

SHORT SUMMARY OF MAIN OBJECTIVES

- 2,000+ participant international internal event
- Multi-day production across sea and land (conference, ship, city)
- Cruise ship used central venue for logistical purpose and focus.
- Creative use of space as the core production idea
- Production creativity used as main tool to reach objectives
- Create a distinctive, high-energy experience for a younger audience.

RESULTS

- High engagement across multiple days
- Strong participation throughout the program
- Concept confirmed for a new edition within days
- Space reprogramming can replace traditional spectacle
- Regulated environments can support bold production
- Seamless transitions increase engagement

EXECUTION

All environments were reprogrammed with production tools.

Onboard transformations:

Tax-free store

» Pop-up club

Luggage room

» Secret rave cave

Conference rooms

» Escape-room team challenges

Starlight cabaret

» 360° boiler-room experience

Helipad

» Yoga and afterparty space

Car deck

» Nerf battle arena

All of this delivered within strict maritime rulebook, managing biggest summerstorm in a decade, navigating local legal hurdles during national holiday and keeping Port of Riga operational.

Riga integration:

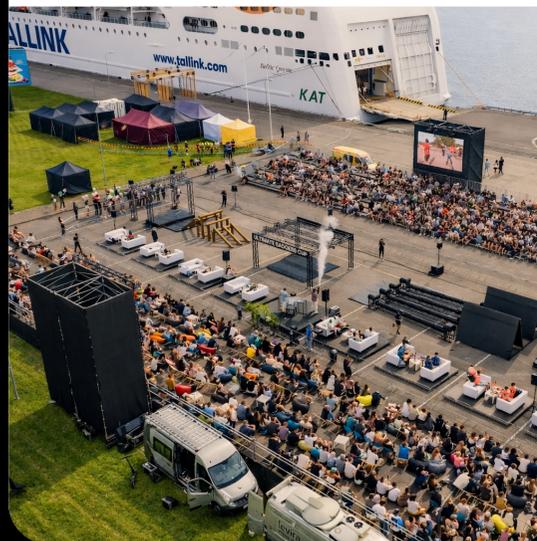
The ship had no single space large enough for a full-audience moment, and participant feedback showed strong resistance to bus transfers and tourist ports. Instead, an unconventional docking solution was found: a pier deep enough to bring the ship directly into the center of Riga.

This allowed the production to expand seamlessly into the city:

- Tailgate-style festival area and food court
- City-wide eliminator finale for the team challenge
- One central venue to bring everyone together, next to the ship

**No buses. No tourist zones.
No break in the experience.**

The floating venue was physically merged with a city-scale venue is something that's never been done before. All of this delivered within strict maritime rulebook, managing biggest summerstorm in a decade, navigating local legal hurdles during national holiday and keeping Port of Riga operational.



WHY THIS PROJECT WAS CREATIVE

Production result achieved with creativity, not bigger production. A regulated maritime environment was turned into an out-of-box production system.

STATISTICS

- 2,000+ participants
- 545 crew members
- 4,247 production hours
- 42 hours of non-stop programmed content
- 94.3% top-box satisfaction score from guests
- 79% highlighted creative use of space as the main strength

