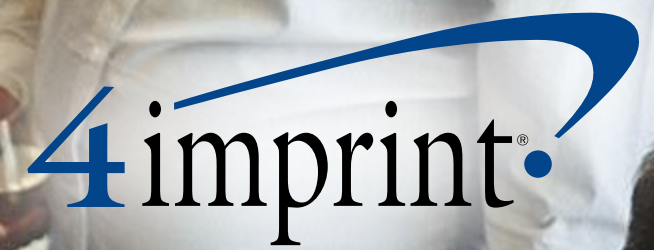


eBOOK



# What's new in business holiday parties

2018 survey results



# Introduction

**The 2018 4imprint® business holiday parties survey results** show how company parties have evolved.

Compared to the results of our 2015 survey, holiday parties today are more casual, employee-centric affairs. The other change: Use of promotional products at holiday parties is on the rise.



# Welcome to the results of our 2018 survey!

If you're in the throes of planning a holiday soir ee, you're not alone. 'Tis the season. And, if you're putting a slightly different spin on this year's party, you're in good company.

In this survey, we set out to learn what the typical holiday party looks like today. Is it an elaborate affair in a rented ballroom with hundreds of guests? Or is it an intimate gathering of team members taking some time to show gratitude for one another during an afternoon? To find out, we surveyed human resources teams in organizations nationwide. When we compare this year's results to our 2015 survey research, one message became clear. Holiday parties are evolving.

Most organizations today are opting for more casual, employee-only holiday parties that keep things simple. We also discovered the dress code is becoming

more relaxed and many events are being held on-site. And, promotional products are playing starring roles in everything from apparel to decor. For inspiration and ideas, read on. Happy planning!



Kevin Lyons-Tarr  
CEO, 4imprint, Inc.



**Kevin,**  
with 4imprint  
27 years

# **Survey results:** Who are our respondents?





# The survey took a peek inside holiday parties in these types of organizations:



Business



Government



Education

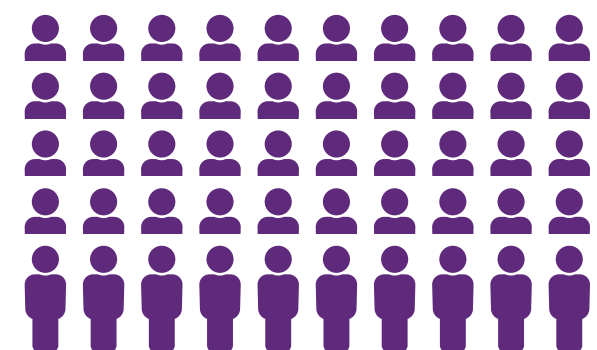


Healthcare



Nonprofit

The organizations ranged in size from **a handful of employees to more than 5,000.**



