

CAPTIVATE. MOTIVATE. CELEBRATE.

Create an engaging employee event.

Events are one of the most powerful ways to motivate employees. Why?

Because they break through the day-to-day work in ways that excite, inspire and celebrate your people while reinforcing your culture and traditions.

When you create an inspired employee event, you're crafting memorable moments and fostering emotional connections. You're sending a powerful statement that will reverberate with your people. Bringing them together to motivate, unify or celebrate—maybe all the above.

We know how to bring the true power of your employee event to life. It starts with understanding your objectives and strategic goals. Then designing and creating a compelling and immersive story that ties to your objectives. And finally, flawlessly delivering a unique and innovative experience that captures the hearts and minds of your employees. One that stays with them for the long-haul.

We'll engage them. We'll enchant them. And we'll ensure your story is remembered long after the event is over.



“Celebration of the Century” Honors Snap-on Employees

Every five years, Snap-on hosts an employee event to celebrate past and present team members. Each event is a chance for attendees to reinforce bonds between each other and the brand, and celebrate cultural traditions.

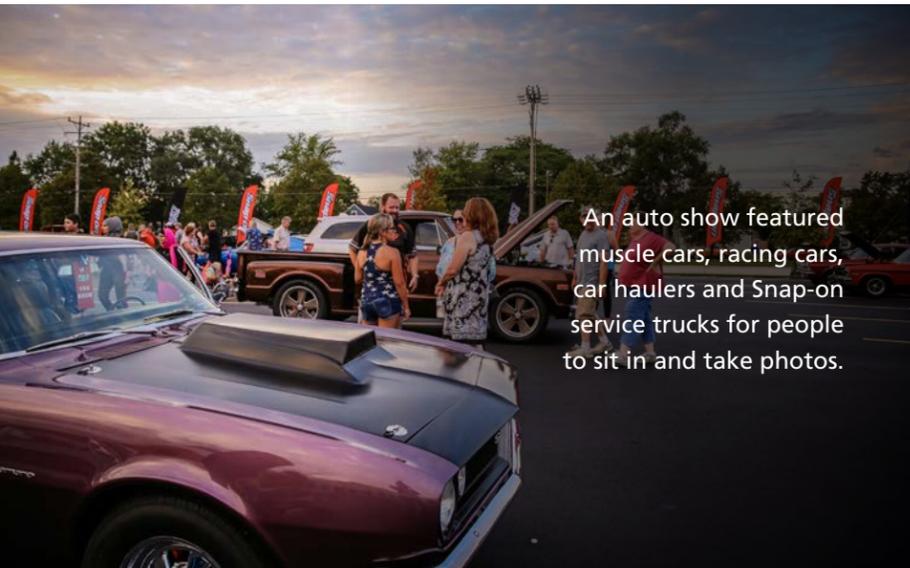
But a 100th anniversary called for something special. Snap-on has a legacy of family and fun, so it was important the event felt authentic to that history. They wanted to celebrate in a laid-back but elevated way that recognized each employee’s contributions to company success—and their families.



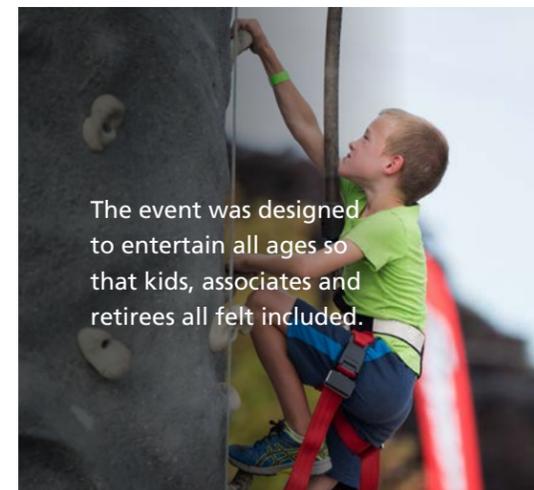
Their headquarters parking lot transformed into a family-friendly, hometown fair experience that showed Snap-on’s appreciation for employees and supported their culture.



With 50+ different suppliers and 5,000 attendees, exceptional event management was a critical component to turn a functional space into an inspirational experience.



An auto show featured muscle cars, racing cars, car haulers and Snap-on service trucks for people to sit in and take photos.



The event was designed to entertain all ages so that kids, associates and retirees all felt included.



There were countless Snap-on displays including a 100th anniversary sign made completely out of sockets.



An Elite Event Recognizes Employees For Outstanding Service

A large financial institution regularly celebrated its top sales professionals, but they didn't have an effective way to recognize employees in other functions. Knowing these employees also played a vital role at the company, the organization looked to reward them in a way that reinforced positive behaviors while enhancing employee alignment and connection.

Employees earned their way to the recognition event by being nominated for outstanding performance. To make the event a prestigious experience where attendees want to return each year, the destinations change but consistently offer a sunny escape along with high-end accommodations, entertainment, dining experiences, gifts and activities.



