

FEEL THE FLOW FESTIVAL

BRIEFING

Overview:

Occasion: three-day anniversary celebration for press, clients and employees

Guests: Day 1: 80pax, journalists national & international

Day 2: 400pax, members of the board (Bosch), partner CEOs and international clients

Day 3: 650pax, employees with management and directors

Goals for the anniversary celebration:

- Bosch celebrates 10 years Bosch eBike Systems
- Appreciation of all partners and employees
- Conveying team spirit
- Proudly presenting new products to the press
- Visualise and live the claim “Feel the Flow”
- Image: cool, hip, trendy – activating & provocative
- Interaction, networking and transfer of know-how
- Fun

IDEA

The concept is based on three main factors...

Content instead of PowerPoint

Free Flow in place of a fixed meeting agenda

Enthusiasm instead of predictability and boredom...

...therefore, the aim was to create a diverse format using classical components of events such as speeches, talks, activities and entertainment, but to arrange them in a new way in order to turn the live event into a fascinating and sustainable experience – a **Business Festival**.

CONCEPT

We found perfect conditions in the Wagenhallen Stuttgart: different sizes of halls, diverse rooms, a big foyer and an outdoor space; the perfect canvas for our event.

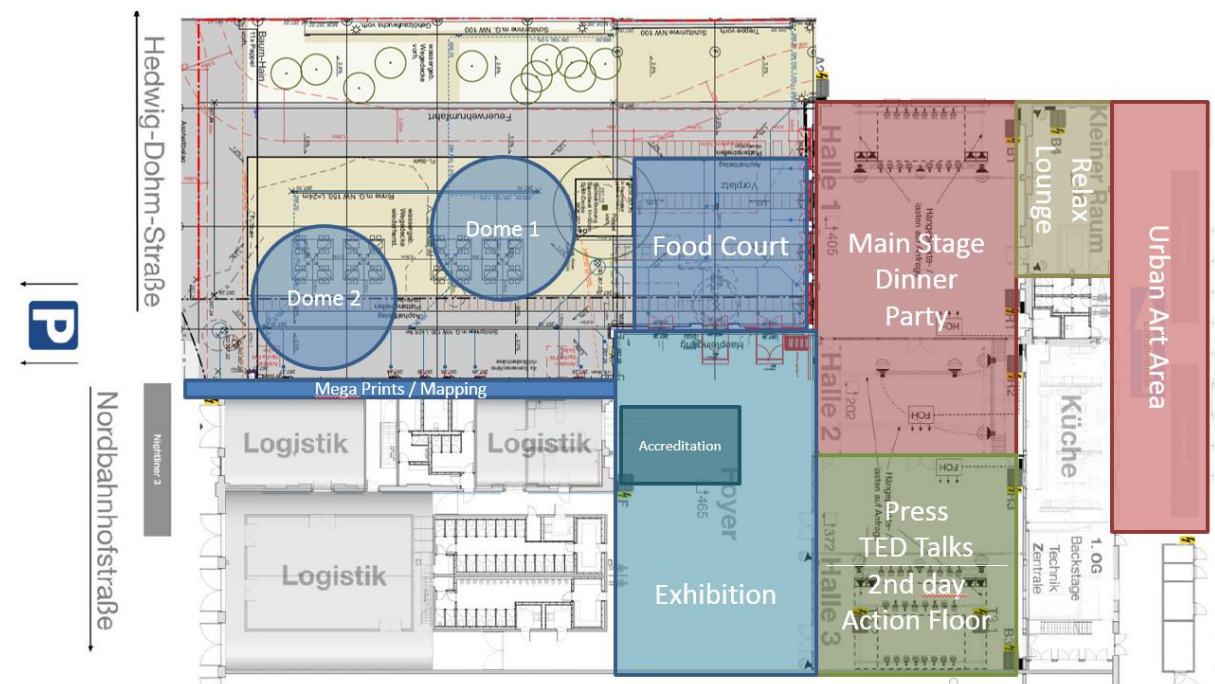
Besides the halls for the speeches, talks and workshops we required further areas in order to create the eBike world and let the guests experience the future of mobility.