# Holiday parties: Then and now

2015

2018





# More merriment

More organizations plan to  
**host a holiday party in 2018.**



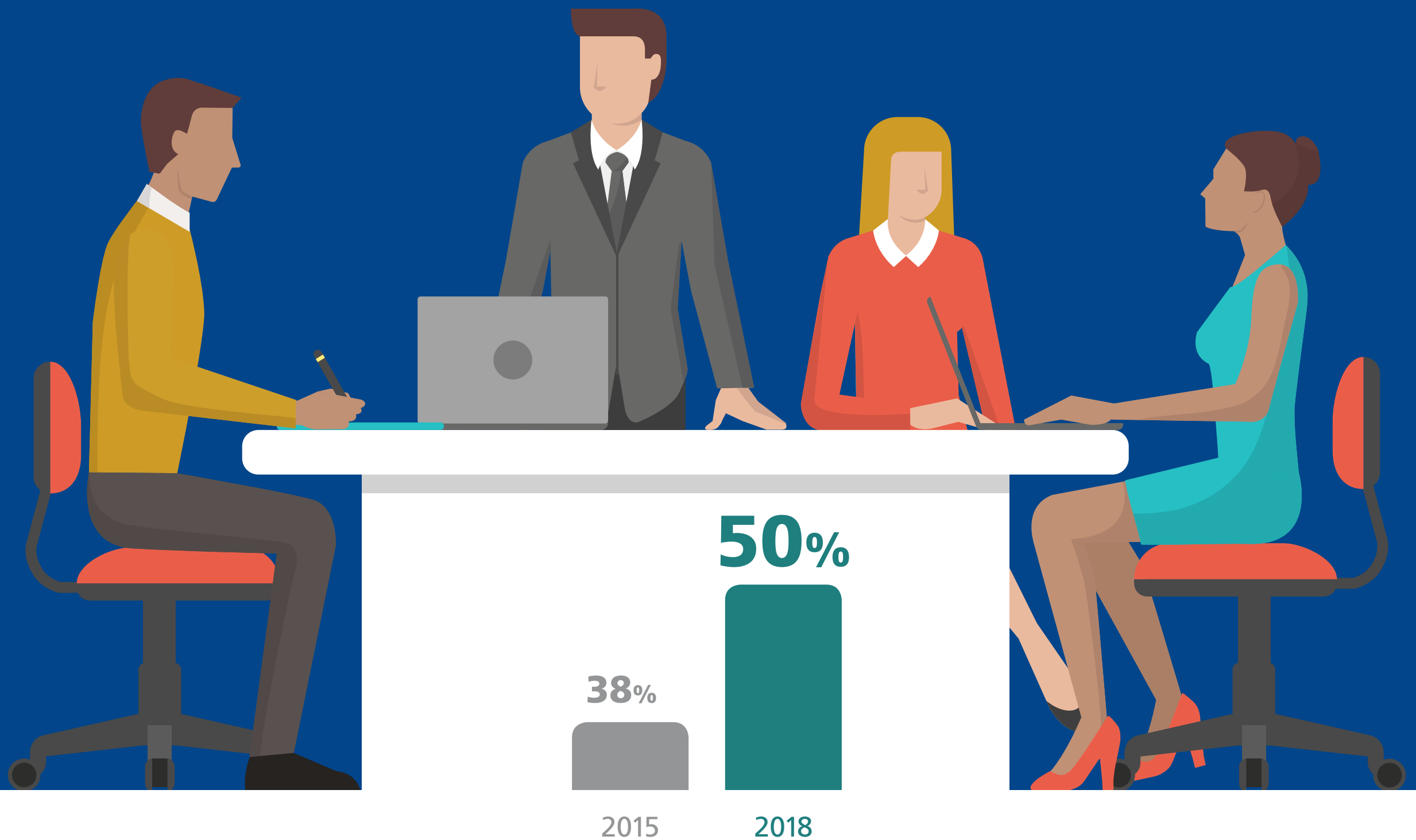
2015

2018



# Celebrate the team

More holiday parties are for  
**employees only.**

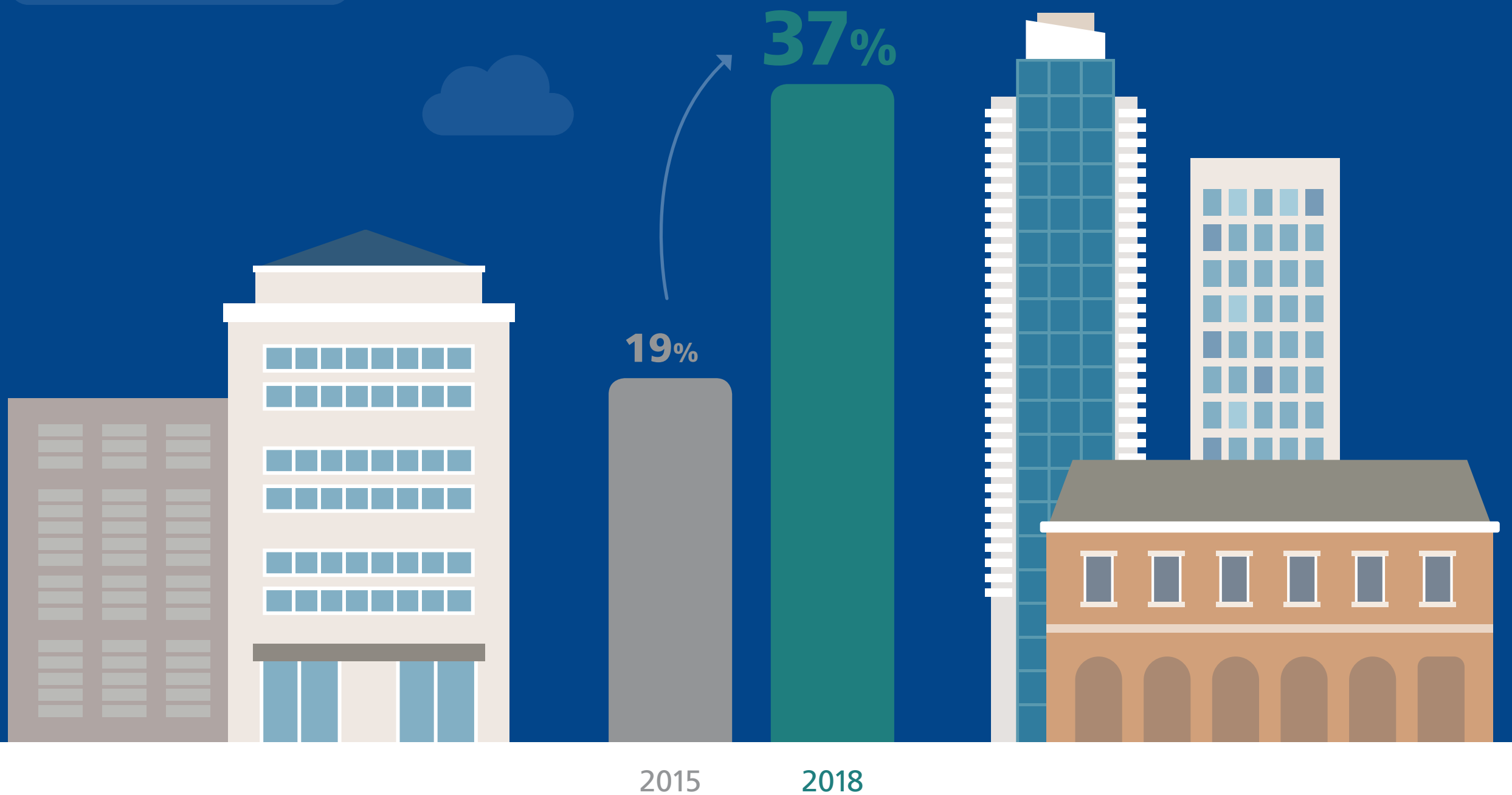






# Keep it local

**Holiday parties that are hosted on-site**  
nearly doubled from 2015 to 2018.



# Holiday party promotional products



**Employee thank-you gifts that come from the heart**

Page 11



**Party favors to get your guests talking**

Page 14