For 20+ years, over 1,200 participants each year have enjoyed the recognition-centric event that leaves them raving about their experience and strengthens their loyalty to the organization.



On the latest program, attendees enjoyed golfing at the JW Marriott Wildfire Golf Club.



Winning employees interact with executives and hear about company initiatives for the coming year, reaffirming their value to the company.





Engineering a Theatrical Experience That Energizes

A new CEO. A return to legacy. This workshop was a pinnacle milestone for the CEO to make an impactful, lasting impression with stakeholders across Cox Enterprises. How do you help 140 top-level executives feel comfortable with this next era of family ownership?

Cox's move was all about returning to what they know. Turning an arena into an environment that felt like home, complete with a stage replicating Cox's headquarters, put attendees at ease in a familiar and engaging atmosphere. Larger-than-life digital monitors featured an engaging multimedia production with equal parts inspiration and immersion.

 The result? An energized executive team ready to take on a new age of leadership.



Designed one-of-a-kind signage and branding package that integrated with the hotel environment but reflected the home office feel.



EMPOWER PEOPLE TODAY TO BUILD A BETTER FUTURE FOR THE NEXT GENERATION

Created content including videos and presentations for a 150' curved LED wall.



Constructed custom stage decks and seating risers to enhance the sophisticated yet intimate atmosphere.



Personalizing the Participation Zones

When you're planning a holiday party for a groundbreaking job networking company, how do you amaze a crowd that lives and works on the forefront of what's next?

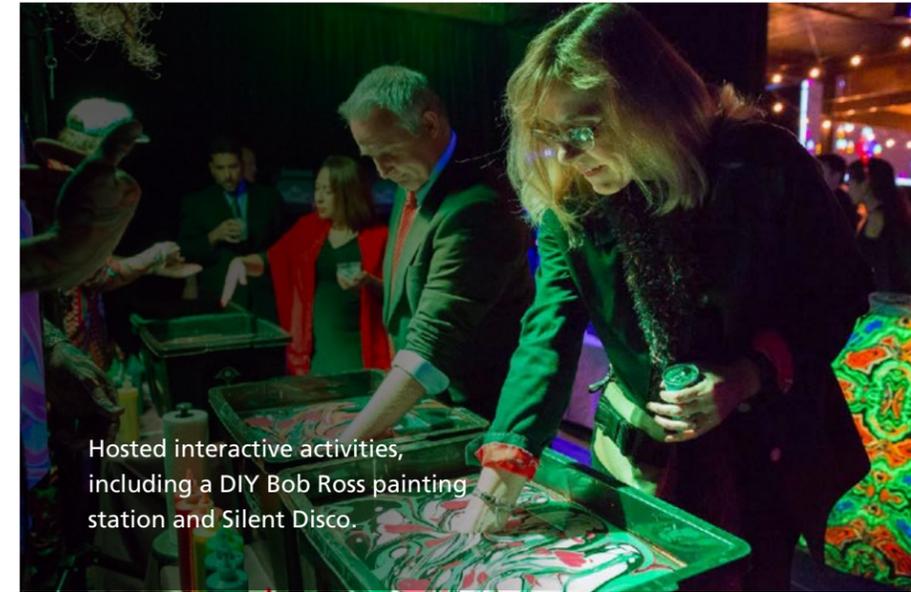
Color-coded "zones" throughout an arena setting catered to an array of personality types from introverts and extroverts to artistic types, engineering minds and more, allowing for a more personalized and intimate event despite the large audience. Each zone had three key elements: a vibrant scenic view, an interactive experience and a selfie moment.



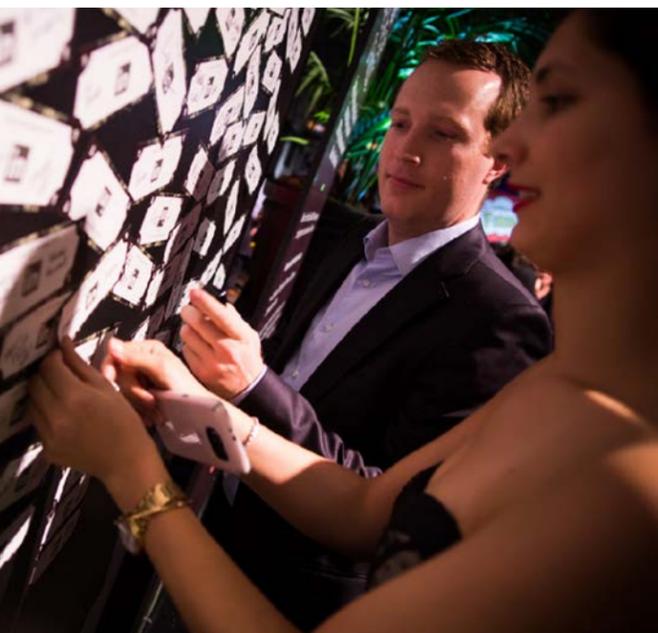
Together, they created on-trend "Instagram playgrounds" that allowed this social media-savvy audience to make their mark on the moment and share it with the world, just as they ask their networking members to do.



