

Case study:

From routine to remarkable

Rebooting an all hands meeting with
an immersive mystery.



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the challenge

A large pharmaceutical company was embarking on an ambitious journey to **revolutionize its annual global all-hands meeting**. The challenge was to create an engaging and cohesive experience that would maintain participant interest throughout the event. Previous meetings had left attendees feeling disengaged, with feedback indicating a need for more interactive and stimulating activities. The goal was to design an on-site experience that **encouraged collaboration, activated existing knowledge, and enhanced teamwork** without the logistical constraints of off-site activities.



the solution

"The Missing Molecule Mystery" was an immersive team-building experience that placed participants in a fictional mystery involving the disappearance of an important asset. Over two days, participants engaged in workshops where they solved puzzles, riddles, and clues in a multi-sensory environment. An AI avatar "host" provided continuity and helped to bring the situation to life. This innovative approach catered to diverse learning styles and encouraged critical thinking, collaboration, and healthy competition.

The experience was structured around four distinct activities:

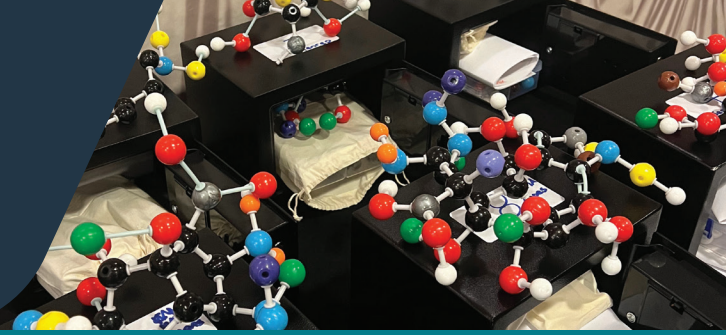
- 1. Evidence Frenzy:** Teams decoded a lockbox passcode using a dossier of clinical evidence.
- 2. Confounding Compound:** An organic chemistry set helped reveal clues for the next task.
- 3. A Puzzling Ploy:** Teams unlocked a "cryptex" which led to an AI video with critical details.
- 4. Planning the Escape:** Team problem-solving unlocked a codeword to recover the asset.

The activities tested teamwork, intellect, and the ability to think under pressure, culminating in an on-site escape room-styled challenge. This blend of tactile puzzles, digital elements, and a cohesive narrative created a memorable and engaging team-building experience. Constant communication ensured that each session flowed seamlessly, minimizing disruptions and strengthening the learning experience.

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the impact

The innovative nature of the experience improved engagement and commitment by creating an immersive environment relevant to the pharmaceutical industry.

By integrating a narrative that resonated with participants, the experience encouraged active involvement and collaboration. The design allowed participants to engage in ways aligned to their strengths promoting teamwork that resulted in a deepened sense of camaraderie, contributing to the experience's success.

The client conveyed that the program created excitement and optimism about future events where global stakeholders will come together. "Can't wait for the next meeting," said one participant. "This was incredible."

The takeaways:

The use of physical props and three-dimensional puzzles created a dynamic problem-solving experience that was memorable and engaging.

The activity promoted active learning, strengthened team dynamics, and facilitated knowledge transfer, resulting in lasting engagement and a stronger commitment to the meeting's objectives.