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Bring tenants back to the workplace with **Equiem**

Returning to the workplace should be exciting. Now is the time to highlight the one thing the workplace offers that the home office can't – a sense of community. Equiem offers all the tools you'll need to create and promote a thrilling Welcome Back campaign.



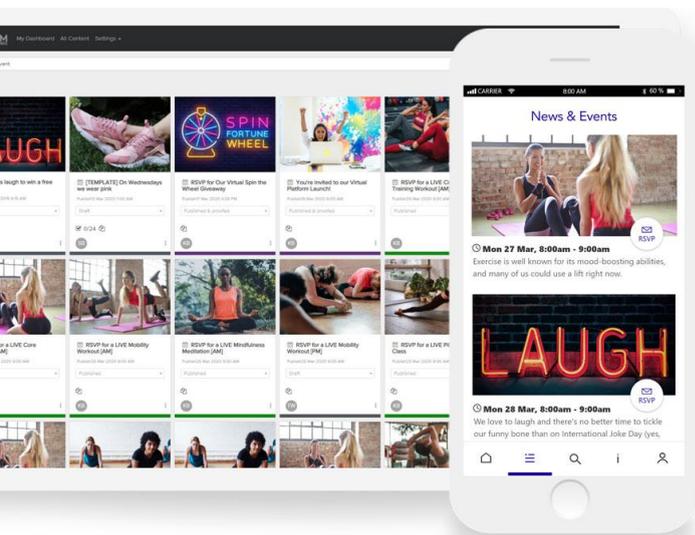
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Equiem's content and event suite can help you design a multi-level Welcome Back campaign that will engage returning users. By devising **unique ways to promote onsite retailers, facilities, and amenities**, you can drive registrations and attendance up, bringing the workplace back to the center of your tenants' lives.

Plan and promote events

Welcome your tenants back to the office with truly unique events

Tenants and users want one thing from their workplace above all else – a sense of community and collaboration. And the best way to demonstrate the thriving community in your building is to host a spectacular return-to-work event.



- Promote Welcome Back events in multiple forms across the app – from newsletters to event feeds

- Use polling and analytics to build events you know your tenants will respond to

- Allow tenants to RSVP to the event online, creating an accurate list of attendees for planning and budgeting purposes

- Touchless check-in can be enabled to bolster COVID-safe practices and ease the concerns of returning workers

Your event feed is a hub of onsite activity.

Content that connects

Content can create new and unexpected ways to engage with the workplace

Equiem's content suite offers a direct line of communication with tenants, whether they are currently in-office or remote. With the right content plan, you can highlight the benefits of the office place as well as encourage onsite interaction in unique ways.

- Use your newsletter and events feed to remind tenants of everything you have available to them in the workplace, from retailers to bookable flex space and more
- Devise intriguing content campaigns designed to bring people to the office – consider a cryptic scavenger hunt highlighting revamped amenities

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- Take advantage of the segmented data in your Analytics Dashboard to create campaigns targeting specific audiences for maximum engagement
- Create awareness campaigns to drive interest in new and improved building facilities

Showcase onsite amenities

Your building's facilities and amenities are key lures for returning workers

By now, it's clear that workers prioritize the services and amenities available at their workplace when deciding to attend physically. Equiem puts a robust suite of space-management tools at your disposal. Promote retailers, advertise bookable space, and even ask your tenants what features they'd love to see.

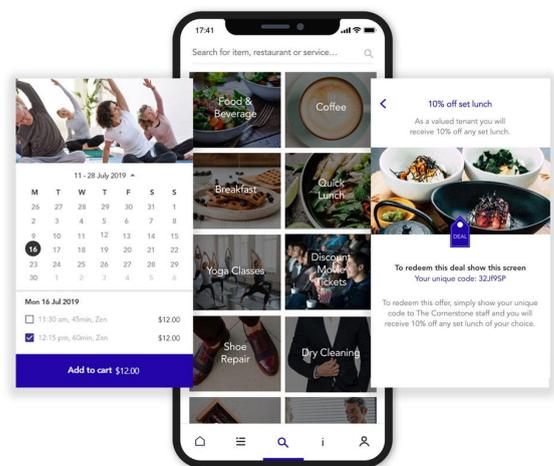
- Showcase your retailers by partnering with them for your Welcome Back events
- Use your Equiem feed and newsletters to educate your tenants about the facilities available in your building – particularly any new facilities added since the beginning of the pandemic
- Gauge the interest and necessity of your workplace facilities with our responsive polling and survey functionality
- Digital check-in can help you understand the popularity of your amenities while helping to maintain COVID-safe procedures

Return life to your retail precinct

Leverage your bustling retail precinct to foster a sense of community

Onsite retailers form a key component of your building's brand. From the restaurants where your tenants mingle to the services they rely upon to get their work done – these businesses contribute to your tenants' day-to-day lives in the workplace. Use Equiem to support these businesses and remind workers of the many conveniences available in your buildings.

- Display all your vendors in our appealing eCommerce marketplace
- Retailers can easily onboard themselves then manage their own online business



Connect tenants with retailers digitally

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- Create offers and promotions that encourage tenants to try new and returning vendors throughout your site
- Offer tenants a variety of delivery options – from pickup to desk delivery
- See detailed breakdowns of how your tenants respond vendors in your Analytics Dashboard

Engage remote workers

Register remote employees to increase the chance of their return to the office

Even when a large part of your workforce is remote, it's important to keep them engaged in the workplace. Equiem's tenant app is an effective way to do that, and driving registrations can translate to a higher likelihood of returning to work in person.

