Bolt Summer Summit 23

OBJECTIVES OF THE EVENT

The primary aim of the event was to unite all key employees in celebration of Bolt's 10th anniversary. The goal was to showcase company's journey of success and express gratitude to Bolt's staff for their invaluable contributions.







ACHIEVING OUR GOALS

Our approach to internal communication during this **two-day** event included several **standout strategies**:

Inclusive Participation:

We invited diverse teams and employees from various countries to present and share their insights at the company-wide summit.

Highlighting Success:

We positioned **Bolt's achievements** alongside nine other iconic companies from past decades. By **drawing parallels** with transformative organizations like NASA and Microsoft, we emphasized Bolt's significant impact, inspiring Bolt's employees to aim for legendary status.

Teambuilding Activities:

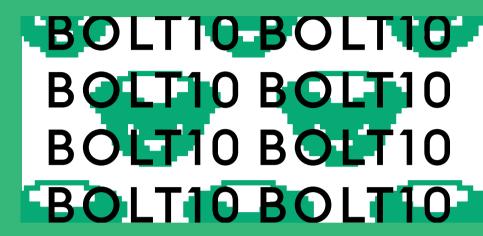
The second day featured unique team-building exercises that not only fostered new experiences and lasting memories but also echoed Bolt's narrative, products, and mission.

Appreciation Spaces:

The 'Treat Yourself Manor' and 'Magic Garden' were specially designed to thank the employees, offering them a chance to unwind after a decade of dedication.

FOMO creating parties:

We organized **two parties**: the first featured Bolt's own band, DJs, and karaoke, promoting internal talent and unity. The second was a surprise, with an orchestra playing EDM and a performance by the globally acclaimed DJ Dimension.



















RESULTS

The clever idea of integrating Bolt's mission and the theme of "10/10" into every aspect of the program was a key factor in the event's success. Our commitment to delivering a diverse and engaging program was greatly appreciated by Bolt's employees, who felt genuinely recognized for their hard work and highly valued the diversity and high quality of the event program.