



IdeaTree Events.

STRATEGY / PLANNING / PRODUCTION

OVERVIEW

HID identified the need of their meeting stakeholders to be able to focus on the core delivery of leadership meetings at their annual leadership meeting. Idea Tree Events was contracted to develop and execute logistics for multiple team building engagement and entertainment concepts to accompany the HID annual leadership meeting.

APPROACH

After hosting a discovery session with HID to outline objectives for the project, Idea Tree Events researched, developed and presented multiple concepts as options. Concepts were aligned to objectives, a vision capturing the uniqueness of Austin where the event was hosted, and the budget. Strong potential partners were identified through outreach to enable the production of an Iron Chef inspired cooking challenge. Idea Tree Events addressed the challenge of limited partner availability to accommodate a large group size, expanding the search to neighboring cities. In order to ensure a fun, but safe experience, detailed safety and risk mitigation planning sessions were conducted.

OUTCOME

Idea Tree Events successfully collaborated with the cooking challenge partner, opening the door to an exciting, fun and safe team-building experience for the group. Additionally, another reputable partner was secured to provide a 2nd team building experience for the group, with the opportunity for attendees to engage in a Build-A-Bike activity. The event featured local recipients on hand to receive nearly 50 new bikes, making a positive direct impact on the local community. As an unexpected fun send off, Idea Tree Events sourced the spirited Minor Mishap Marching Band of Austin to crash the party. Lower price points were offered than with a traditional DMC, resulting in positive outcomes while working with a detail-oriented single point of contact.

HID

TEAMBUILDING &
ENTERTAINMENT IDEATION



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