

bwin.party: Global Action & Engagement Days

Audience: 1,500

Location: UK, India, Austria, Gibraltar, Bulgaria

Project: Team Engagement Days



Background & Objectives

bwin and Party Poker had recently merged and now with over 3,000 staff located in different offices in 12 countries, it was time to celebrate! They wanted a multi-action day that would be fun, engaging and entertaining at some of their European and Indian offices.

The Experience

MotivAction successfully managed the smooth passage of event activities across all of the European borders to include visits to London, Sofia, Vienna and Gibraltar. And to top it off, an event for 600 people in Hyderabad, India at a Bollywood film studio. Each activity day was developed and tailored to suit the chosen location.

Activities included:

- Inflatable assault courses
- Sports races
- It's a Knockout style inflatable activities
- Ultimate Frisbee
- Team challenges
- Grand Finale competition

Results & Outcomes

The events were a huge success with all the staff that attended giving really positive feedback. So much so, that the project repeated the following year.

