

# Bolt Summer Summit 23

## Production



## What?

Organizing an event for a large group is invariably complex. Our primary challenges included:

- How to find the right venues that would look awesome and be private?
- How to surprise people with the program after the outstanding and forever memorable things they've done in previous years?
- How to provide high, equal quality on every level throughout the event?

## How?

**Content became the king.** Given Estonia's size, finding new, awe-inspiring venues or ideas that could outdo past events (like renting a cruise ship) seemed impossible. Our solution? Dazzle attendees with unparalleled content, embracing the "10/10" concept. Doing everything in 10s or just on very amazing quality was a real productional challenge for a small Estonia but we did it.

## The solution included:

- A theatrically staged internal summit with 10 dynamic stage designs.
- A museum-quality expo area within an empty boat hall segmented into 10 distinct zones.
- Simultaneous large-group teambuilding activities across Tallinn.
- A unique "Bolt kingdom" set within a classical manor, complete with:
  - A main stage for extraordinary performances.
  - A vast food tent built on a field.
  - Various lounge spaces and secluded spots.
  - An afrobeat music hall.
  - A "Treat Yourself" manor offering 10 diverse activities.
  - A "Magic Garden" with 10 unique "magical" experiences.

## Results?

Everyone was pretty much blown away—and maybe even a bit overwhelmed. Celebrating Bolt's big 1-0, we managed to pull off some seriously cool stuff that had everyone buzzing. The details, the scale of things... it was a lot, but in the best way possible. By dialing up the fun and throwing in all kinds of unexpected twists, we made sure everyone walked away feeling super appreciated and amped about where they work. The whole "Bolt kingdom" thing? Rocked it. People couldn't believe what they were seeing and left with stories to tell.

