



STORYBASED CROWD EXPERIENCE

Sample Event

STORYBASED CROWD EXPERIENCE - A COMPLETELY NEW EVENT CONCEPT

ABOUT

Break with familiar patterns and don't just let your guests take a seat but take them with you on a journey – in a way that is so surprising and impressive that people will continue to talk about the experience long after it has concluded.

Business Elephant is offering a completely new event concept which turns your guests from mere attendants into engaged participants. Ranging from the first save-the-date card to the follow-up contact, we are offering you a comprehensive story-based and simultaneously economically viable concept which will take your guests into different worlds and transport your content, messages and goals in an impressive and lasting manner. Similar to Michael Douglas' character in "The Game", our experts in different areas such as event planning, event technology, psychology and theater have created a basic concept that will turn your event into an immersive and comprehensive experience. Your guests will be actors in a story, a grand game which turns your company with all its aspects into a tangible structure that can be experienced. Naturally, you decide at what level of immersion and intensity your event is held – from moderate and entertaining to revolutionary and highly exciting, anything is possible.

Today's world, with its fast pace and constant changes and developments, requires companies to realize one thing above all else: how essential trust building and transporting a feeling of security is. Our immersive and playful concepts allow us to turn a feeling into an experience. Involve your guests and enable them to develop a strong sense of community, contributing to a stable and lasting foundation for your business relationships. Our concepts are based on proven game theories and established gamification approaches. This enables your guests to actively influence story events and provides you with the opportunity to convey information and content not just in a highly memorable way, but also on an emotional level that is normally hard to achieve.

No matter the occasion – retailer meet, premiere event, anniversary party, New Year kickoff, Christmas party or customer get together – you will be amazed how excited your guests will be and most importantly how long they will continue to speak about your event. Our new and immersive LiveEvent concept can accommodate groups of 50 to 500 persons and is suitable to be held in hotels or event locations. With appropriate planning, we'd also be happy to hold an open-air event. Our long-standing experience in live escape & adventure games as well as our creative and professional event management team guarantee events that run professionally, successfully and efficiently almost anywhere in Germany, Austria or Switzerland.

Be one of the first companies to present their business event in a completely new and sensational setting instead of the usual company get togethers. Surprise your guests, starting with the event invitation that is so completely different to the already known.

Sample Event

REQUIREMENTS

- **SPECIAL EVENTS (E.G. PREMIERES)**
- **TARGET GROUPS: CUSTOMERS OF SERVICE COMPANIES**
- **NUMBER OF PARTICIPANTS: 150**
- **AGE: 20-60 YEARS**
- **EVENT LOCATION: 4-STAR HOTEL**
- **BUDGET: 55.000 €**
- **PLANNING DURATION: 10 WEEKS**

Sample Event

„THE COUNTDOWN“

STORY

A special company event is interrupted by a hacker's video message, revealing that he has stolen sensitive company data and is threatening to release it on the internet within a certain time frame. He challenges the participants to partake in a "game" if they want to prevent the release, but perhaps there might be another way to stop this hacker's damaging scheme ...

IDEA

The event participants are pulled into a story in which they need to solve puzzles together, have to communicate clues, examine objects and traces, interact with actors and use digital media. All this happens in several hours, jam-packed with fun, excitement and achievements.



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FACTS

- engaging actors on premise
- standardized invitation, with online questionnaire and feedback option
- lifesize, interactive machine with integration of tablets and augmented reality
- participants receive voting equipment
- objects appearing in the hacker's video are used in-game by the players

TIMETABLE

09:30	Arrival
10:00	Check-in
11:00	Welcome speech
11:30	Phase 1
12:15	Lunch
13:15	Phase 2
13:45	Main address / speech
14:45	Phase 3
15:15	Snacks
15:30	Phase 4
16:00	Game End and thanks to participants
16:20	Other agenda items



