



Success Story



A New Kind of Event:

Sterling Lexicon delivers a consistent group move experience for Eventbrite, from Argentina to multiple destinations in Spain

Fast Facts



16 employees and family members moved



6 LOCATIONS ACROSS SPAIN

Core/Flex Services

Policy review/consulting

Immigration

Social security and other local authority registrations

Area orientation

Home search

School search

Temporary accommodation

Household goods moving

Pet transportation

Challenges

Eventbrite is a global, self-service digital marketplace. It connects event creators and participants with live experiences across all sorts of interests, hobbies and passions. Operating from 9 countries, Eventbrite enables people all over the world to discover new things to do or new ways to do more of what they love.

In mid-2023, they needed to create a different kind of event experience: relocating employees – or “Britelings,” as they are affectionately known – and their families from Argentina to Spain. This was the company’s first group move. As an award-winning employer, it was essential to them that their team members would be given the same kind of collaborative, fulfilling experience that defines their mission and work. In fact, Eventbrite seeks to support their workforce not just *wherever* they are, but as *whoever* they are. So, they gave Britelings and their accompanying family members the choice of where in Spain they wished to live and be their best, most authentic selves. Some chose the Eventbrite Spanish office location of Madrid, some opted for Barcelona, Malaga, or Valencia, while others looked to even more remote locations.

Solution

Sterling Lexicon brought their global client solutions and account management teams from the US and Spain together – the “event creators,” if you will – with the US-based Eventbrite HR team. They

“Eventbrite is all about fostering positive experiences and human connections. We could not have been happier with Sterling Lexicon’s attention to both of those things. Their warm, caring approach and collaboration and communication with me, my leadership team, our Britelings and their families was top-notch. From their expert guidance to their hands-on assistance across various sites, the success of this endeavor truly stood out as one of our year’s highlights!”

Allison Capra
*Senior Director, People Systems
& Operations, Eventbrite*

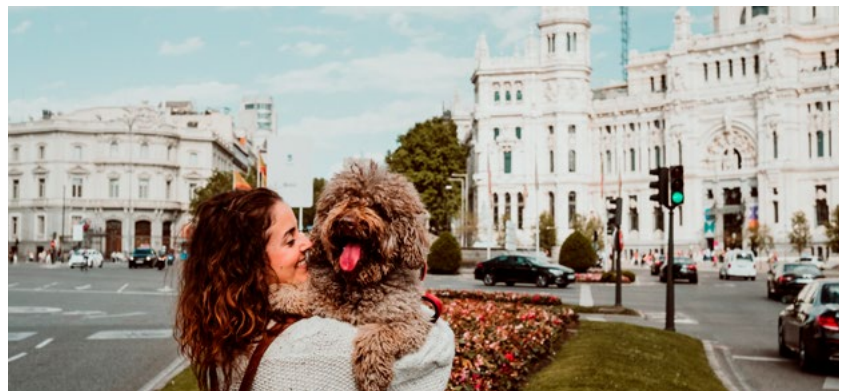
worked to understand the strategy, develop and review policy and align on which benefits would best support each “event goer” – or Britelings and their family members – across every stage of their journeys. The teams collaborated to determine and agree on the appropriate timelines, budgets and required services.

Empathetic to the fact that each Briteling would have different needs, excitement levels or concerns, the next step was to bring them and their family members together with the Sterling Lexicon team. They explained the process, outlined specific details around required roles and responsibilities and walked them through the support they would receive. They held multiple advisory and Q&A sessions – virtually and in person – in English and Spanish.

Delivering the same level of high-quality, consistent services across the six locations was challenging, particularly for the more remote areas where fewer professional services are readily available. Sterling Lexicon’s local destination consultants traveled across the country to help support each Briteling’s moving needs and get them happily settled into and productive in their new roles, wherever they chose to begin them.

Business Impact

A record number of Britelings and their family members accepted the move to Spain. Representing a variety of different roles, the retention of as many of the Argentinian operation group was critical. Eventbrite is pleased to report that they are happily settled in, and back to doing what they do best: helping bring the world together through shared live experiences.



Find out how Sterling Lexicon’s experts can enhance your global mobility program today.

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