

Games Developer: Legends of Pop

Audience: 110

Location: London

Project: Team Day



Background & Objectives

An independent games developer wanted a full day experience to celebrate a key anniversary. The event needed to be unique, innovative and fun; and engage a creative audience that challenged the norm on a daily basis.

The Experience

- Each team had a 'pop pack', interactive tablet and camera
- Creative clues helped steer them to specific locations, where they were met by a 'Legend of Pop' armed with a quirky task
- Teams were also challenged to re-create iconic album covers and complete a Pop Quiz - including both audio and visual questions
- A bespoke 'Where's Wally' style poster was produced, requiring teams to identity 90 pop artists on display
- The final surprise meeting point was The Skyloft at Altitude 360 - a stunning contemporary venue, perfect for the Prosecco reception, 3-course dinner and awards
- Guests partied into the night, enjoying the retro arcade games - and a 'dance-off' to MC Hammer!

Results & Outcomes

*"Just wanted to say a big thank you for all your hard work on Friday!
Everyone really enjoyed the event!"* **Production Co-ordinator**

