



MILlicom
THE DIGITAL LIFESTYLE

A COMPANY SUMMER PICNIC THAT SIZZLES

VIBE Organizes an All-Ages
Outdoor Gathering for Millicom | Tigo



Company morale is vital to a business's success. Employees who engage with each other and with leadership outside of an office setting tend to communicate better with each other and work more cooperatively to accomplish goals. Telecommunications giant, Millicom | Tigo had this objective in mind when hosting their annual family picnic day for their South Florida-based employees.

THE ASK

Outdoor events are popular in the greater Miami area, because of the flexibility it offers for large audiences. With 300 guests expected including employees, children, and spouses, having a venue that could accommodate so many different groups and interests was key. Millicom | Tigo also knew they would need solutions for food & beverage, conversation and networking, and entertainment that appealed to kids and adults alike.

THE ANSWER

VIBE procured space within Oleta River State Park that was close to the ocean inlet and park facilities, yet private enough that the event would feel exclusive to Millicom | Tigo only. To set the scene, VIBE designed and built a lounge seating area on a pallet platform with outdoor living-room style furnishings. Because the venue is primarily outdoors, VIBE also set up a number of tents for shade, and to have a back-up scenario in place if should happen to rain (especially since summer is typically rainy season in South Florida). To beat the summer heat, cooling fans were installed throughout the space and a water trampoline for the kids was placed right on the shoreline. Other games included tug of war, 3-legged races, corn hole, and more – with a games facilitator to keep everyone happy and involved. A generous catering package offered tasty appetizers, main courses, and desserts, plus a full-service bar for cocktails and non-alcoholic drinks.

THE VIBE



Guests loved being able to include their families in the event, and everyone enjoyed the friendly competition of the organized games as well as the water activities at the site. The weather was hot and sunny, but VIBE had prepared in advance so everyone would be comfortable and have a good time.