

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**:

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.

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.

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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.

