



# Experiences that build A Better Tomorrow

Through a trusted commitment to inclusivity,  
community, safety, and sustainability.

Released March 2024.







## INTRODUCTION

# Empowerment



Welcome.

We experienced remarkable success this past year. Progress is a crucial component of our continued growth within our global culture. We recognize that strong and empowered individuals are more willing to step outside their comfort zones, courageously engage with our clients, and create outstanding results.

In 2023, the GES Collective launched several initiatives to support our empowerment efforts. They included Spiro creating four unique ERGs (Employee Resource Groups). These employee-led communities explore shared experiences and lend positive support to each other. GES Exhibitions launched its Women's Mentorship Group in North America, with the intention of empowering women as they advance their careers. Our commitment is to continue to explore ways to champion our teams, ensuring we remain a valued leader in our industry.



In this report, we use five key areas to understand how we, as the GES Collective, continue to grow and make a positive difference with our people, our partners, and in our communities.

- **Diversity, Equity, Inclusion & Belonging:** We're responsible to treat everyone with respect and to create a welcoming culture for our employees, partners, clients, and everyone we meet.
- **Sustainability:** We continue to evaluate our environmental impact, implement new strategies, and take action to reduce, reuse, and recycle while we deliver excellence.
- **Community:** We encourage our employees to connect with and give back to their local communities. We know assisting others creates well-being for both the giver and the receiver.
- **Safety:** The GES Collective is committed to creating a safe and secure work environment in the office, at events, on the exhibit showroom floor, and every place in between.
- **Governance:** We strive to exemplify strong corporate citizenship, inspired by our values and our commitment to our Always Honest program.

We're honored to share this report with you. You'll learn more about the commitment and dedication that fuels our growth. You'll also experience our ability to recognize opportunities, to open our hearts, and to take action that empowers the GES Collective to thrive as we make a positive, global impact!

— **Steve Moster**, President & CEO of Viad Corp





# Diversity, Equity, Inclusion & Belonging

# Diversity Makes Us Stronger

Different points of view, varied backgrounds and a wide range of life-experiences allow us to develop unique ideas as we continually create new solutions and opportunities for our clients. We take pride in our diverse community. It's inspiring to see so many cultures unite and work together. We celebrate programs that advocate diversity and seek out partners who are of the same mindset. We know we are stronger together.





DIVERSITY, EQUITY, INCLUSION & BELONGING

# Stronger and More Creative When **All-embracing**

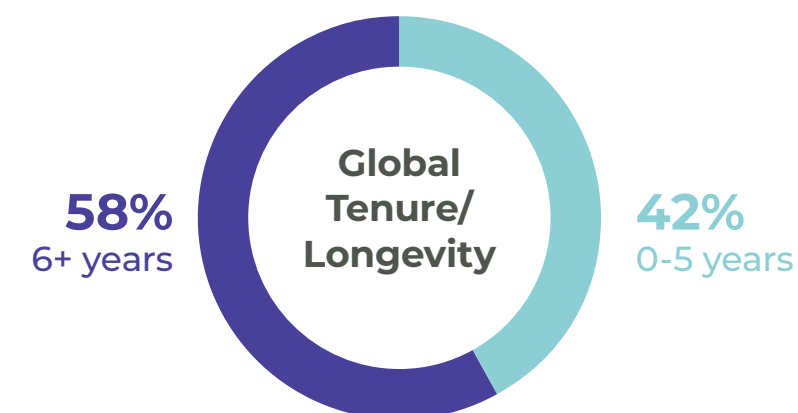
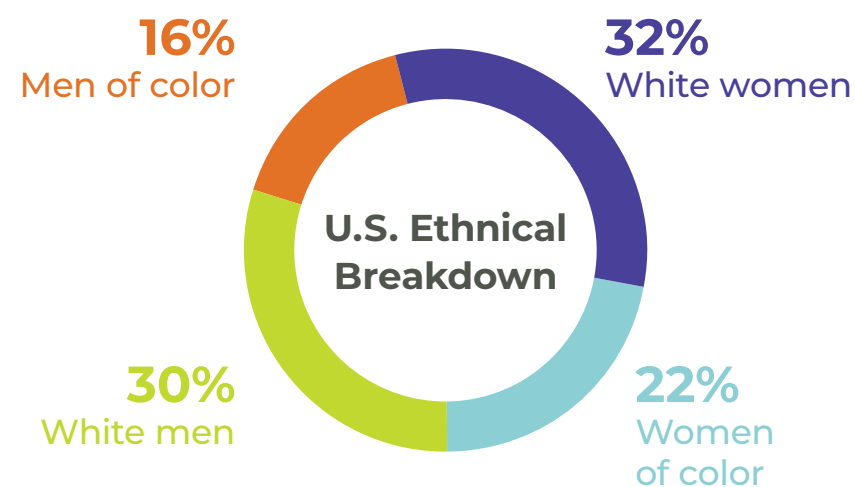
## Valuing Our Employee's Voice