**Apparel for a casual affair**

Page 17

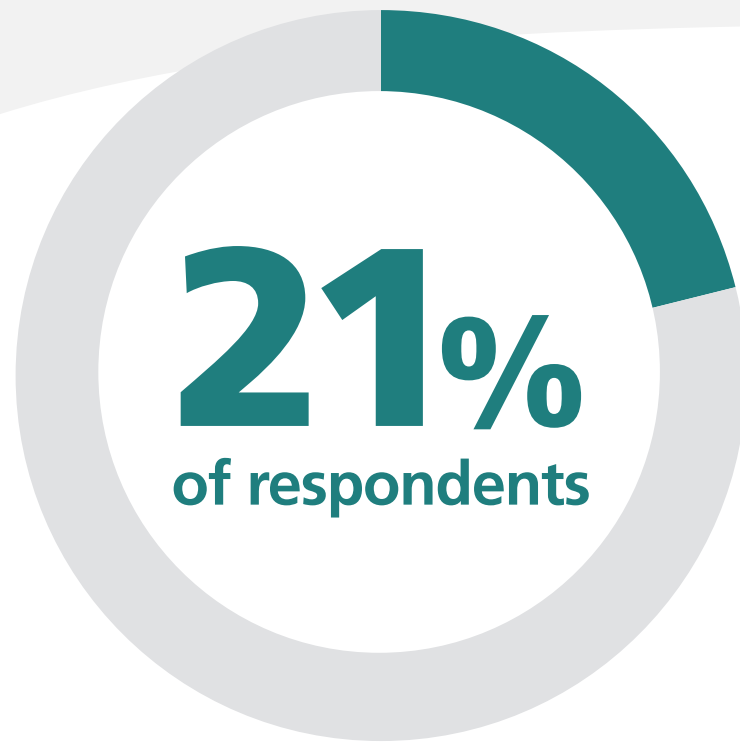


**Holiday party décor that's versatile**

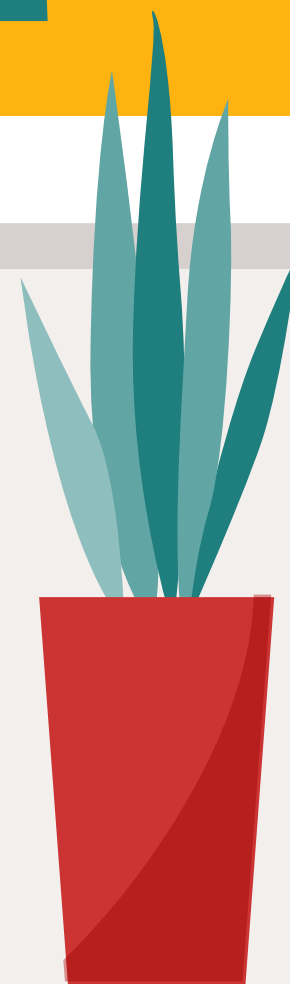
Page 20

**Employee thank-you  
gifts that come from  
the heart**





use promotional products as  
**team thank-you gifts**





Show your gratitude with gifts that can be used for years to come.



#129394  
Flat Shatterproof  
Ornament

*"These ornaments are a great gift for the holidays! The fact they are flat instead of round was a nice feature... something that made them unique."*