Designed a marigold gazebo, LED swing set hang area, Balloon Forest art installation and more.



Hosted interactive activities, including a DIY Bob Ross painting station and Silent Disco.





Charging Into a New Era

Merger. A big move that can lead to huge success. Often the source of anxiety and confusion for employees. How do you fuse two companies into one strong, dominant brand? And how do you get all those employees on the same page?

By unveiling this united company's core values at a joint event, hosting a brand expo, employees got Charged Up about their future with this major agricultural brand. Each element of the event was designed to elevate the typical meeting and symbolize a bigger and better future.



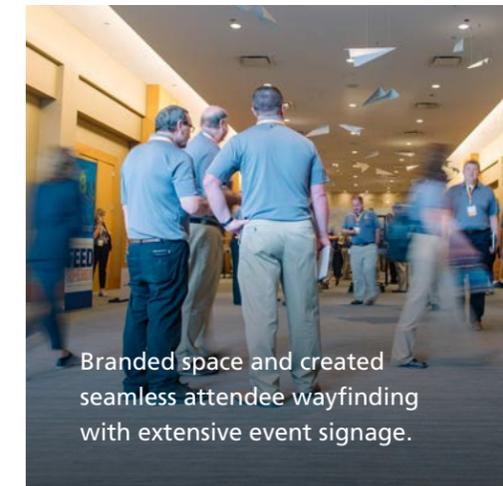
Interactive stations including food gastronomy and a digital graffiti wall gave participants the chance to be involved in the experience, just as they would moving forward with the new brand.



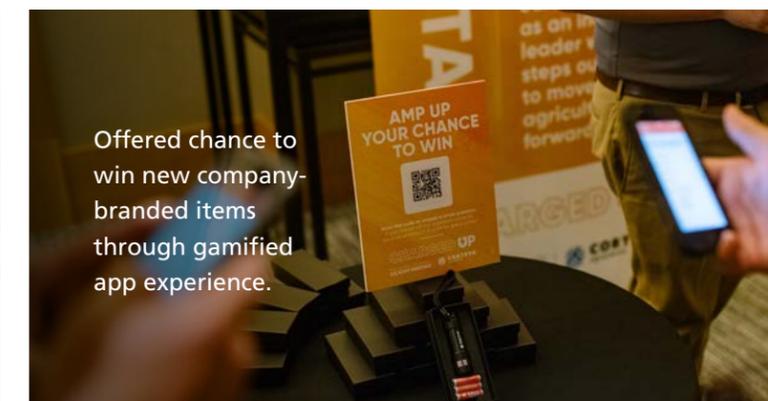
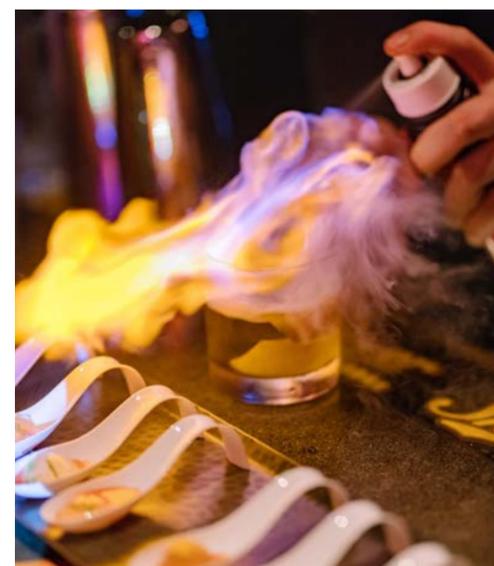
Provided branded transitions and graphics to support staging of keynote speakers and the general session.



Celebrated unity and team spirit with a charitable activity benefiting Meals from the Heartland.



Branded space and created seamless attendee wayfinding with extensive event signage.



Offered chance to win new company-branded items through gamified app experience.



Challenging the Training Status Quo

Mandatory sales training—not the most exciting thing in the world. How do you make an obligation fun? And how do you use this meeting to inspire teams to start climbing toward their training objective?

Shaping an experience around reaching the summit of Mount Everest actively engaged employees and managers with their training. Each point in the climber’s journey directly related to the sales process to drive home the powerful impact of working together to reach new heights of performance.



By inspiring participants to get hands-on with their learning and promoting well-being through unique team challenges, this pharmaceutical company saw an increase in training pass rates over previous sessions.



Developed stage graphics for cohesion and motivation.



Created event brand for consistency across three locations.



Added purpose behind environmental installations and signage, such as “study tents” with faux campfires and prayer flags to write personal mantras.



Built an app game where attendees earned points for scanning codes throughout the meeting.



We're Ready to Help You Elevate Your Employee Experience

Employee Recognition | Employer Branding & Communications
Milestone Recognition & Awards | Employee & Corporate Events

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