

The Gift That Keeps On Giving An inside look into one of Unbridled's Companies, Giftd!

Giftd

In the spirit of this season of giving, what better way to reward and show appreciation to employees and event attendees than a thoughtful gift. Giftd specializes in branded gifts that align with their clients' voice and company culture. Along with the entire family of Unbridled companies, Giftd gives the first 20% of profits to charity. In this article, we will explore how Giftd began, as well as their exponential growth in the virtual event world and beyond.

Partners of Giftd, Karla Roussy and Karen DeLeone both started at Unbridled in 2011. Karla began her career with Unbridled as a graphic designer, and Karen as an account manager. Within these roles, both refined their expertise within the meeting industry through client experience and understand exactly what gifts their clients are looking for. The two of them formed Giftd in 2014, and today they are proud to have grown to a fantastic team of six.



Clockwise: Karen, Sarah, McKenzie, Caroline, Karla, Kristen



Giftd is not your traditional corporate gifting agency. They are a team of designers, creative thinkers, and cultural curators who connect clients with the products people want. Giftd goes the extra mile to source gifts from the client's community to support local businesses and provide gift options that give back. Their services include: corporate-branded goods (such as notebooks, drinkware, backpacks, tech products), branded apparel, custom-designed awards, gift experiences for virtual meeting attendees, creative design, custom packaging, and fulfillment.



For live events, Giftd sends gifts for a particular program directly to the hotel for event staff to either hand out at registration, place on table settings in the general session, or include in nightly room drops. Since events have pivoted more to virtual, Giftd's business has boomed with the endless opportunities for gifting in the virtual meeting space. Giftd has been hard at work with assembling boxes, folding branded tissue paper, and nestling gifts into crinkle paper for multiple virtual programs, which have occurred over the past year. In the virtual meeting world, Giftd employees are committed to making sure recipients receive the gifts at their home prior to the start of the virtual meeting. Many steps contribute to assure this happens including, tracking each box, affixing a custom-branded sticker to each box, and even performing a shake test to make sure gifts do not shuffle around in transit. If only Giftd was in charge of shipping out all our Amazon packages!



Along with adapting to the virtual meeting world, Giftd has also started offering gift options that complement the work-at-home lifestyle. Now that gifts are being sent directly to attendees' homes, the team at Giftd is staying on top of sourcing gifts and trends that pair well with the domestic setting, such as small plants, cozy throws, comfortable branded apparel, cookie mixes, playing cards, custom puzzles, and movie night kits.



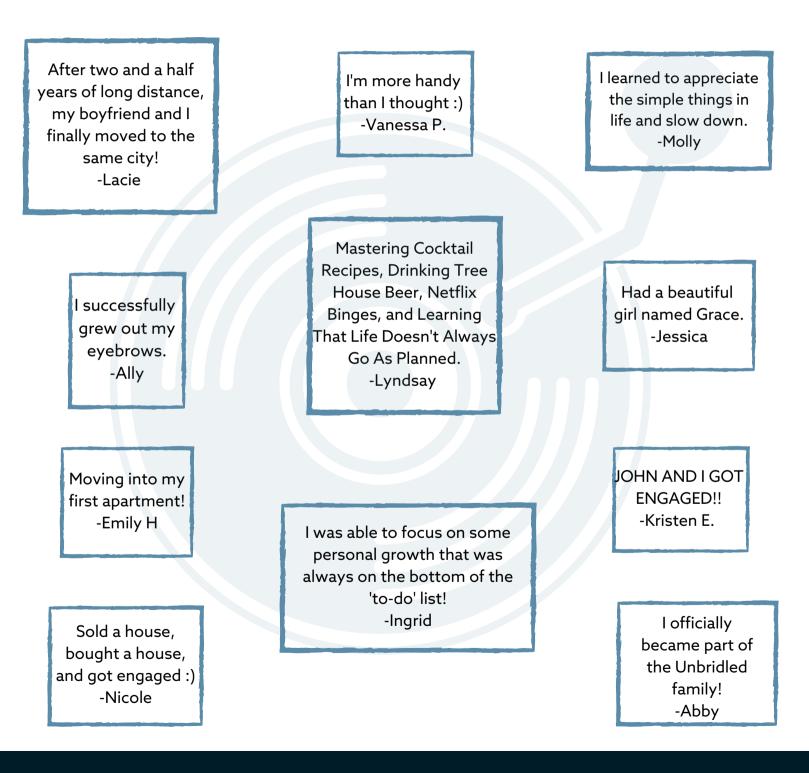
In efforts to expand their company, Giftd has seen opportunities beyond gifting to live and virtual meeting attendees. They also seek to show appreciation to all employees in the organization from executive admins, to departments like marketing and human resources. Some of their clients even use Giftd to source birthday gifts, holiday gifts, and work anniversary gifts. The gifting possibilities are endless!

With Giftd growing rapidly as a company, the Boston team is excited to welcome Karen DeLeone to our neck of the woods! Karen moved to the East Coast in the fall to build on existing relationships, connect with clients in person, and grow Giftd in the Boston office. Please visit Giftd's website to learn more about how you can take advantage of the gifting experience. You can also follow them on Instagram to see some of the latest gifting trends!



2020 Top Hits が

We all know that 2020 has been a challenging year. Amongst all the challenges this year has brought, the BG-Dubs team shared some good that came out of the year.





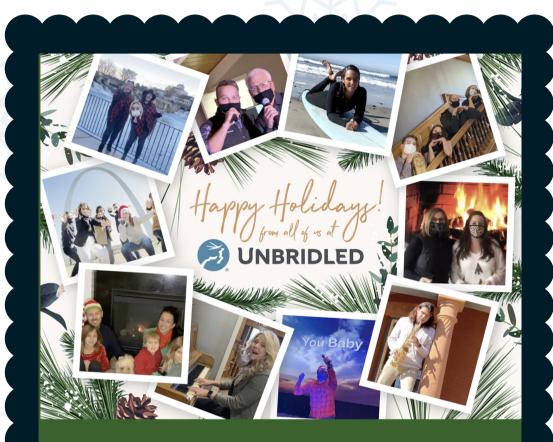
Holiday Traditions

The BG-Dubs team shared what their favorite holiday traditions are.

Opening Watching Its a Making a pajamas on Wonderful Life homemade Watching Home Christmas with my Family gingerbread Alone. Eve. on Christmas Eve. house. -Jess -Nicole -Catherine -Abby Instead of Christmas Eve stockings we put with My Dad's out shoes for **Extended Family!** -Lyndsay Santa! -Ingrid Getting together on Doing a Christmas Christmas Eve with puzzle with the **Baking Cookies!** all my siblings and family. their families. -Ally -Molly -Vanessa P. Making homemade Decorating our tamales on Skiing on 10ft Christmas Christmas Eve with Christmas tree with my my Grandma and morning. family. Mom. -Brooke -Emily -Lacie



Unbridled Holiday Card



From all of us at Unbridled

We hope your holiday season is filled with joy and peace. We're excited to get 2020 behind us, but we're thankful for the journey, the things that we've learned, and how we've grown. More than anything, we're thankful for your business and loyalty through this difficult year.

Blessings and peace to you and yours, and happy holidays!

Stan Bullis President, Unbridled