

Title: MandarinFox organizes corporate events for remote teams

Description: Corporate events have evolved beyond traditional office parties. In recent years, they have become essential tools for Human Resources, helping businesses enhance employee morale and strengthen team relationships.

Ekaterina Liseycheva, CEO of MandarinFox, an event agency, explains why in-person events may be necessary for your company in 2025 and how to make them efficient.

Events can address various challenges and improve internal processes. For instance, they can boost team productivity, expand networking opportunities, facilitate smoother onboarding for new employees, and strengthen relationships among team members—especially important for remote workforces.

Despite the benefits of online and hybrid events, companies still seek opportunities to bring their teams together in person because people crave genuine face-to-face interactions. While offline events may not always be as cost-effective as their online counterparts, there are several compelling reasons for your company to opt for this format.

1. Your company has grown, and you've hired many employees.

Introducing colleagues to one another in person can help break the ice and foster connections.

2. The majority of your team members are fully remote.

Despite the many perks of remote work, it can also lead to feelings of isolation. Statistics show that up to 69% of home-based employees experience burnout (TravelPerk). This can cause them to lose motivation and interest in their jobs. Offline events are one of the most effective tools for syncing with the team, conveying key ideas, and steering the direction of future development.

3. When you've completed a big project, think about an appreciation party.

Beyond monetary incentives, employees are motivated by recognition and appreciation for their achievements. Holding an in-person celebration after a successful project can acknowledge their efforts and reward them effectively.

4. Eliminating conflicts and miscommunications within a team

A friendly work environment is essential for collaboration and team motivation. If communication issues arise, engaging in team-building activities or group mental practices can significantly improve the dynamics and help restore relationships.

How to maximize the efficiency of an event: 4 takeaways

1. Regular Engagement is Key

One event alone won't address all team-building challenges. Corporate gatherings should be regular, but if your employees are spread around the world, frequently organizing them can be challenging. In such cases, it makes sense to create a functional event that addresses several HR objectives.

2. Combine Formats

When planning the event, try to integrate both team-building and business activities into the agenda. This dual approach will make the event more functional.

3. Consider Small Gifts

Everyone appreciates presents. Corporate merchandise can not only generate positive feelings but also serve as a reminder of the company for your colleagues.

4. Plan Carefully

Consider all aspects of event preparation. Send out invitations along with a timetable. For example, if you're organizing a retreat abroad, remind your team to bring their passports and provide them with detailed directions to the location.

5. Gather Feedback

To assess the effectiveness of the event, conduct pre- and post-event surveys. If the primary goal is team building, it's essential to track productivity and the work environment after the event.

Experience

MandarinFox's team successfully completed an inspiring and challenging task in Dubai. The event was organized for Tabby, a fintech platform that offers sellers and buyers an alternative payment method through the BNPL (buy now pay later) model. Tabby operates in the UAE, Saudi Arabia, Kuwait, and Bahrain, and boasts a multilingual team spread across various countries. Due to the rapid growth of the company—nearly fourfold in size—the fintech startup decided to host an in-person event. The purpose of this gathering was to facilitate a company-wide off-site retreat and conduct a strategy session. The event was divided into three parts: getting acquainted, establishing strategy and reviewing business results, and, lastly, allowing everyone to relax.

In June 2024, we organized a business meeting for top managers of an international confectionery company in Abu Dhabi. We gathered the team on a yacht and explored some of the best locations in the city.

During the meeting, we conducted a business game that incorporated elements of a strategic session. This allowed employees to familiarize themselves with the company's values, outline future plans, and discuss any pressing issues. Additionally, we created a unifying merch for the event.

In the evening, we celebrated with a dinner that featured team traditions from around the globe, complete with campfire songs and grilled marshmallows.

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