

THE PULSE OF GREATER BOSTON BUSINESS

Insights for Greater Boston's Business Leaders

As work environments continue to evolve, understanding the policies and trends shaping the future of work is more important than ever. To shed light on these changes, the Greater Boston Chamber of Commerce has launched 'The Pulse of Greater Boston Business' survey series, which will run throughout 2025. This series aims to provide valuable insights and benchmarks for organizations navigating the hybrid, remote, and in-person work landscape. As a sponsor, your brand will be front and center in a highly targeted communication, positioning you as a key player and supporter of innovation within this dynamic industry.

SPONSORSHIP OPPORTUNITY:

We are offering an exclusive sponsorship opportunity for four surveys throughout the year at a cost of \$10,000. This sponsorship will provide your organization with significant visibility and engagement within the Greater Boston business community.

DECEMBER 2024

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Overview of Work Environment Policies

Legend:

- Fully in-person
- Hybrid: More remote
- Hybrid: More in-person
- Fully remote

Based on responses from 120 Greater Boston professionals, **85%** of organizations are currently embracing **hybrid** models, with a majority (55%) having employees in-office 3 days per week.

Flexible In-Office Days?

72% of organizations surveyed let their employees choose which days to come in office.

of Days In-Office (Hybrid Companies)

Key Factors Influencing Work Environment Policies

Employee Preference	68%
Productivity	60%
Cost Savings	20%
Health & Safety	17%
Office Space Capacity	24%

In past 12 months...

- 11% Increased office space
- 71% Made no change to office space

In next 12 months...

- 10% Will increase office space
- 6% Will decrease office space



SPONSOR BENEFITS

VISIBILITY

- Your company's logo and name will be prominently displayed on all survey-related materials, including survey invitations, reports, and promotional content.
- Recognition as the exclusive sponsor in all communications related to the survey series, including email newsletters, social media posts, and press releases.
- Demonstrate your commitment to supporting the Greater Boston business community by sponsoring research that benefits all organizations in the region.

THOUGHT LEADERSHIP

- Position your organization as a thought leader in the Greater Boston business community by associating with timely research topics and insights.
- Opportunity to contribute a foreword or commentary in the survey reports, showcasing your expertise and commitment to the business community.

MARKET INSIGHTS

- Gain early access to survey results, providing your organization with valuable insights into the latest trends and policies shaping the future of work.

Sponsoring this survey series offers a unique opportunity to elevate your brand, engage with the business community, and gain valuable market insights. We invite you to join us in this initiative and support the Greater Boston Chamber of Commerce in providing essential benchmarks for organizations navigating the evolving work landscape.

For more information, please contact **Lauren Cohen**, Senior Director of Marketing, at lcohen@bostonchamber.com