

WISE MISSION DAYS '25

GOAL

Mission Days 2025 was designed to bring a global community together. Despite being the company's largest gathering to date - with 3,000 attendees across four venues and dozens of parallel workstreams - the goal was to create closeness. Production mastery and technical precision was needed to dissolve complexity and thus create an experience where connection felt effortless and people felt closer to one another.

OUTCOME

The true measure of success was invisibility. The event received an average rating of 4.3 out of 5. Production complexity faded into the background, leaving behind an experience defined by ease, proximity, and human connection - where thousands felt close, present, and together, side by side.

EXECUTION

Mission Days was designed as a live ecosystem, where production, technology, and human experience operated as **one integrated seamless system**.



Wise's largest-ever conference with layered stage design and complex AV systems, paired with multiple breakout areas and an EXPO inspired by premium airport logistics, making movement and focus seamless at scale.

Full audience relocation to Maarjamäe Castle marked a major logistical peak, transforming from a conference set-up into a relaxed, picnic-style setting that organically formed smaller groups for moments of connection.



Põhjala Quarter turned into a private Wise district: a 48-hour Activity Hub with modular technical environments, rotating crews, and programming across global time zones. Workshops, sports, and creative sessions ran simultaneously within an always-on infrastructure.



Haven was reimagined as a multi-zone playground inspired by the creative concept of a Perfect Friday Night. Guests moved freely between intimate environments: open-fire gatherings, secret club spaces, boat karaoke, fair games, drum & bass trolley - each supported by its own technical, safety, and logistical setup, allowing scale to feel close and human.