- Create fascinating content to encourage users to register for the app, even if they're currently working from home
- Digital passes can incentivize registration for users who only attend the workplace occasionally
- Once a user is onboarded, your news and events feed can offer further reasons to attend the workplace in person

Case studies



Bringing Tenants Back and Supporting the Success of a Return-to-Work Event

The Client:
UK Office Landlord
10M sqft portfolio

The Asset:
Business Park
600K sqft
Oxford, UK

Problem

Located in the midst of Oxford city, this business park wanted to go big with their welcome back event. They hoped this event would serve as a reminder of the thriving sense of community that had always been a draw of their central campus.

Solution

Working alongside the client's community manager, we devised an eight-week plan featuring promotional materials and events – all leading up to their huge BBQ mixer.

We organized easel signage around their buildings as well as extensive online promotion in newsletters to generate anticipation. A comprehensive COVID-safe process ensured that tenants would feel comfortable at the in-person event.

Results

The main event was a great success and went off without a hitch, featuring a BBQ meal and two free cocktails (or mocktails) provided by onsite vendors. And by the time the plates were cleaned, 576 new users to their tenant platform – an increase of 58%.



Supporting Returning Workers with Onsite Amenities

The Client:
US Office Landlord
8M sqft portfolio

The Asset:
A-Grade Office
1.2M sqft, Boston, MA, USA

Problem

End-of-trip facilities ("EOT", lockers and showers) can be an organizational bugbear. They're challenging to allocate and manage even in the best of circumstances. So, when you consider that the client's workers had been largely remote for a year, you can imagine how complex the problem became.

But every problem is also an opportunity, and we found the perfect way to canvas returning workers who needed access while simultaneously driving up registrations on the client's tenant platform.

Solution

We encouraged the client to allocate End-of-trip facilities access cards through the Equiem app. Users were advised in a campaign of content pieces and newsletters that they would need to reapply for their EOT access.

Results

170+ new users joined the platform as a result of this initiative, pushing monthly active users to 56% from a previous average of 35%. And on top of that, the client got an accurate picture of which users needed access to their EOT facilities.

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Encouraging Tenants To Return with Clever Digital Gamification

The Client:

US Office Landlord
14M sqft portfolio

The Asset:

533,000+ sqft
Multiple sites, USA

Problem

Encouraging workers to return to the office can be a bit of a puzzle – so when one of our clients was trying to solve the problem, we decided to fight fire with fire.

Solution

We collaborated on a series of riddles designed to lead workers to newly redesigned amenities around the building.

Users would receive the riddle via the Equiem platform and, if they managed to solve it, it would reveal a location within the building. The user could then attend that location to receive a special prize. The out-of-the-box campaign meant that the platform and the building became inextricably linked. To get the full benefit of either, users had to interact both digitally and physically.

Results

It was an unusual idea, but it paid off. 35 new users registered to the platform and active usage rose to 53%. One user who hadn't been onsite in a year even decided to drive an hour just to take part.



Drawing Employees Back While Supporting Onsite Retail

The Client:

Global Office Landlord
6M sqft portfolio

The Asset:

A-Grade Office
2.2M sqft
Oklahoma, USA

Problem

Our client wanted to showcase their onsite coffee vendor who was preparing to relaunch after the pandemic. Their hope was that the buzz around the coffee shop – in tandem with some enticing incentives – could help draw their employees back to the office.

Solution

We spearheaded a campaign on the Equiem app, designed to showcase the coffee vendor. We also let employees know that if they RSVP'd to the grand reopening, they'd receive a free coffee during their opening week.

Results

100 employees RSVP'd, simultaneously boosting the profile of the vendor while also driving employees back to the client's onsite amenities. It also contributed to a deeper understanding of Equiem's online check-in and booking platforms function, driving future use.

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Utilizing Polls To Maximize Success of a Major Tenant Event

The Client:
Global Office Landlord
20M sqft portfolio

The Asset:
Suburban Business Park
480,000 sqft
North Carolina, USA

Problem

Eager to revive their campus atmosphere, this North Carolina client wanted to host an event that would draw people back to their eight-building precinct. They settled on an engagement campaign called “Fall Festival”, comprising onsite events.

Solution

Pivotaly, the client wanted their tenants to feel that they had a voice in the festival. So we set up a poll to ask tenants what should be featured. Using the results of that poll, the event was shaped according to the desires of the tenants, featuring a range of food trucks and activities that would be well received.

Results

The event was a resounding success. People attended the event in droves, with attendance exceeding the number of RSVPs collected on the platform.

This campaign drove 44 new platform registration from people who were eager to vote on the event and increased overall usage 66%. Occupancy surged to 40% during the festival, and many people returned to work as a result.



Welcoming Back Tenants With A Free Wine Tasting Promoted on the Platform

The Client:
NYC Office Landlord
6M sqft portfolio

The Asset:
A-Grade Office
2.3 M sqft
New York, NY, USA

Problem

Over an extended period working remotely, many workers have started to feel isolated and detached. That’s why, when this client began thinking about welcoming their tenants back to the office place, they wanted to start with a social event.

Solution

We decided to host a small, in-person wine tasting for up to 20 people and invited tenants from the client’s New York portfolio - using Equiem’s communication suite (news posts, event posts, newsletters, polls) to promote the event.

All slots were filled, with 20 tenants attending the event and checking in via the Equiem app.

Results

The most valuable part of this event was the feedback collected via the Equiem app once it had concluded. 100% of the attendees provided feedback, indicating they’d like another happy hour event in the future – this time with spirits instead of wine. A cocktail-making session is currently in the works.

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Those who chose not to attend the wine tasting told us they would have been more likely to if they'd been able to bring a plus one along. And they'll get their chance at the upcoming cocktail party, which will double as an opportunity to get the leasing team involved.