

How Wildgoose created an interactive venue activity for 1000 delegates



Client:

A Global Law Firm

Event Location:

Grande Lakes Resort, Orlando, Orlando, FL

Event Product:

Venue Explorer (1000 participants)

THE BRIEF:

A global law firm approached us with a brief to create a collaborative team activity for 1000 delegates at the Grande Lakes Resort, Orlando. The activity was to take place solely at the venue and the 1000 delegates from offices worldwide needed to be split up into three groups; 'Litigation', 'Employment' and 'Retail'. Each group required their own branding as well as their own customized activity content.

With such a large volume of delegates taking part in an activity under one roof, it was important to both the client and hotel staff that we controlled the flow of teams to avoid any 'bottlenecks'. The key objectives of this event were to get the delegates to know each other better, work as a team and reflect on how they could "collaborate globally on projects".



THE SOLUTION

Being in sunny Florida, we decided to use both the exterior and interior of the venue for this activity, giving us more room to distribute teams. Our in-house graphic designers created an indoor map of the venue for teams to navigate around the hotel using our unique 'Scan-to-Unlock' image recognition technology. Teams could then switch from indoor to outdoor maps easily for further tasks that they could activate via GPS.

Three event managers were used to look after each of the three groups and were able to control the flow of delegates by releasing different tasks to different teams as they watched a live map tracking their location around the venue. The event managers also messaged teams and groups throughout the activity to engage with them further.

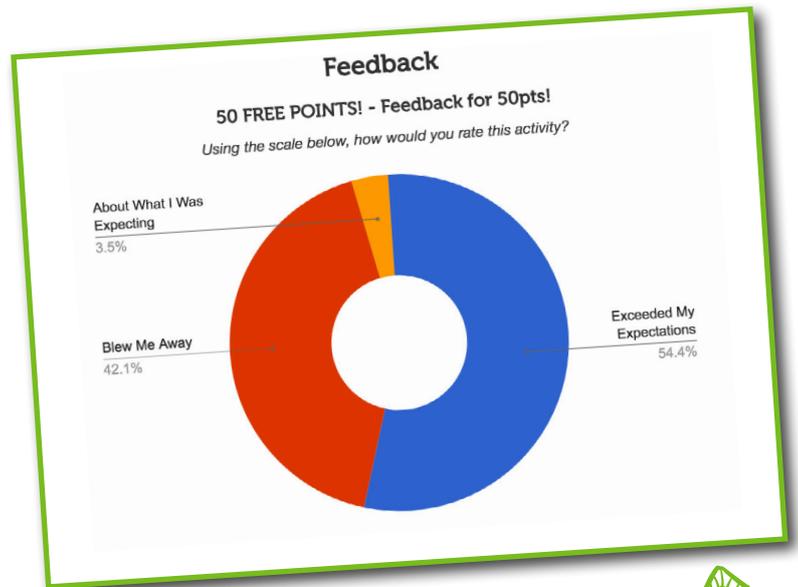
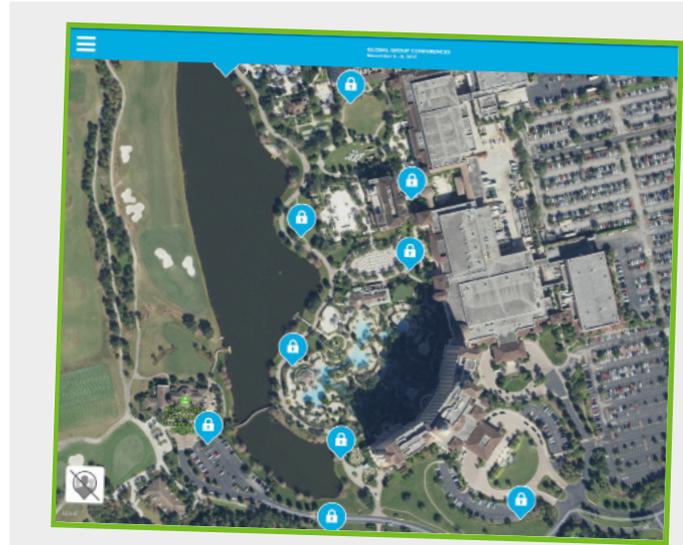
It was important that the content of the activity was a mix of both customized questions that were reflective of their overarching message of collaboration and fun tasks appropriate for a global audience. We therefore used a range of trivia, photo and video challenges that encouraged communication with each other as well as with other teams. The three games gave teams a sense of personalization to the area of the business they were most involved with, making the content feel even more tailored and purposeful to the company conference objectives.





THE RESULT:

Navigating 1,000 delegates, (in teams of 10), within one venue was quite a challenge. However, due to the sophisticated and intuitive nature of our app and its back end system our event managers were able to easily navigate groups of teams to varying areas by releasing different sets of tasks at different times, meaning groups didn't cross paths. As a result of the bespoke afternoon activity 1,000 delegates were re-energized and engaged further with the conference's key content, all without having to step a foot outside of the resort. Representing how Wildgoose can truly manage any group of any size via their award winning technology.



Get in contact

Contact our team today to discuss your options and start planning your event.

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