Annual engagement survey results to show inclusion and belonging.

- Survey results indicate a strong culture of trust, transparency, and honor across the enterprise.
- Results reveal that we're open to feedback, demonstrate a willingness to consider alternate point-of-views, and create new actions to improve culture.

- **Our 6+ year tenure was up 5% over the previous year.**

The GES Collective recognizes the value in engaging a supply base that represents the diverse communities in which we operate. We strive to create a positive and welcoming environment for everyone.







## DIVERSITY, EQUITY, INCLUSION & BELONGING

# Elevating Belonging

Integral to the GES Collective, onPeak excels in customer service as the premier hotel booking solution for the events industry. Fueled by a vibrant remote workforce, onPeak works hard to foster unity and connection through group social hours, dedicated Teams channels, and interactive company meetings.

### Committed to Personal Development

At onPeak, personal development isn't just promised, it's practiced. The management team collaborates closely with team members, providing various personal growth and career planning opportunities. This includes in-house training with onPeak tools, online courses, and reimbursement for professional certification programs.



**onPeak truly values the growth of our employees and provides avenues for us to explore the trade show and exhibition industry. Earning my Certified Meeting Professional designation allows both my team and I to better strategize with our clients and relate to their common obstacles."**

— **LeShawn Rue**, CMP, Director of Account Services, onPeak



**The TRUE Honors program recognizes high performance and cross-department partnership. It's a great feeling to be honored and to honor others."**

— **Jennifer Boynton**, Account Services Associate, onPeak



Photo (above): ARA Housing Desk with onPeak Employees Ashley Petronella and Brittany Thompkins



Photo (left): LightFair Housing Desk with onPeak Employees Sarah Moore, LeShawn Rue, and Patrick Fazio



## DIVERSITY, EQUITY, INCLUSION &amp; BELONGING

# Experience, Continuity, and Excellence



Ralph Scali celebrates his remarkable 50th anniversary with SHOWTECH.

Ralph's advice to those entering the industry:



**Enjoy the work,  
enjoy the people, and have fun."**



## Let's Meet Ralph Scali

Manager, SHOWTECH

Ralph started with SHOWTECH on September 7, 1973, at the young age of 19, working as a stockkeeper, truck driver, and general laborer. Today, he serves as the Facility Manager of two key divisions — electrical/mechanical and staging/production. Ralph attributes much of his success to supportive coworkers, great facility staff, and amazing mentors, including industry legends like Red Hobson, Bob Miles, and Mile Lecour.

**The GES Collective is marked by an unwavering dedication to employee growth and satisfaction.**

In an industry known for its dynamic nature, we prioritize keeping outstanding employees like Ralph happy and engaged with fulfilling work.