Nici from Kennesaw

*"I would recommend this as an affordable, yet classy gift."*

Michelle from  
Altamonte Springs



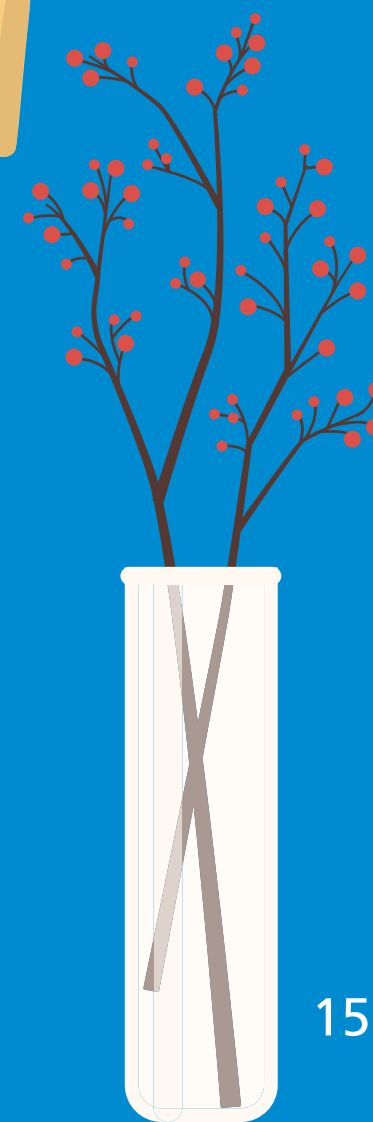
#104476  
Wine Stopper &  
Opener Set

# Party favors to get your guests talking





**20% of  
respondents  
uses promotional products  
as party favors.**





## Give two gifts in one.

“Wrapping” your gift in a reusable branded bag adds a special touch to any party favor.

For a festive party favor, put a bottle of wine or a custom wine glass in a branded wine tote.



