A learning experience that fully engaged and fully satisfied staff complement

Adobe Systems

Event brief

Most of the Adobe team work remotely (many not seeing each other from one year to the next) and after the acquisition of Macromedia, they wanted to weld these disparate elements into one team.

Adobe wanted something different, a mix of mental and physical challenges, a celebratory gala dinner element and overnight accommodation.

Target audience

A 40 strong team of sales, marketing, technical and consulting staff

Overall strategy

The solution was an Extreme Dining event.

- Within an area of woodland, teams of 8 were competitively challenged in a number of physical and cerebral tasks and their performances allowed them to earn fun money (but they didn't know why)

- They were then asked to create a menu for their own gala dinner and with their money they were able to buy fresh provisions for the meal and wine for the bar (from the shops set up in the wood)

- Celebrity chef Paul Bloxham judged the teams' efforts and awarded prizes for quality, menu imagination, hygiene and best chef

- Hosts and security were on hand to attend to the guests needs and a full infrastructure was created in the woods including lighting, pathways, cooking areas, gala dinner seating and presentation area, plus a surprise

- Throughout, a team of cameramen recorded the physical, cerebral and cooking proceedings. The footage was then rushed away to an editing suite and the finished film shown at the gala dinner

- After the gala dinner – the surprise. Participants were taken further into the wood to find their sleeping accommodation – army style tents, fold up beds and sleeping bags

- After a hearty breakfast the following morning, a guest facilitator interviewed each team and helped them to draw analogies between what they experienced and the working environment

The results

In the words of one participant: 'In all my years with this company I have never attended a gathering like this. It was amazing.'

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