

# GREAT PLACES TO WORK IN EXPERIENTIAL



## set creative.

### CONTACT

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**COMPANY CULTURE:** The work itself helps us be a great place to work. We operate at the strategic and creative end of the experiential agency spectrum; we're bold with our creative ambitions and attract brands with similar aspirations - brands like Google, The Coca-Cola Company, Mazda and Unilever. The opportunity to produce work we can be proud of helps our teams stay motivated and attracts new talent to the business. But all that professional satisfaction does not come with a personal price tag: in an industry beset by burnout, we focus relentlessly on ensuring our teams have the capacity to deliver the work, without unduly compromising their needs outside of work.

**FLEXIBLE POLICIES:** After a long spell fully virtual, we're excited to be reopening physically in new office locations on both coasts. But our operating model will be based fully on hybrid working, led by employee- and client- specific needs. In-office working will always be available for those who need it but otherwise deployed flexibly as client and business needs arise. For us, flexibility is about trusting our team to continue to deliver great work - however the specifics of that look for them.

**GREAT WORK:** Without question, it's the quality of the work that gives the greatest satisfaction to our team. Events are a wonderfully diverse medium of expression, requiring the pulling together of visionaries and artists, writers and technologists, planners and producers. When you excel in your field and the team around is hitting similar standards of excellence, you can create incredible experiences. We're also helped by the variety in our client portfolio and the nature of projects we work on: we work across multiple industry verticals and deliver everything from B2C and influencer activations to B2B trade shows and conferences. That variety keeps a hungry team always learning and always developing.

**LEADERSHIP:** Alan Doyle is our CEO in the US. When asked for his take on leadership, he said, "Leading is no more complex than finding great people and looking after them. 'Looking after' is wide-ranging: it's giving them fulfilling work, supporting them, trusting them, allowing them to fail and celebrating their success."

**TESTIMONIALS:** We asked Lauren Sanders, Account Director, her thoughts and she said, "I love working at Set Creative. I've never had a role where I felt so supported by leadership and my co-workers. The office is a mix of brilliant, hilarious, hardworking people who deliver incredible work without ego. Literally my perfect job."

**COOL BENNIES:** Set Creative is continually looking for ways to improve the benefits offered to its employees. Most recently, Set Creative has expanded its benefits package to include:

- 12 weeks paid parental leave
- Paid sabbatical program at 5 years tenure
- Flex time awarded to employees to offset particularly busy periods
- Quarterly allocation of Volunteer Time Off to pursue causes that matter to each employee





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## FEATURED LEADER

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### WHAT'S DIFFERENT ABOUT YOUR COMPANY IN 2022 VERSUS 2021?

As a relatively new member – I joined the team in early September 2021 – I've already seen a tremendous amount of growth and positive change that has me excited for 2022 and beyond. The industry is clamoring back with new opportunities coming in every day, allowing us to make very conscious and deliberate decisions about which projects we take on to ensure we are delivering the best possible work, in the most sustainable way, but never at the expense of our people. Burnout is our worst enemy. We are also shifting the way we approach our benefits package to be more mindful of all employee needs and are updating our policies to be more inclusive. Finally, as a child of Latinx immigrants, I am proud to see a much more diverse employee base and look forward to continuing that trend across full-time employees, freelancers, vendors, and partners.

### WHAT'S YOUR APPROACH TO LEADERSHIP?

I see the role of leadership being to identify and curate greatness in others. The easiest way to do that is to build mutual trust. I believe every single member of a team brings a unique expertise, lived experience, and perspective, so you have to trust them to do their job and listen with open ears. In order for them to do their best work, you have to give them the resources, the tools, the space, and the support to do what you hired them to do. Those last pieces – space and support – are crucial.

### WHAT MAKES SET CREATIVE UNIQUE?

While it would be easy to point to the amazing caliber of the creative output our team delivers, or the wonderfully collaborative teams of top-tier experts, what stands out to me the most is how much we see the value in and champion the importance of a healthy work/life balance. After an entire career spent in experiential, this is the first agency where I have truly felt that employees are seen as complex people with whole lives outside of work. Yes, we are all very passionate about what we do and we



strive to do the best work for our clients each and every day. But we truly believe that the best way to deliver great work is through happy employees who feel valued and whose time is respected so that they can bring their best selves to work.

### WHAT IS THE KEY TO GREAT CULTURE?

Trust and respect. Sure, ping pong tables and happy hours are nice. And team activities can go a long way in building deeper personal connections. But if you don't have trust and respect across every level, you cannot compensate for that with bells and whistles.

### GIVEN YOUR AGENCY'S SUCCESSES, WHAT APPROACH AND PHILOSOPHY DO YOU TAKE TO BUSINESS?

Our business offering is the expertise of our people, who ultimately create the impactful experiences – which range from IRL, to hybrid to fully-virtual – that we deliver for our clients. In order for our business offering – that expertise – to be best-in-class, we must create an environment that attracts and retains the best-in-class employees, freelance networks and partners. In terms of how we work with our clients, we see ourselves as an extension of their team. All of us are working towards a shared goal.