## DIVERSITY, EQUITY, INCLUSION & BELONGING

# Be Authentically You

The GES Collective aims to help every team member feel a sense of belonging. Mirroring this goal, Spiro's Employee Resource Groups (ERGs) are instrumental in fostering a workplace culture that values diversity, equity, inclusion and belonging. These voluntary, employee-led communities provide space where team members can explore shared experiences, backgrounds, and interests. Individuals have an opportunity to connect and contribute to an atmosphere where authenticity is celebrated, and support is given and received. In 2023, Spiro started 4 unique ERGs:

## Mindful THERE·ness

Focusing on mental health, this ERG creates a sanctuary for team members to delve into the importance of mental well-being at different life stages. The goal is to increase awareness about mental health and offer support without judgment, so individuals may enhance positive emotions and foster a sense of peace.

## Prism·PRIDE

This group brings together LGBTQ+ team members and allies. The goal is to establish an open and safe space for collaboration, sharing, and fellowship. Prism·PRIDE actively contributes to building an inclusive culture that upholds acceptance, dignity, and respect for all.

## Sustainability

Reducing our environmental impact, not just in our working lives, but also in our personal lives is the goal of this group, who is focused on reducing Spiro's carbon footprint by 50% by the year 2030 and achieve carbon neutrality by 2050.

## Neuro·nauts

Bringing together Spiro·nauts who either identify as neurodivergent, or care for someone who is neurodivergent, this group's goal is to provide support, share resources, and celebrate the wins within our community.





## DIVERSITY, EQUITY, INCLUSION & BELONGING

# Diverse Stories Take Center Stage

**Spiro•voices** is a unique platform that amplifies the richness of experiences within the Spiro community. Team members contribute to themed episodes, sharing personal stories and reflections on various topics from their backgrounds and cultures to display how the Spiro community embodies the core values of the GES Collective.

Produced and distributed internally, previous features include: Black History Month, Women of Spiro, Hispanic Heritage Month, and Mental Health Awareness.

### Highlights from Women of Spiro

The Women of Spiro series on Spiro•voices stands out as a beacon of empowerment and inspiration. In this episode, Spiro employee, Chenielle Hale, shares her unique journey and perspectives.



### Let's Meet Chenielle Hale

Account Manager, Spiro

Chenielle Hale embarked on her career with GES Exhibitions in 2014. After exploring other opportunities, she ultimately found her way back to Spiro in 2019, returning to the place she always loved working. Joining the Spiro team has allowed Chenielle to grow her skillset and delve into new areas of the business. Chenielle emphasizes the importance of supporting and celebrating women who break boundaries. She also talks about learning how to balance family and work as a new wife and expectant mother. Her dedication to setting a strong example for her daughter on how to control your own path in life exhibits the authenticity of her alignment with Spiro's core values.







DIVERSITY, EQUITY, INCLUSION & BELONGING

# Empowering Future Women Leaders



## Let's Meet Leanne Griffiths

Director of New Business Development, GES EMEA

Her progression from supporting the Sales Team to becoming Director of New Business Development is a testament to her dedication. Learning from her mentor, Caroline Pepper, Leanne appreciates having a safe space to discuss professional and personal aspects of her life as she climbs the ladder of higher management.



**I think there is a lot of opportunity for me to keep progressing in my career within the industry given the experience I have gained, and ultimately, it's entirely down to me how far I want to progress, and how much I want to keep pushing. I think improving my confidence is only going to happen by putting myself in situations outside my comfort zone, something Caroline is helping me see!"**

As a proud corporate member of Women in Exhibitions UK and the sponsor of the 2023 Women in Exhibitions World Summit, the GES Collective actively champions the empowerment of women leaders in the industry. Through our Women's Mentoring Group for EMEA Exhibitions, we create space for women to share their experiences, knowledge, and insights, fostering career growth. As a global brand, we deeply embrace our responsibility to promote gender diversity and equality in our industry.







