

Yolo Gala 2025

Goal

In recent years, Yolo Group grew fast – bringing together new faces, stories, and different ways of working. As the team evolved, it became the perfect moment in time to make Yolo’s culture visible, tangible, and shared by everyone. There was no better place to do that than the group’s most important culture event of the year.

The goal of the annual gala was to bring Yolo’s core values – fun, fast, fair – to life, shifting the spotlight away from external spectacle and placing Yolo people at the very heart of program and experience.

This is how the theme “Back to the Core” was born.

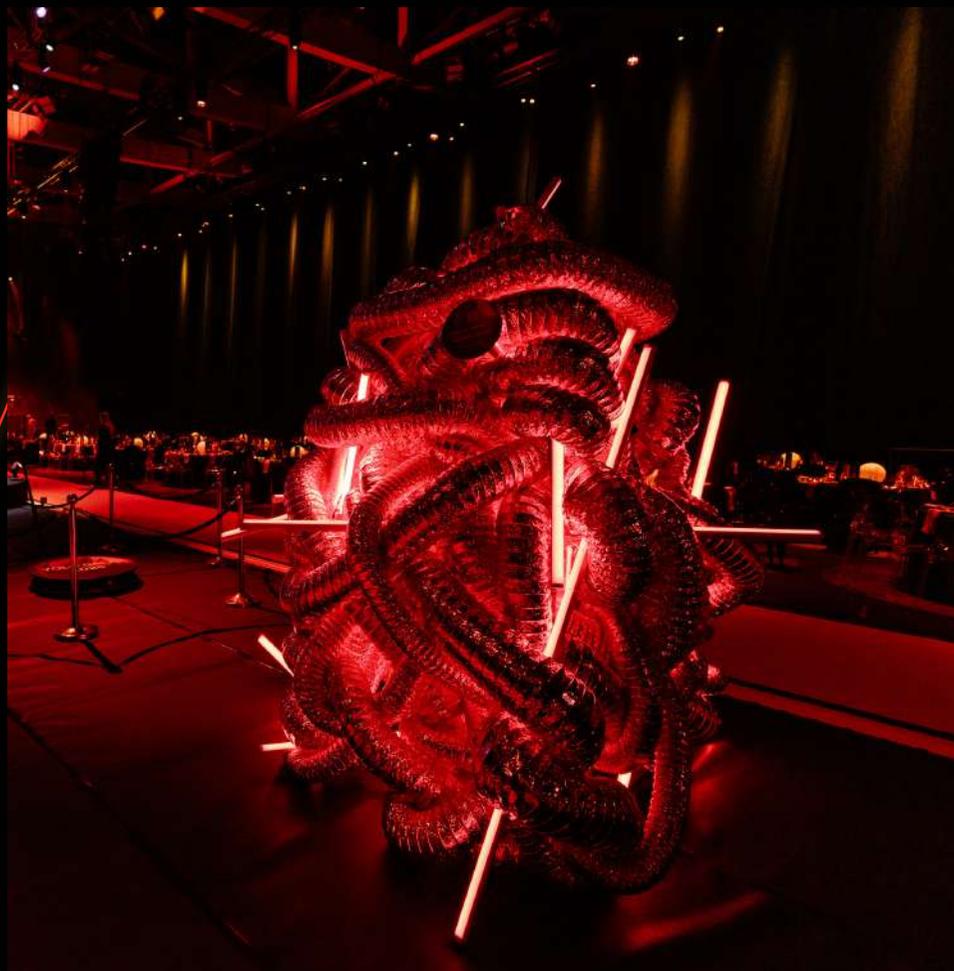
The concept viewed the company as a living organism: constantly growing, evolving, and changing shape, yet always guided by same core values. The entire program was designed to reflect that idea – not to be watched, but to be felt.

Storytelling began with the space itself. Guests were seated in the middle of the program, not facing one distant stage. At the very center stood an artist’s interpretation of a heart – the core made visible – interacting with the program throughout the night.

Surprise LED wristbands added a visual pulse, turning the audience into one connected whole.

At Yolo, “we make a difference” is more than a slogan. So Yoloers made the difference themselves: iconic pop songs were reimagined through live orchestra and DJ sets, performed not by A-list stars, but by employees and CEOs.

To translate Yolo’s values into action, the evening featured an unexpected team challenge built around being fun, fast, and fair. Every table took part – reacting quickly, solving tasks together, and sharing the energy of the moment.



Putting people at the centre of the experience carried through to the smallest details and all the way to the end of the night – even swapping high heels for dance slippers so everyone could fully enjoy the moment.

Outcome

“Back to the Core” allowed guests to see and experience Yolo’s values around them. Storytelling stepped off the stage and into the room – because at Yolo, people are the core. And judging by the guest feedback, which scored 4.59 out of 5, that shared heartbeat was truly felt.