

## TEAMBUILDING CASE STUDY II

### CLIENT OVERVIEW

Seagate Technology has been at the forefront of the data storage industry for more than 25 years. With corporate offices in Scotts Valley, California, Seagate employs more than 56,000 people around the world. During one of the coldest and snowiest Colorado winters on record, 225 members of Seagate's sales force traveled to Denver to meet at the Omni Interlocken for their Americas Sales Meeting.



### PROGRAM GOALS AND OBJECTIVES

The afternoon of teambuilding was a critical component of the meeting as this is one of only two times annually that the entire Americas sales force convenes in person. Never having met in a cold weather destination, the client wanted to take advantage of the snow-covered Colorado Mountains for their teambuilding program and she decided on a Snow theme. The group is heavily male and the client specifically requested that the teambuilding activities be fairly physical and exclusively outside – no team cheers, no snowflake cutting contests, etc.

### THE CHALLENGE

Proposing this in July and with no means to control the weather and temperature leading up to the event, the teambuilding activities needed to be "snow" activities that would work with either hard and crusty snow, soft and powdery snow or potentially no snow at all. The activities and schedule for the two hour time period had to accommodate all 225 attendees split into 18 teams competing simultaneously. With the winter that Colorado was having and the strong possibility that it might snow on the event day, we had to be particularly cognizant of the cold and the fact that many individuals in the group were from much warmer climates. We aimed to keep the amount of time spent just standing around as minimal as possible.

### THE RESULT

An afternoon of the ultimate winter activities requiring teamwork and group interaction – **while it snowed heavily!** After a stick-to-your-ribs lunch of pot roast, chili and corn bread, the group headed outside to compete in a Snowball Launch Challenge, Big Ski Relay, Snowshoe Puzzle and Sled Race.

### ADDITIONAL SERVICES

In addition to the teambuilding, The Arrangers coordinated all airport arrival and departure transfers for the group, including meet and greet staffing, departure notices, managed a shuttle system from the hotel to Seagate's corporate office for an evening reception, and provided linens, centerpieces and entertainment for the group's dinner on Valentine's Day.

*"Your staff's support of our event was outstanding. Transportation was executed effortlessly with no drama, which doesn't happen very often! The teambuilding was wonderful. While I had my doubts, when the weather turned cold and snowy, all of the participants came away happy and exuberant with no complaints. Your personal touch from making sure all details were taken care of to taking away my concerns of execution excellence, made the event very special to me. Thank you for all you did to make it successful." Teresa King, Marketing Events Manager, Seagate Technology, LLC.*