DIVERSITY, EQUITY, INCLUSION & BELONGING

# Promoting Gender Equality Through Mentorship

In June 2023, the GES Collective proudly introduced its Women's Mentorship Group for North America Exhibitions, aiming to cultivate leadership skills, boost self-confidence, and pave the way for career advancement among women. Guided by a dedicated Advisory Board comprised of influential women leaders, this program reflects our commitment to fostering a culture that values learning, growth, and gender equality.

## Employee Goals & Focus Areas

- Mentorship
- Leadership skill development
- Career advancement
- Building industry connections
- Deepening specific skill/knowledge areas

## Program Structure

Monthly large group meetings with targeted themes provide a platform for collective learning and focused discussions.

## Impact and Vision

Beyond individual growth, the program aspires to see more women and ethnically diverse employees in leadership roles.







## DIVERSITY, EQUITY, INCLUSION & BELONGING

# Praise for the Women's Mentorship Group

Here's what a few mentors and mentees have to say, about why they participate and the value they're experiencing.



When I was a young professional, the companies I worked for were male dominated (manufacturing) and there were no programs like this. **I look back and wish that I had someone to go to for advice or for help - someone who understood balancing career and school (graduate) while being a wife and a mom.**

I had two female managers in my 25-year career, who gave me great advice personally and professionally. **I want to be available for today's young professionals and help them develop skills and confidence to advance in their careers and navigate the corporate world.** It's my favorite part of the job, even though it doesn't feel like "a job".

— **Marianne Szczech** (Mentor)  
Executive Vice President, Marketing & Services



**Having a mentor is awesome.** Women empowerment is very important to me. Being in management, I've always been the person mentoring others. So, to be on the other side receiving encouragement and guidance from others is very refreshing. My mentor shared her success story which encouraged me to revisit and rethink my career path. **This world is so competitive, to hear other people share advice and say, 'I'm here for you,' is so amazing.**

— **Meah Gordon** (Mentee)  
Reservation Services Lead, onPeak



**I work with 3 mentees from various departments and cities.**

We usually meet once a month 1:1 and then the next month as a group. Offering advice and a safe place to share thoughts gives me the satisfaction that maybe I can help someone else on their career path as so many others have helped me. I will continue to mentor as long as I can ... **now I get to give back!**

— **Ann Olson** (Mentor, Advisory Board Member)  
Senior Vice President, Business Development



**As women, it is important for us to surround ourselves with female leaders who are willing to invest in us and cheer us on.**

Early in my career, I was lucky enough to work for smart, strong women that mentored me. Now, I love being able to be that person for someone else. Being a mentor also reinvigorates me – I love to see and feel someone's passion for their career. It helps me look at everything with a fresh perspective and forces me to continually learn and to think about how I can best communicate my knowledge. I keep mentoring because I believe strongly in creating a collaborative and supportive work environment.

— **Lisa Baez** (Mentor), Executive Vice President, Operations & Services, onPeak

\*Photo with Mentee, Jean Manaquil (left)



My mentor, as well as the other mentors and mentees, have made themselves available whenever I need to chat, get advice, or need a second opinion — if the day allows. **I have gained more confidence as a leader** and I'm figuring out what kind of leader I want to be.

— **Tiffany Jahiri** (Mentee), Operations Manager





## Sustainability

# Together we make a difference

Our mission is to improve sustainable operations at events by being a leader in the circular economy model. We aim to reduce resource consumption and emissions at each event by providing a range of sustainable equipment including rentals that lower the demand to extract, produce and ship raw materials. We reuse materials, provide a wide range of rental equipment, repurpose items wherever possible, and use recycled/upcycled items to facilitate our event services with the least amount of virgin materials possible.







SUSTAINABILITY

# Professional Sustainability Coaching



## Gaining Clarity

We measured the carbon footprint of two of our UK shows to gain a benchmark and a process to measure the carbon output of all our UK shows in the future. This will shape our ongoing roadmap of how we can work with our customers, partners, and suppliers to reduce this, as we strive to create a more sustainable focused events industry.”

