A TRIP THAT CONNECTS

Optifest 2018

PROJECT
Incentive - Creative Concept

TARGET AUDIENCE
Traders, Developers, Researchers and further Optiver employees

LOCATION
Landal Eifeler Tor, Heimbach, Germany

SERVICES
Destination management, venue sourcing, logistics, pre-communication & activation, entertainment & activities, creative concept

CHALLENGE
Design an incentive trip that activates as many Optiver employees as possible and deliver a fun and engaging weekend get-away that strengthens the community feeling.

SOLUTION
Based on insights gained from a co-creation session, one comprising creative concept was developed to provide a storyline for the whole trip.

Optiver employees were activated with several pre-communication teasers. The custom-made event branding was introduced through a tailored registration website where updates regarding workshops and the overall program were published. Pre-registrations highlighted the first success and curiosity of the trip: take them on an exciting adventure.

The concept was brought to life by means of various surprise moments, a number of unique engaging activities and a thorough eye for detail. The weekend not only provided Optiver employees with great entertainment, but first and foremost, with the opportunity to build lasting memories with their colleagues and strengthen the connection to their company.

RESULTS

300 ATTENDEES
27 UNIQUE ACTIVITIES
8 / 10 CLIENT SATISFACTION SCORE

Find out more: https://www.mci-group.com/nl-nl/contact