#126458  
Tuscany Wine Tote



#135064  
Metallic Laminated  
Tote

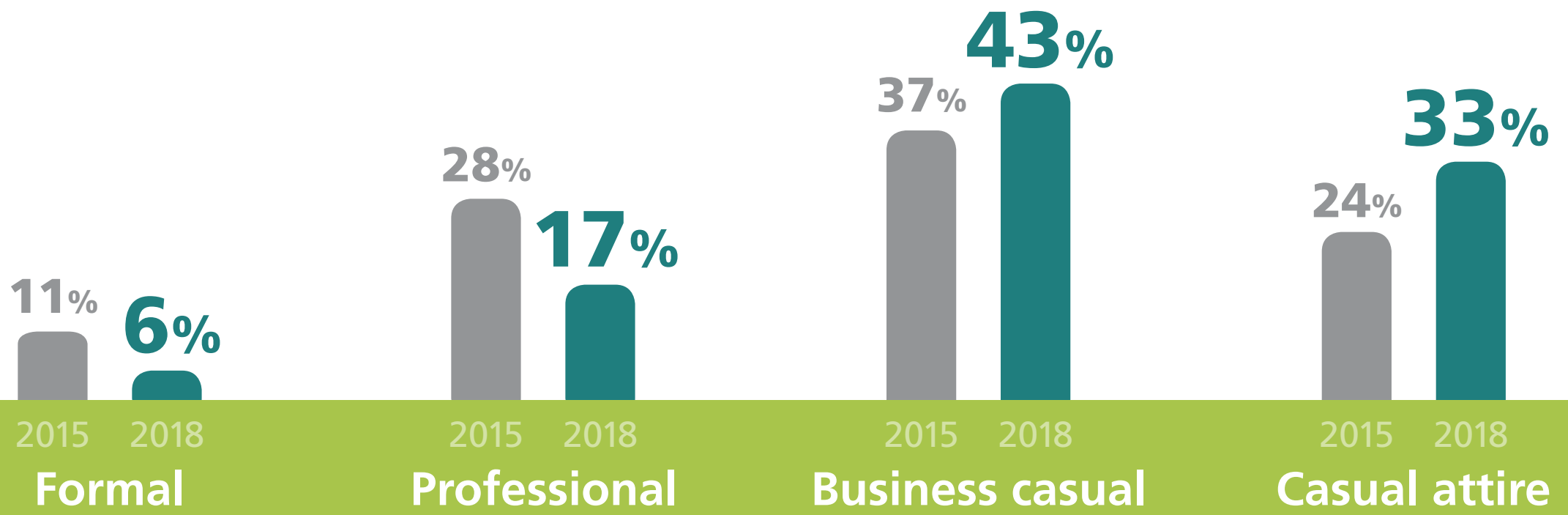


# Apparel for a casual affair





# Trending party attire



More employers are opting for **casual or business casual attire** at their holiday parties.



## Did you know?

The business sector has seen the steadiest shift from formal to casual attire.



# More than 10%

of respondents gives promotional apparel at the holidays

A classic polo shirt is a timeless business casual staple.



#104107  
Hanes® ComfortBlend®  
50/50 Jersey Sport Shirt



#112489  
Sport-Wick Stretch  
1/2-Zip Pullover

*"We've been ordering these for our company for 2 years now - EVERYONE loves them. They are light but cozy and keep you warm. We placed the logo on the sleeve. A hit for men and women!"*

