

October 2018

## Team building goes next generation with city adventure

Imagine taking part in a team building adventure race through a city guided by your own phone or smart device.

That idea is now reality with Corporate Challenge Events through its new team building program called City Appventure.

"I am delighted to announce the launch of City Appventure, a new team building program that harnesses digital technology to send groups on a fun and challenge-laden pursuit around a CBD, suburb or entire town," said Hugh Sykes, Head of Research & Development for Corporate Challenge Events.

Mr Sykes said the creation of this new program came about from industry demand and his company's focus on environmental sustainability.

"City Scramble is what City Appventure is modelled on – one of the best team building activities and scavenger hunts around a specific location – and we've experienced increased interest and bookings for it over the past few years," said Mr Sykes.

"We also took on board feedback from our clients to look at integrating technology into these 'scavenger hunt' style team building programs.

"Using smart devices became a 'no-brainer' as everyone uses them, they are ideal for navigation and an app could easily replace what we previously provided in booklets."

Mr Sykes said the removal of paper booklets also provided an environmentally-friendly and lower cost program.

"It's not only environmentally friendly by eliminating the use of paper materials but it gets people into the great outdoors undertaking a fun, healthy and active game.

"It saves us transportation costs in sending staff to checkpoints around the city. Our staff can remain at a central start and finish location, with the app facilitating the movement and activities of the teams around the city."

## Overview of City Appventure

Teams use a customised app on their smart device to find and visit as many pinned locations as possible.

At each pinned location, teams are required to complete an activity that in some way relates to the local area.

It may be posing for a photo in front of a landmark, completing a fun challenge in a scenic spot, answering trivia questions by locating certain items and much more.

In the app, instructions are provided on where and when compulsory activity stations will be held in order to earn big points.

Teams must then strategically plan and execute the best way to get there before the time expires.

The ultimate objective of the program is for each team to gain as many points as possible by completing the fun team building activities.

“Not only will groups come away with a better knowledge of the city, they will also have a great time performing all kinds of activities,” said Mr Sykes.

“It is not just fun, it provides a number of beneficial outcomes such team strategy and communication, navigation and the ability to follow instructions, time and budget management, and taking people out of their workplace comfort zone.”

Corporate Challenge Events delivers fun team building activities in Sydney, Melbourne, Brisbane, Gold Coast, Sunshine Coast, Perth, Adelaide, Hobart and Canberra, and corporate group activities in Auckland, Hamilton, Wellington and Christchurch.

Visit [www.corporatechallenge.com.au](http://www.corporatechallenge.com.au) or [www.corpchallenge.co.nz](http://www.corpchallenge.co.nz)

**ENDS**