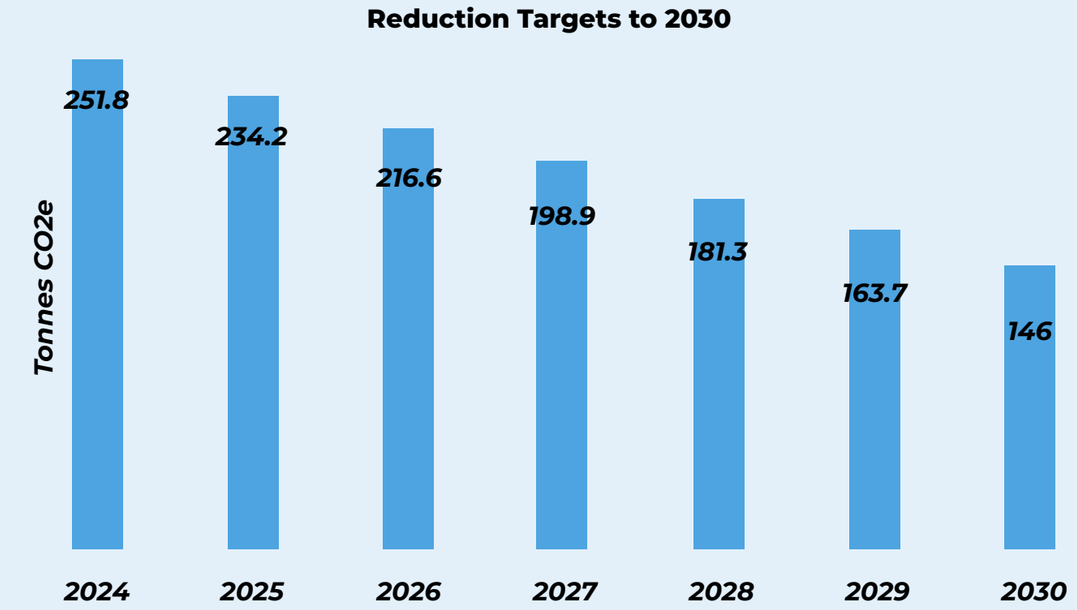
Our near-term targets:

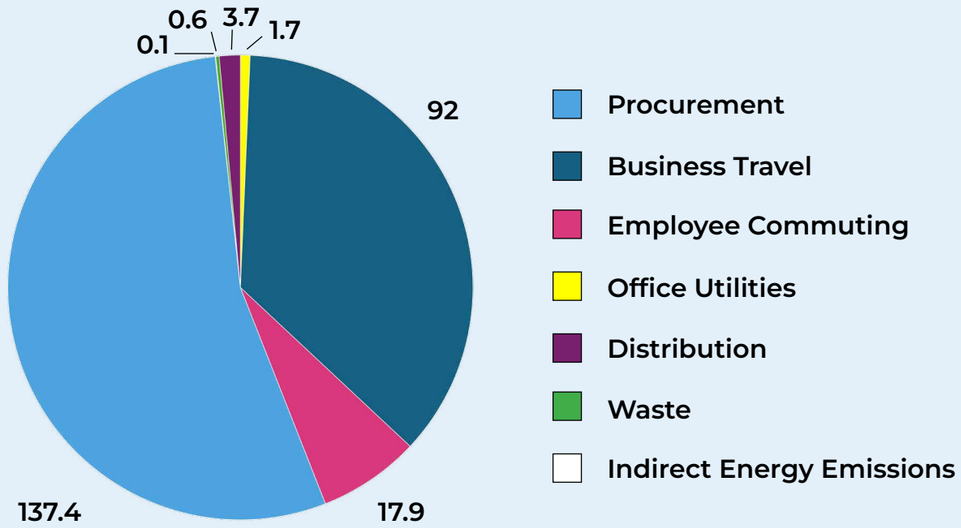
- Reduce scope 1 and 2 emissions to zero by 2030.
- Reduce Scope 3 emissions by 42% by 2030.
- Measure all scope 3 categories by 2025.

Our long-term targets:

- Reduce our total market-based emissions (scope 1, 2 and 3) by at least 90% by 2040.
- Neutralise any residual emissions using verified carbon offsets.

251.8 - Total Carbon Emissions (tCO2e) for 2024.
(Which is the equivalent to charging over 30 million smartphones)





COMMUNITY

We know how much our culture of positivity and care means to us, so the natural progression is to extend our beliefs to reach outside of our immediate company. Between our network of suppliers and the direct community where we're based, we can confidently say we're making a positive difference.



WHAT WE DID

Volunteering Within Our Community

This year saw AOK Events making our first official commitment to supporting our community, we started working with ***Ace Of Clubs***, a charity providing support, food and facilities to vulnerable people around the Wandsworth area – the whole team took part in rolling groups of four, helping serve food, clean-up and engage with the customers.

