

YOLO PARTNERS EVENT

Yolo Group aimed to strengthen relationships with key investors and partners within the iGaming and crypto sectors. The objective was to create an environment that enabled high-quality, deal-driven networking across multiple days and venues.

Event Execution & Distinctive Solutions

Instead of designing a traditional business event, **we designed the conditions for conversations**. The core creative idea was “**extreme hospitality**” not as luxury or entertainment, but as a strategic networking tool.

Every element of the production supported dialogue: reducing friction, removing distractions and lowering cognitive load so participants could focus fully on interaction.

Across fourteen venues and multiple formats, the experience was curated as one seamless journey. Conventional conference elements such as visible hierarchy markers or forced networking breaks were replaced by shared activities and informal formats that encouraged natural interaction. Tens of small but **intentional creative decisions elevated the atmosphere** while keeping attention on people, not production.

Shared Activities & Informal Formats:

- Padel tournament
- Beer tasting and factory tour
- Dinner and concert experience
- Livingroom styled investment spotlight
- Large-scale dinner event at Tiskre Cricket Field
- Poker night at Bombay
- Conference with workshops
- Exclusive Italian-themed dinner at Haven Kakumäe
- Activities ranging from golf, diving & snorkelling at RUMMU Quarry, wellness & watersports at Iglupark, and karting at Laitse Rallypark

The technical, visual, programmatic and logistical execution was managed as one integrated system. **Each touchpoint was designed to surprise, reward presence and create repeated opportunities for authentic connection throughout the week.**



Results

- Engagement remained consistently high across all days and venues.
- Experienced participants described it as the strongest business event they had attended.
- Partners and investors stayed present and active throughout the program, enabling repeated, meaningful conversations.
- While individual deals remain confidential, feedback and post-event indicators confirmed clear positive business impact and strengthened partner relationships.

Extraordinary hospitality, with deep care for curating an interesting, dynamic, fun, and delicious programme. My expectations were substantially exceeded.

– Igaming partner