— David Langrish, VP Marketing, Exhibitions

GES EMEA has partnered with sustainability specialist, **Seismic**, to address its environmental impact and to meet the highest standards of social and environmental performance, transparency, and accountability.

In addition to their broad corporate sustainability experience, Seismic has developed world leading B Corp expertise, helping hundreds of companies leverage the B Corp environmental framework to understand, improve, measure and communicate their impact, social and environmental performance, transparency, and accountability.







SUSTAINABILITY

# Moving Forward with Rewind

GES EMEA is now delivering a more **sustainable flooring solution** - Rewind®.

Rewind® carpet is a 100% polypropylene, fully recyclable alternative to traditional exhibition carpets. This **sustainable flooring product** is latex free, therefore no water is required in the production process reducing the energy required by up to 85% and a reduction in CO2 emissions of up to 55% when compared with standard cord carpet.

Rewind® can be broken down into a high-grade mono-recyclate which allows for a second life for the product and helps to reduce demand for virgin polypropylene. Weighing less than standard event carpet equivalents, Rewind® also increases delivery capacity therefore reducing transport emissions.



**This is a much-needed innovation for the industry...  
Working with the team behind the Rewind  
product has been inspiring.”**

— **Nikki Morris**, Head of Central Planning at GES







SUSTAINABILITY

# Working with the United Nations

EIC certification provides the framework for GES to benchmark and reduce greenhouse gas emissions from warehouse operations, as well as freight and transportation operations. GES is reducing our emissions in alignment with the 2030 and 2050 Carbon Reduction Goals of the United Nations.

**EIC Silver Certification** allows GES to align with global strategies like the UN Sustainable Development Goals. GES has implemented new sustainable procurement guidelines to reduce the use of raw materials, no-idling policies to reduce pollution, new training guidance to educate staff on sustainable issues, and other practices and policies that make GES operations more sustainable.



**The EIC Sustainable Event Standards include criteria in the following areas:**



Organizational Management



Marketing, Communication, and Engagement



Climate Action



Water Management



Materials and Circularity



Supply Chain Management



Diversity, Equity, Inclusion & Belonging



Accessibility



Social Impact



Water bottle for refill





SUSTAINABILITY

# Sustainability is in our **DNA**

We don't send old uniforms to the landfill, we recycle them. Uniforms can find second lives as rags, cuttings, and even be respun into cotton blend yarns to create new garments. GES US has recycled 300 lbs (136kg) of old uniforms.



Examples of previously worn  
(and loved) GES uniforms.





SUSTAINABILITY

# Approaching Sustainability from **All Angles**

The Green Team is an Employee Resource Group (ERG) established by Spiro's Head of Health & Safety, Paul Ormsby. The Green Team's corporate goal is to **reduce our carbon footprint by 50% by the year 2030** and achieve **carbon neutrality by 2050**.

In 2023, Spiro EMEA was awarded two ISO accreditations (140001, 450001) covering the UK, Europe and Middle East, and further demonstrating its commitment to delivering safe and environmentally friendly experiences.

## Spiro's 8 Key Sustainability Focus Areas

Education

Energy

Engagement

Facilities

People & Communities

Transport & Mobility

Waste

Water

### In Practice: **Making A Clean Water Difference**

In addition to reducing our environmental impact, we're building a better tomorrow. The Spiro team in the UAE partnered with the **Planet Water Foundation**, pledging funds to provide an Aqua Tower to the Philippines. This will provide safe drinking water for up to 1,800 people. Funds will also be used to launch a community-based education program on water-health, germs, and hygiene. The **#SpiroWaterInitiative** will support many future generations.



Photos:  
Planet Water Foundation







SUSTAINABILITY

# On the Road to Sustainable Accommodations

As part of its commitment to supporting sustainable events, onPeak works closely with clients to assist in the evaluation of the sustainability practices of hotel accommodations to give exhibitors and attendees the ability to make informed choices.

With a specially designed Hotel Gallery Card located on an event booking website, guests can review the details of each hotel chain's efforts.