The team found the experience incredibly rewarding and we came away in awe of the permanent staff there. We've made an ongoing commitment to make this a regular part of our calendar, giving employees 2 full days minimum to put to charitable work.



We created ***7 new job roles,*** growing our business but also adding more job roles to the economy.

We are always looking for new ways to engage with our community. Get in touch with our team to discuss any initiatives that are close to your heart.



Make Unforgettable Happen Fund

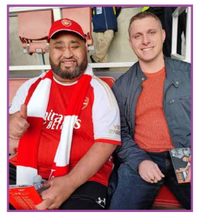
We have continued our Make Unforgettable Happen Fund, making monthly donations of £500 to various causes – more details can be found on our webpage: https://www.aokevents.com/about/make-unforgettable-happen-fund/

Some Initiatives we've supported this year:



Don't Ignore The Elephant Podcast

AOK Events sponsored the 'Don't Ignore the Elephant' podcast, hosted by Dr Liz O'Riordan. It's a podcast designed to help people face difficult topics from anxiety, body image, the menopause and dealing with grief.



Arsenal FC Sensory Room Experience

Aaron and David from the NHS National Autism Program recently visited London to watch Arsenal vs. Sheffield United, enjoying the club's new sensory room thanks to AOK Events and Arsenal FC.



Weirside Rangers Football Club

As part of our promise to give back, AOK Events proudly sponsor Weirside Rangers, Est.1919, an FA Charter Standard Football Club based in Teddington. With our support we are hoping they make it to the Premier League!

WHAT WE'LL IMPROVE ON:

Supplier Review

We will continue to review our suppliers based on metrics such as equality and diversity and inclusion, environmental policy and mission. We'll look to increase our spend to suppliers who score strongly in these areas.

Make Unforgettable Happen Fund

We'll look to increase awareness of our Make Unforgettable Happen Fund, seeking new ways to support people in need, with donations or gifts.

Volunteering

We'll keep on the lookout for other opportunities for AOK Events to donate time and funds to causes impacting our local community.

Forums and Conversations

As we become more public with our good practices, we'll be looking to get more involved in forums and conversations - sharing knowledge and sparking bright ideas is key to creating a better events industry.



CUSTOMERS

It’s in our foundations to understand how important events are to a happy society, and we’re proud to support a broad customer base in delivering amazing events. Read on to see what we’ve helped our customers achieve and how we plan to broaden the support we offer.





WHAT WE DID

We continued to receive outstanding feedback across the board from customers for all of our events.

We received 67 five-star Trustpilot reviews:

★★★★★

Epic as always

Thanks as always AOK, you guys are awesome! The prompt responses, competitive prices and delightful team members mean I love working with you!

★★★★★

Well organised event

Well organised event, great communication, would highly recommend the team at AOK Events.

★★★★★

AOK always provide us the most...

AOK always provide us the most professional and great services! Whether it's finding a venue, planning events, to support on the day, they are always our first point of call. 5 stars!

★★★★★

Outstanding -Thank you for everything!

The AOK events team, specifically Alice, have been absolutely outstanding to work with this year. Communication from start to finish is excellent, no ask is ever too much or too big, everything is managed professionally and to the highest standard. Every single event we have done this year has been such a success, no doubt thanks to our wonderful working partnership.

THE QUARTERLY MAGAZINE

FSC

Every quarter, the whole team pitch together to collate inspiring and insightful articles covering everything from key hospitality dates, new venue openings and incentive destinations to innovative entertainment acts and our favourite speakers.

We use B Corp certified, sustainable marketing agency Webmart to fulfil the magazine for our clients.

2,000 Issues printed across the year
1,000 Issues sent by post
600 Issues taken to meetings
400 Issues distributed at tradeshows



We value face to face meetings with our clients and on average we ***connect 50-60 times per month.***

We delivered a range of ***client engagement initiatives***, including:

- Hosting clients at Wembley concerts (Ed Sheeran, Bruce Springsteen)
- Hospitality at Estelle Manor and other premium venues
- Entertaining 18 clients at Lord's T20 fixtures
- A Q4 "Lunch & Learn" at Loch Mochis, led by Dan Bull and Jess Banks, sharing insights on hospitality and live events
- Regular client lunches and breakfasts

WHAT WE'LL IMPROVE ON:

Improve Clients Impact

We will look for opportunities to help our clients improve their own impact, through improving their sustainability, making better decisions on their behalf, such as avoiding locked-in prints and unadvisable choices when buying for events.

Engage With Our Customers

We will aim to directly engage our customers to help them make positive decisions that benefit their events, and the planet, as early as possible in the planning process.

Event Carbon Measures

We will start to trial taking full event carbon measurement, to allow for our customers to measure their environmental impact accurately, to make informed decisions moving forwards.

Making The Most of Our Expertise

We'll look to work closely with our regular customers, to ensure that they are making the most of our services across all the different areas of our business.







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