

CULTURAL CORPORATE RETREATS

## CAMARADERIE-BUILDING EVENTS: **INSPIRING AND NURTURING CONNECTION**

When our client, one of the world's fastest-growing outdoor lifestyle brands, recognized the need to convene its employees from various locations for a corporate retreat in Seattle, its leadership needed quick, responsive and cost-conscious event management expertise.



206-878-2322

[hello@eventexperience.com](mailto:hello@eventexperience.com)

[www.eventexperience.com](http://www.eventexperience.com)

## REINTRODUCING IN-PERSON EVENTS

Like businesses around the world, Evo Sports suspended in-person events in 2020. However, when team members across multiple locations showed signs of feeling disconnected from their colleagues, management knew a change was needed.

Underpinning the company's commitment to this, management planned to close the company for two days- including retail locations - to ensure its more than 600 staff could come together and forge real connections in Seattle.

The aim? To develop connections between employees working in different parts of the company and country and strengthening existing relationships. Above all else, employees should leave with a better sense of how the different pieces of the company work together.



## NAVIGATING THE UNKNOWN

Managers at Evo Sports first contacted us in March 2023. With an event scheduled for June, they were—quite understandably—under pressure and in a time crunch.

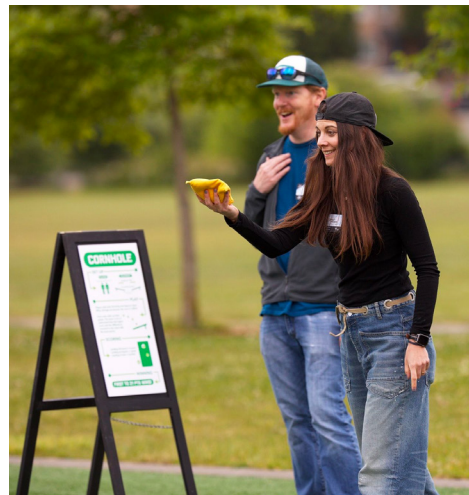
They had never staged such a large-scale event. Without a defined budget or program, their team needed help creating the program and what would be needed to bring it to life.

With less than three months to deliver a company retreat, the team knew help was needed to make leadership's vision for the whole company event into a reality.

While the company has grown significantly since its founder began selling snowboarding equipment from the back of his truck 20 years ago, its culture continues to be young and scrappy.

The event needed to reflect this scrappiness: bringing everyone together and organically building team morale through fun and games. Team members are young, very active and quite low-tech - meaning that activity is important..

Once we understood their visions and goals, we went straight to work to help them meet their deadline.





## ACHIEVING LOCATION SUCCESS

Magnuson Park Hangar in Seattle offered an ideal location for our client's company-wide retreat. As well as providing space for a lot of activities, the open space offered opportunities for attendees to get active.

While unusual locations like this offer a memorable backdrop for events, permit requirements and liaising with local government can be challenging. There were several requirements that were outside of the norm, such as those needed to enable the caterer to cook over an open fire.

Working with such a large space can create additional challenges, which some may not consider until it's too late. For example, on a sunny day and being in a space with lots of windows, we knew that a normal screen wouldn't do. We specified a giant LED wall to ensure guests could clearly see everything shown on screen.

## STREAMLINING COMPLEX LOGISTICS

Our team handled the logistical complexities of airport collections, dropoffs and hotel check-ins. Working closely with the hotel allowed us to access keycards in advance - avoiding everyone inundating the hotel reception to check-in at once.

Once collected from the airport, guests were brought to the hangar. We created and staffed a bag drop-off point, allowing them to jump into the day's wide range of activities.

Alongside ax throwing and a rock climbing wall, guests enjoyed lawn games, Airstream karaoke, skateboarding, giant Jenga, hackysack and photo booth opportunities. Working with the client's internal artist and a local vendor, we helped guests screen print from a range of t-shirt designs.



## SUSTAINABLE SOLUTIONS

The Evo team presented us with an unusual challenge: integrating the company's branded lunch tins into the event. Importantly, these need to be used sustainably.

Now, we love a challenge, so we wanted to make the most of this opportunity. We began by using the tins to create an Evo-branded photo backdrop, complete with uplighting and greenery.

Alongside this, we created a table packed with little hangover kits and liquid IV and encouraged guests to fill their tins.



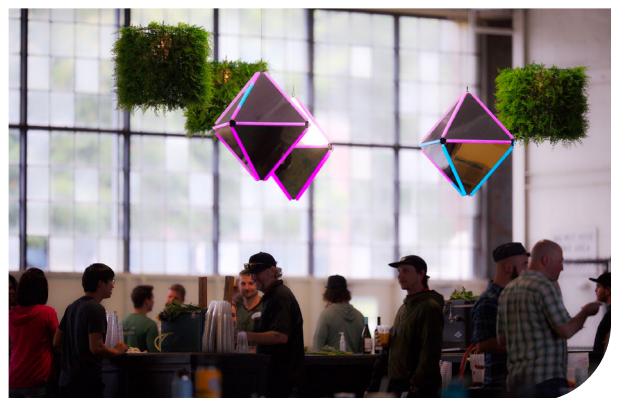
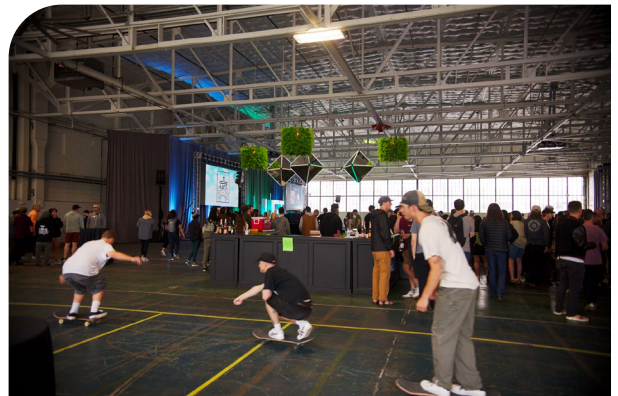
## REWARDING RESULTS

With our help, Evo Sports achieved its goal of boosting its team's morale by bringing everyone together for fun - against a tight deadline.

Our team proactively addressed potential problems, coordinated logistics operations and worked within our client's parameters to tailor the event to its unique group of young and active individuals - ensuring everything was geared to their enjoyment, from food and drink to games and music.

"I wanted to extend a huge THANK YOU to you and your entire team. It truly was incredible working with all of you, and you helped pull off an incredible retreat for our team."

**Erin from Evo Sports**



To discover the difference Event Experience can make to your next team-building event, contact us via mail at [hello@eventexperience.com](mailto:hello@eventexperience.com).