Bolt

SUMMER SUMMIT 2025

4 clear objectives:

- highlight the importance of teamwork
- help teammates who work together finally meet in real life
- share the freshest company updates
- reinforce company values

Internal events are incredibly powerful – if you know how to use them.

People left the event thinking:

"THIS IS IMPORTANT"
They wouldn't bring us all here otherwise.

"WE'RE IN THIS TOGETHER"
They wouldn't bring us all here otherwise.

"WHAT WE DO MATTERS"
We know our mission, we have the team, let's go achieve it.

This is what internal communication events are all about.

① WE REALLY UNDERSTOOD THE AUDIENCE.

The average Bolt employee is 31, outgoing, bold, and thrives on competition. So we created a custom team-building activity that mixed sport, teamwork, and a competitive edge - and it hit the mark perfectly.

② STORYTELLING AND CONNECTION.

People love feeling part of something meaningful - even better if it feels exclusive. That's why we designed an activity with a clear story, a theme song, values, skills to celebrate, and the aim of becoming an internal tradition. The Ultimate Badgers Cup created so much FOMO that it led to the highest attendance rate ever.

③ THE "RELATIONSHIP TEST."

They say you know a bond is strong if you can survive a holiday together. Well, we put everyone on a cruise ship - a completely secluded venue - took them to another country, and they came back not only together, but stronger. We created real connections - the kind that make collaboration faster and execution smoother once everyone is back at their desks.

Big moments need to be shared in person - and this creative solution helped Bolt achieve every objective.