

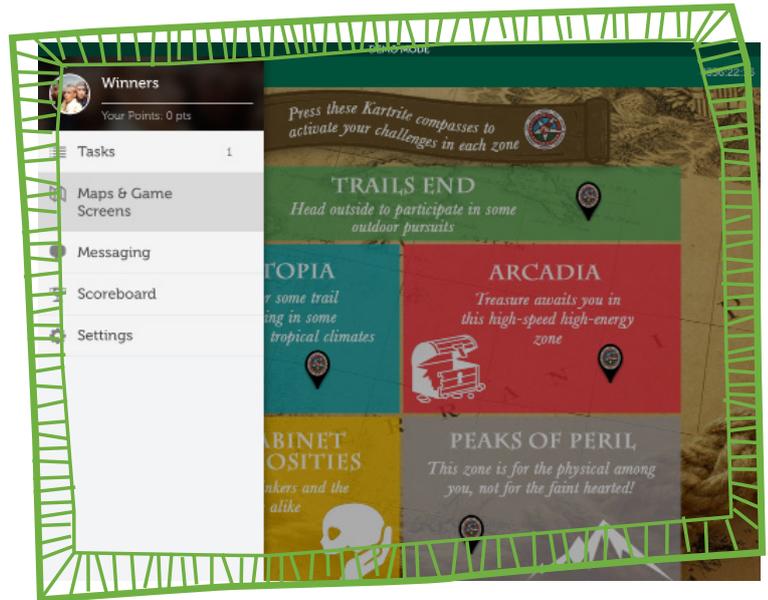


Client: **Briggs Inc**
Event Location: **Camelback Mountain Resort**
Event Theme: **Venue Explorer**

THE BRIEF:

We were approached by Briggs DMC to create a unique experience at Camelback Resort in the Pocono Mountains for the team building session of an Annual Sales Meeting for their client comprising of a varied mix of management and sales team members.

The aim of the event was to provide a fun activity that made the most of this unique venue and acted as a re-energizer after the days meetings in the lead up to a 'Tikki Party'.



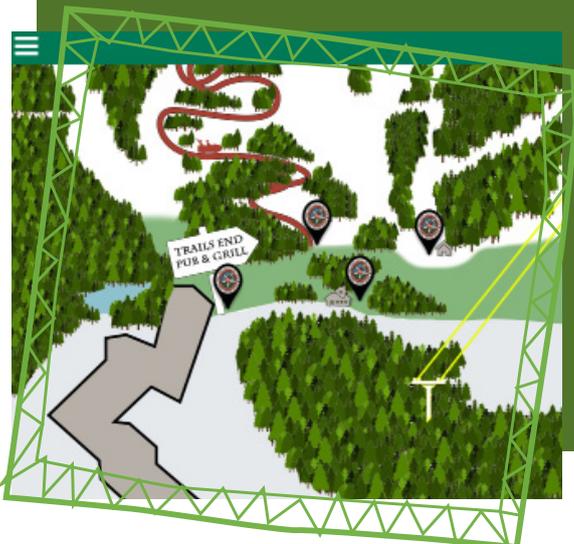
THE SOLUTION:

After completing a site visit, we created a totally unique challenge based around the venue's creative theme, the intrepid adventures of the fictional explorer 'Sir Kartrite'. We tasked teams with becoming explorers themselves armed with an iPad as their passport.

By designing indoor maps that broke the venue down into themed "zones" we were able to disperse the group of 250 delegates, ensuring they all set off on their own unique adventure and stopped over crowding in any one area of the venue.



Utilizing our app's advanced image recognition 'Scan to Unlock' technology in place of GPS activation, teams had to locate and scan a mixture of signs, images and artefacts in order to unlock their challenges. These ranged from creative and fun photo and video challenges relating to the life of an "explorer" through to client specific questions testing the team's Company knowledge and encouraging team's to generate ideas and post into a ballot box to gain further insight on key conference themes post-event.





THE RESULT:

As a result of the unique experience created by Wildgoose, the team were able to explore this amazing mountain resort outside the four walls of their conference room. Teams were able to engage with one another in a creative and competitive way whilst providing the client with some measurable feedback on essential discussion topics. All whilst energizing their group to lead onto the conference's wrap party in high spirits.



Get in contact

Contact our team today to discuss your options and start planning your event. It will make you the office hero.

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