Therefore, we planned to set up two dome tents in the courtyard of the Wagenhallen, giving us extra covered surface for setting up our experience worlds. In addition, it added a futuristic touch to our setting and offered new technical possibilities e.g. a cupola projection.

During the realization of the project we decided to waive one dome in benefit of more networking and chill out areas.

The exhibition “10 years Bosch eBike Systems” should always be available for the guests during the event as a networking and meeting area; therefore, it was set up in the foyer of the Wagenhallen.

With additional areas like the urban art space, the covered food court and relax areas the complete venue was used and turned into a festival ground.



Concept content elements:

- In- and outdoor festival
- Individual programme design
- Fascinating world of experiences
- Workshops, speeches and talks
- Surprise performances

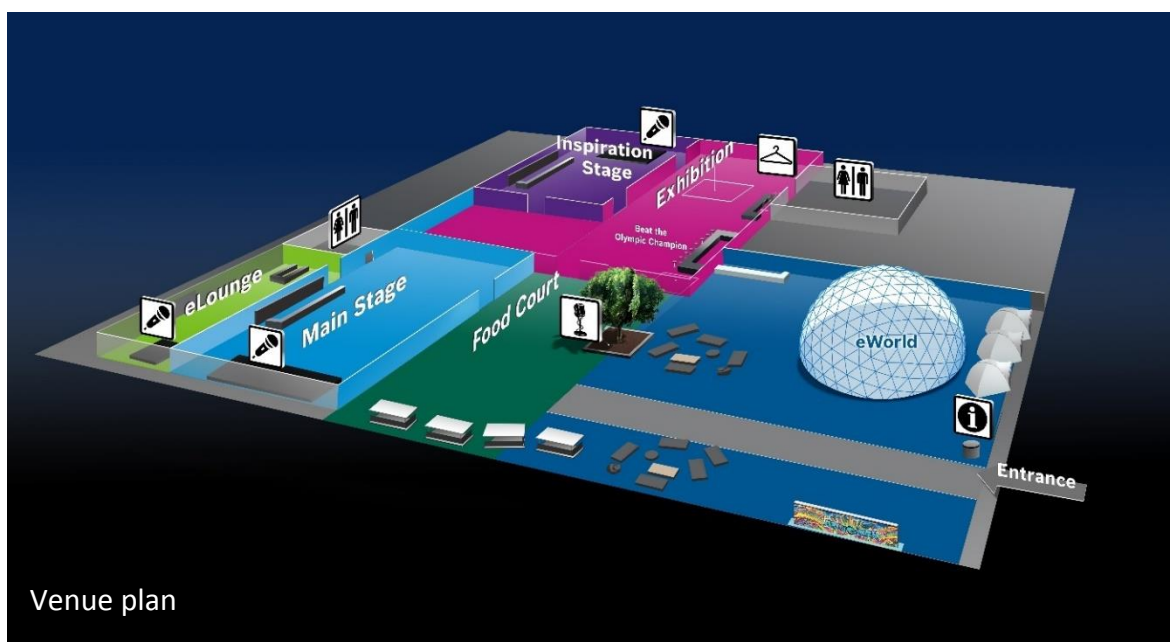
IMPLEMENTATION

- Relaxed and varied set up with different stations and action elements
- Content was specifically designed to meet the audience's interests. After the official opening all participants had a free choice which stages they want to visit ("free flow agenda").
- Individual participant experience combined with networking and party
- Short, thrilling lectures and talks replace lengthy presentations
- Emotionalising participants with the help of multimedia production
- Spontaneous performances as a surprise effect
- Urban lifestyle, casual atmosphere and latest conference technology

The official opening with a live performance and the official dinner during the opening day represent the programmational frame. In between each participant had a free choice of creating their personal agenda on the spot.

In detail we used the halls of the Wagenhallen as followed:

- 2 main halls and "eLounge" for speeches and talks
- Exhibition "10 years Bosch eBike Systems" in the foyer
- Covered courtyard in front of the main hall as food court with international dishes (in accordance with eBike sales countries)
- Dome tent "eWorld"
 - Customer day: speeches
 - Employee day: "value dome". Experiencing the new value guidance of Bosch eBike Systems with the help of playful elements.
- Outdoor stage for live music under the tree and urban arts space in the outdoor area



Renderings event area