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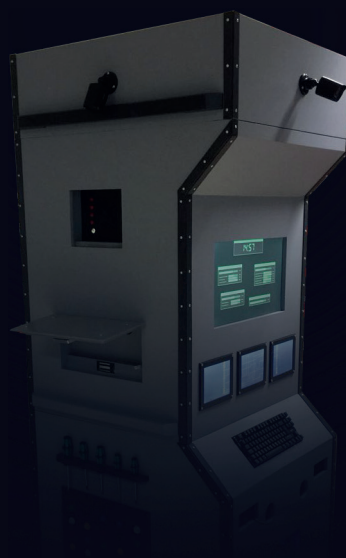
SCHEDULE

Phase 0: Before the game begins, all participants take their seats and the host has time to give a speech. All the while a large veiled object stands on stage. It is introduced as a piece of art that was donated by an anonymous benefactor.

Phase 1: As the veiling cloth is pulled aside, a mighty machine tower is revealed and the hacker's video message interrupts the speech. The hacker describes his plan of leaking sensitive company data unless the participants partake in his game until the end. He instructs the players to reach underneath their seats. There they will find an envelope and some also a voting device. With the device a couple of questions can be immediately answered by the collective. The hacker ends his message with the instruction to open the envelope and in an ironic voice wishes the participants to have lots of fun. The countdown to release is displayed on a large videoscreen. Multiple security agents enter the room, one of whom addresses the players. Due to existing threats the security agents had already been tasked with securing the event. At the moment everyone should follow the hackers instructions and play his game. However another solution is already being worked on. The participants use the contents of their envelopes to break into groups and solve different puzzles by entering the solutions in the machine tower. By entering the last correct code the countdown is stopped and set back to its original setting.

Phase 2: Security reports there are multiple clues indicating that the hacker has been targeting multiple companies and has been active on multiple channels (social media, darknet, forums). The players need to try to find out as much as they can about him as more relevant data might lead to pinpointing the hacker's location. With the help of tablets, monitors and other objects the participants gather the needed information. With more gathered information, the location of the hacker can be displayed on the countdown video screen more precisely. At the end of phase 2, the majority of the security personnel hurries out the door to the determined location. Now the players need to wait.

Phase 3: The players can see how security breaks into the hacker's apartment via a live video feed. But the hacker isn't there. Relevant information on pinboards (collages with red strings, plans and photos) are



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collected. These can be seen in the video feed. Suddenly, the hacker interjects the video feed and ridicules their attempts at finding him. He taunts them and says they are welcome to try but first round 2 of his game will commence. With further information provided by the hacker the players need to solve further puzzles and vote together to stop another countdown.

Phase 4: Security returns with the pinboards which is full of evidence. With the help of the pinboards, the players need to try to find out more about the hacker's plan. By exchanging information they can actually determine from where the hacker is trying to execute his plan. It turns out he is in the same building. Security runs out of the room as the hacker returns with a video message. As he starts talking the players see how security bursts into his room and try to pull him away. But before they can arrest him, he executes an order on his computer and the countdown starts again. A couple of new pieces of information from the hacker's bag can now be used to stop the countdown. Once more the event participants need to become active. They will need to work together. Of course the players are successful and the data leak is prevented. The head of security takes to the stage and thanks the players for their support. Disaster has been averted!

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FAQ

Are the event participants aware that they are part of a game?

Yes, guests will be informed of this through subtle tips in the invitation and on the day of the event. After all, no one needs to feel unnecessary excitement or even anxiety when a group of security officers in dark suits enter the room for example. We will discuss all details in advance of course.

How do you make sure that the planned time slots aren't exceeded?

We will define a detailed time schedule with you, which will be minutely monitored by the project manager. If desired, we can arrange a rehearsal with you, to make sure nothing happens by coincidence.

What happens if guests don't figure out the (correct) solutions?

Our game masters continuously monitor the entire event and will initiate the correct measures, such as tips or assistance, depending on the situation.

How do you assist guests who don't want to participate in the game or might even want to leave the event?

Every event we manage has an info point for guests which deals with individual questions or problems.

Can the story topic for such an event be customized?

Yes. However, other than "the Countdown" we do not have a catalog with pre-written stories to choose from. We would determine the event's goals and topics in a workshop to set the parameters of a customized story. These would be used to develop an appropriate framework for your event.