**Working with partners to understand their green profile has given onPeak a better sense of what hotels are doing from a sustainability perspective and allows us to have more relevant conversations about sustainability with the broader hotel community while improving access to this information for exhibitors and attendees during the booking process.”**

— **Jason Gross**, Director of Account Services and Hotel Contracting







## Community

# Making a Difference Together

When you involve the “heart,” action shifts from “getting something done” to a positive and uplifting experience...for everyone involved.

We believe we’re all in this together. We can feel this when we create events and experiences for our clients and their attendees, as well as when we support our neighbors and communities.

We are proud of the charitable efforts of our employees. Year after year, they continue to engage and make a positive difference.

We are focused on the following:

- Give to the communities where we live and work
- Work together with industry associations
- Volunteer as a team

We encourage our teams to lend their time and talent toward volunteer activities. We know when we focus on the needs of our local communities and work hand-in-hand and heart-to-heart, we take teamwork to whole new level...and everyone wins. Here are a few ways our employees volunteered this past year.





## COMMUNITY

# Can You Cash a Really Big Check?

The North American Exhibitions Business Development Team, alongside other dedicated GES employees, engaged in community service throughout the U.S. to make a difference again this year.



### Hospitality Helping Hands

Columbus, OH

During PCMA Convening Leaders 2023, GES Employees Margaret Dewey, Andria Klinger, Nicole Martinez, Adam Gordon, Phil Wargowsky, Alyssa Sterioti, and Chuck Grouzard gave back to the local community by participating in Hospitality Helping Hands. This event focused on creating STEM Kits for thousands of children in Central Ohio.



### Global Meetings Industry Day

Mandalay Bay Resort & Casino, Las Vegas, NV

To celebrate Global Meetings Industry Day #GMID2023 GES team members Adam Gordon, Bree Spickerman, and Jack Callahan attended MGM Resort's community service event. They partnered with other industry professionals to assemble hygiene kits for Catholic Charities of Southern Nevada and interact with Puppy Love, an organization specializing in employee wellness experiences while supporting rescued puppies.

### Second Harvest Food Bank

Orlando, FL

GES employees Beth Jackson, Jana Henry, and Brittany Marchetti dedicated their time to a rewarding volunteering experience at the Second Harvest Food Bank in Orlando, Florida. Their efforts focused on sorting a diverse array of frozen meats including poultry, red meat, pork, precooked items, and various frozen goods. These provisions were then efficiently dispatched to assisted living facilities and other individuals facing food scarcity. Within their dedicated 3-hour shift, Beth, Jana, and Brittany assembled a total of over 13,000 meals.





## COMMUNITY

# Making a Difference in the Kitchen, with Backpacks, and Jamming to Rock-n-Roll!

Here are a few more ways GES employees assisted their communities this year.



### Misericordia

Chicago, IL

GES Team members Nicole Leon, Lauren Zaremba, Maddy Thibodeaux, Meghan Beese, CJ Galante, and Bob O'Connell dedicated their time to Misericordia, an organization that supports individuals with developmental and physical challenges. Volunteering in the bakery, they created various baked goods and packaged items, contributing to a sense of community and purpose.

### IAEE Expo Expo 2023

### Humanity Rocks: A Celebration with a Cause!

Dallas, Texas

Founded in 2009, IAEE and GES have collaborated to produce this annual charity event to build, maintain and strengthen the relationships by raising funds for a local non-profit organization. Humanity Rocks: A Celebration continues to celebrate the finest achievements of the exhibitions and events industry while giving back to the host city's local community.



### Three Square

Las Vegas, NV

In October, GES Las Vegas team members helped pack 900 backpacks, which is equivalent to sending out 3,600 shelf-stable meals for kids who are food insecure and hungry in our community. The local organization, Three Square, has provided 528 million pounds of food to hundreds of thousands of people in our community. Through volunteer support and community partners, Three Square has been able to serve 341,000 people in Southern Nevada.