**Marybel from  
King Of Prussia**

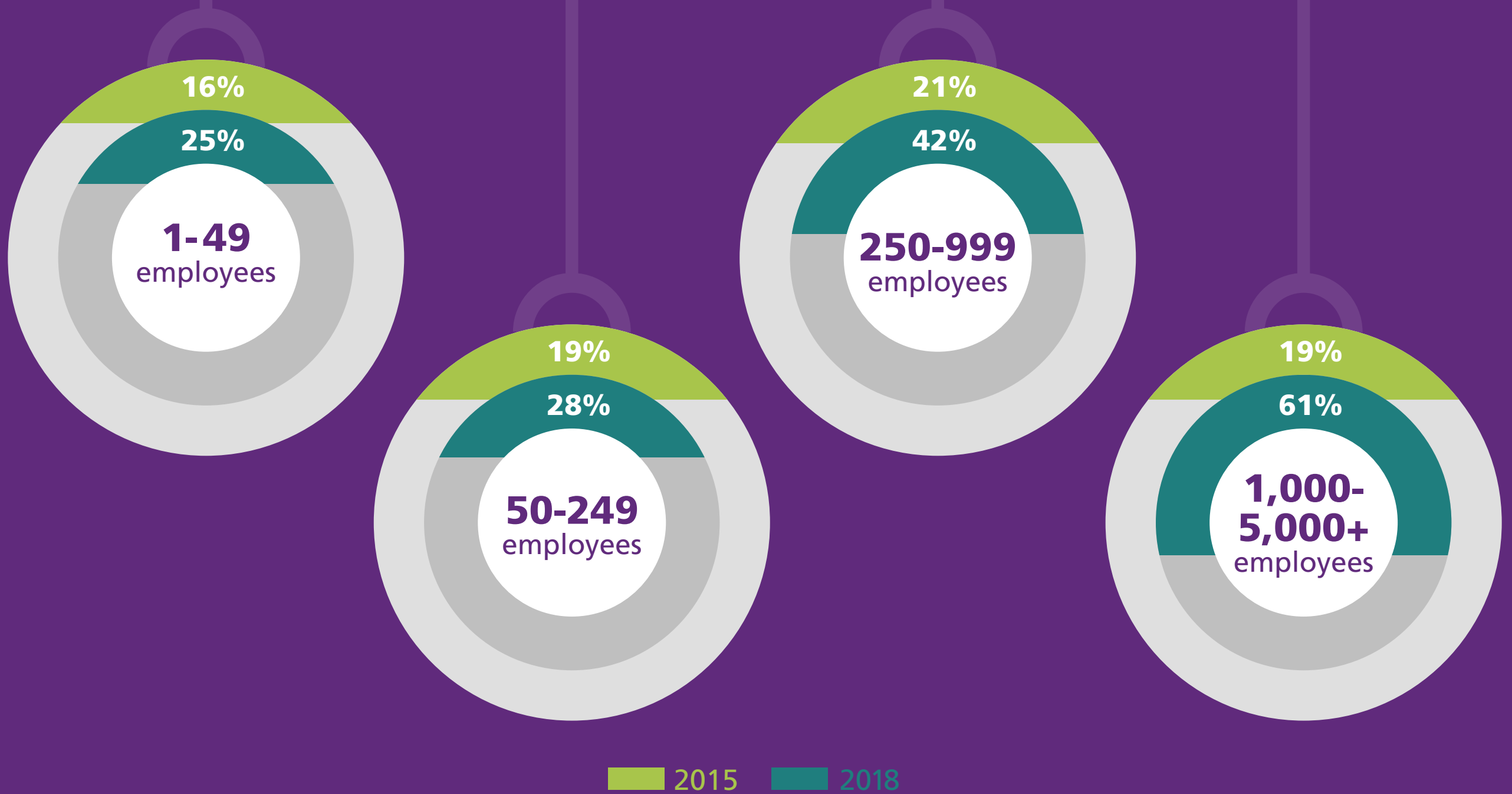
# Holiday party décor that's versatile





# Where's the party at?

A growing number of organizations of **ALL SIZES** are hosting on-site holiday parties.



But off-site is still the **most popular location**.



# Spruce up the party space



**10%**  
of respondents said  
**promotional products do double  
duty as holiday party décor.**



**Choose quality party supplies that guests can take home after the event.**

Use these glass bottles as vases, then give them away as door prizes.



#113317  
Vue Glass Bottle  
with Glass Lid



#146822  
Vintage Round Bonded  
Leather Coaster

*"We love our glass bottles and use them all the time. They make great gifts, too!"*

Sandy from Honolulu

# Holiday parties that make a statement

There is no better way to show appreciation for a year of hard work than with a company party that includes holiday promotional products. Show your gratitude with thoughtful gifts and favors that are guaranteed to make your holiday party one to remember.





# Share your favorite holiday party ideas!

Have you held a special party that your employees can't stop raving about? Share your tips with us! Email **4ideas@4imprint.com** with photos and your holiday party success story.



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