

An Experience Agency

## INNOVATE MARKETING GROUP

LIVE, VIRTUAL, HYBRID  
EVENT EXPERIENCES

Innovate Marketing Group is an award-winning experience agency known for producing remarkable corporate events by providing fresh ideas, infrastructure and logistics for top brands. A onestop solution from concept to execution. IMG prides itself on innovative designs, flawless execution, and an unparalleled client experience. We help fuel brands to change lives for the better!

[www.innovatemkg.com](http://www.innovatemkg.com)



# CULTURE EVENT IDEAS

Types of Team Bonding:

**A Competition:** Get the teams competitive side electrified. One of the many culture-building activities we have hosted was a Lego building competition.

**Lunch & Learn:** Offer a time for the team to learn and reflect. Recently, we had a Kon Marie Certified professional organizer provide tips to the team on how to declutter our workspace at home.

**Get Creative:** Get the teams creative juices flowing! A popular activity amongst working teams is following along with a Bob Ross painting tutorial.

### CULTURE EVENT IDEAS: (45-60 MINUTES)

- 5 Minute Book Talks
- 20 Questions
- Boba Making Experience
- Bob Ross Paint Along
- Can You Hear Me Now? Game
- Charcuterie Board Making
- Coffee & Tea Live Virtual Tasting Class
- Cold Brew Coffee & Calligrapher
- Cooking Class
- Cocktail Making Happy Hour
- Culture Celebrations (Lunar New Year, Día de los Muertos, etc)
- Curated Chocolate Tasting Experience
- DIY Plant Terrarium
- Do you really know your team? Icebreaker
- Escape Room
- Focaccia Art Class
- Guess That Tune! Game
- Guided Meditation + Yoga
- Halloween Costume Contest & Pumpkin Carving
- LEGO Fun
- Murder Mystery
- Pottery Class
- Scattogories
- Scavenger Hunt
- Tequila Tasting and Dinner
- Quarantine Cocktail Hour
- Virtual Show & Tell
- Wine Tasting
- Whiskey Tasting
- Wreath Making

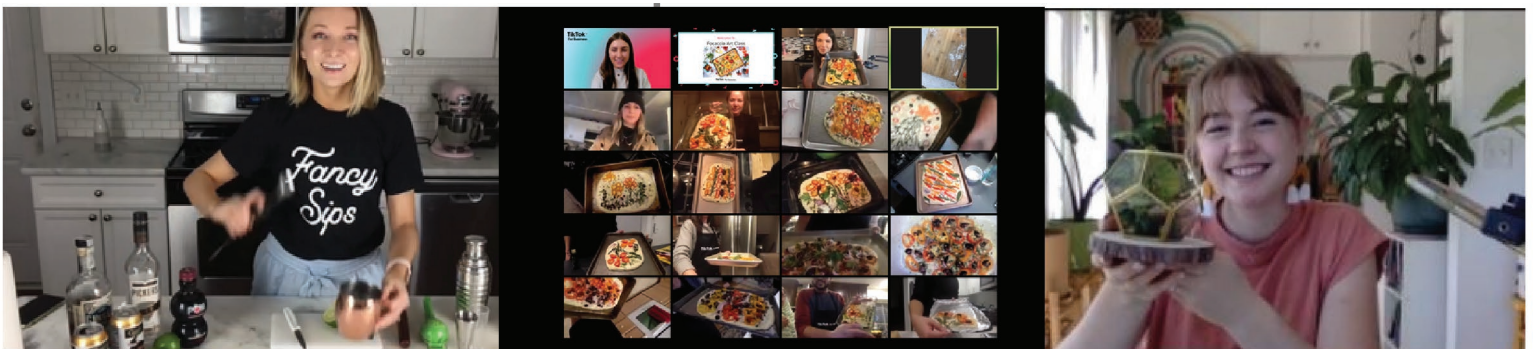
# CULTURE EVENT IDEAS

## HOW TO EXAMPLE: Bob Ross Paint Along

1. Pick a Date! Check your team's availability and calendar them a few months in advance.
2. The Bob Ross paint along is great because he has various videos catering to different levels of expertise. For an easy-going paint along he has many options! Pick a video to follow through the collection of Bob Ross videos
3. Collect/Purchase the items needed: Color paints needed, brushes, canvases, easels.
4. Set up for Event Day! Have the video ready, the paint supplies divided for the team to grab and go.
5. Don't rush! If a team member needs a little more time feel free to pause the video and check in on how they are doing!

## PRO TIPS:

1. Set Culture Event Monthly
2. Have a great moderator
3. High energy to get everyone else excited
4. Set the appropriate expectation (email announcement)
5. Send out reminders
6. Make sure to have fun!



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