COMMUNITY

# Inspiring the Next Generation

The NA Exhibitions Business Development Team partnered with colleges to provide tours and education sessions for students in the tourism and hospitality management fields.

## The University of Nevada, Las Vegas GES Headquarters Office Visit

Las Vegas, NV

The GES Las Vegas office hosted a group of UNLV Hospitality students for a capabilities presentation and warehouse tour. The visit was part of our ongoing efforts to promote the Account Associates program. This program offers recent college graduates a full-time position at GES with an immersive onboarding process and hands-on training. The program introduces new team members to key departments such as business development, client services, marketing, and operations where they experience the sales business cycle from start to finish.

GES is excited to support the next generation of leaders in the trade show and events industry.

## Valencia College Hospitality & Tourism Management Industry Experience & Facility Tour

Orlando, FL

Focused on our passion for inspiring young professionals to enter the Events and Exhibitions Industry, GES Orlando recently hosted students from the Valencia College Hospitality & Tourism Management. Students listened to presentations about our capabilities, industry highlights, and career opportunities. They toured the facility and enjoyed an overview of each department.







SAFETY

# Safety First, Second, and Third

Key enhancements in GES's safety communications include:

1. **Digital Transformation:**

GES embraced digital tools and platforms to streamline safety communications. GES and Spiro partnered with various third parties that allow employees to report incidents, near-misses, and safety concerns in real-time. This enables quicker response times and more efficient incident resolution.

2. **Predictive Analytics:**

Our low global reportable incident rate score was further reduced in 2023. GES and Spiro incorporated data analytics to identify potential safety risks. By analyzing historical data and real-time information, GES can proactively address safety concerns and allocate resources where they are most needed.

3. **Online Safety Meetings:**

In response to changing work patterns, GES now conducts safety meetings and training sessions using video conferencing. This approach ensures all employees, whether on-site or remote, can participate and stay informed about the latest safety updates.

**1.16**

**Global reportable incident rate**

US industry standard:

Below 3.0: LOW

Between 3-8: MODERATE

Above 8: HIGH

4. **Safety Communication Channels:**

GES has diversified its safety communication channels. In addition to traditional methods like email and bulletin boards, we now utilize internal communications sites based on SharePoint that relay updates and news instantly to all internal employees.

5. **Employee Engagement:**

GES has fostered a culture of safety by encouraging active participation from employees. We have implemented enhanced safety committee programs, thus creating a sense of ownership and accountability for safety measures.

**Global GES & the Spiro Safety Teams** significantly enhanced their safety communications by adopting cutting-edge technologies and implementing comprehensive strategies. This effort improved the well-being of our employees and boosted the company's overall operational efficiency, ultimately positioning The GES Collective as a leader in safety practices within the trade show industry.

## Martyn's Law

U.K.'s Martyn's Law requires venues to take steps to improve public safety, with measures dependent on the size of the venue and the activity taking place. GES plans to offer First Responder training to all UK site-based staff commencing in early 2024.







GOVERNANCE

# Integrity is Our Promise

There are many ways to view established processes and controls – we believe they represent a promise that we make to ourselves, our clients, our employees, and our shareholders about how we conduct our business and interact with each other.

It takes extra work to live up to that promise, but it is one of the features of doing business with the GES Collective that we believe sets us apart. We know we are working with the best people and operating at high standards because of this promise, we publicly disclose where we fall short, and we consistently hold ourselves accountable.

## Always Honest Ethics and Compliance Program

The Always Honest Compliance and Ethics Program was implemented in 1994 and supports Viad's commitment to promoting culture and compliance. For more information on the Always Honest program, visit the [Always Honest Page](#) on the Viad Website.

## Board of Directors

Viad is governed by a Board of Directors that represent broad areas of expertise and experience. There are currently nine board members, including Viad President & CEO, Steve Moster. The board meets regularly to provide key insight, leadership, and support for the company.





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