



# OLIVE OIL & WINE

**Learn. Taste. Win.**

A virtual experience to connect and inform  
by Italian Special Occasions DMC & Events.





At Italian Special Occasions, we believe that virtual experiences are an excellent tool **to inform, entertain and reward** people worldwide.

It's precisely on these 3 concepts - **learn, taste, win** - that we created our unique virtual team building experience.

Its aim is to incentivise employees to learn about **sustainability and culture** with a fun and tasty activity involving two products of Italian excellence: **wine and olive oil**.

An **incentive trip** to Italy is awarded at the end of the team building activity. It's a great way to **reward your employees** after this challenging period!





# The event at a glance

**TYPE OF EVENT:** Hybrid.

**DURATION:** About 3 hours.

**PARTICIPANTS:** from 10 to 40.

**LOCATIONS:** Participants connect remotely from work or home.

The presenters (the team building coach and the wine/oil producers) stream live from a winery and an olive oil mill in Italy.

**ONLINE TOOLS:** Streaming web conference; Individual virtual rooms with online documents; Online test.

**OTHER TOOLS:** Wine and oil tasting kit sent to the participants prior to the event.



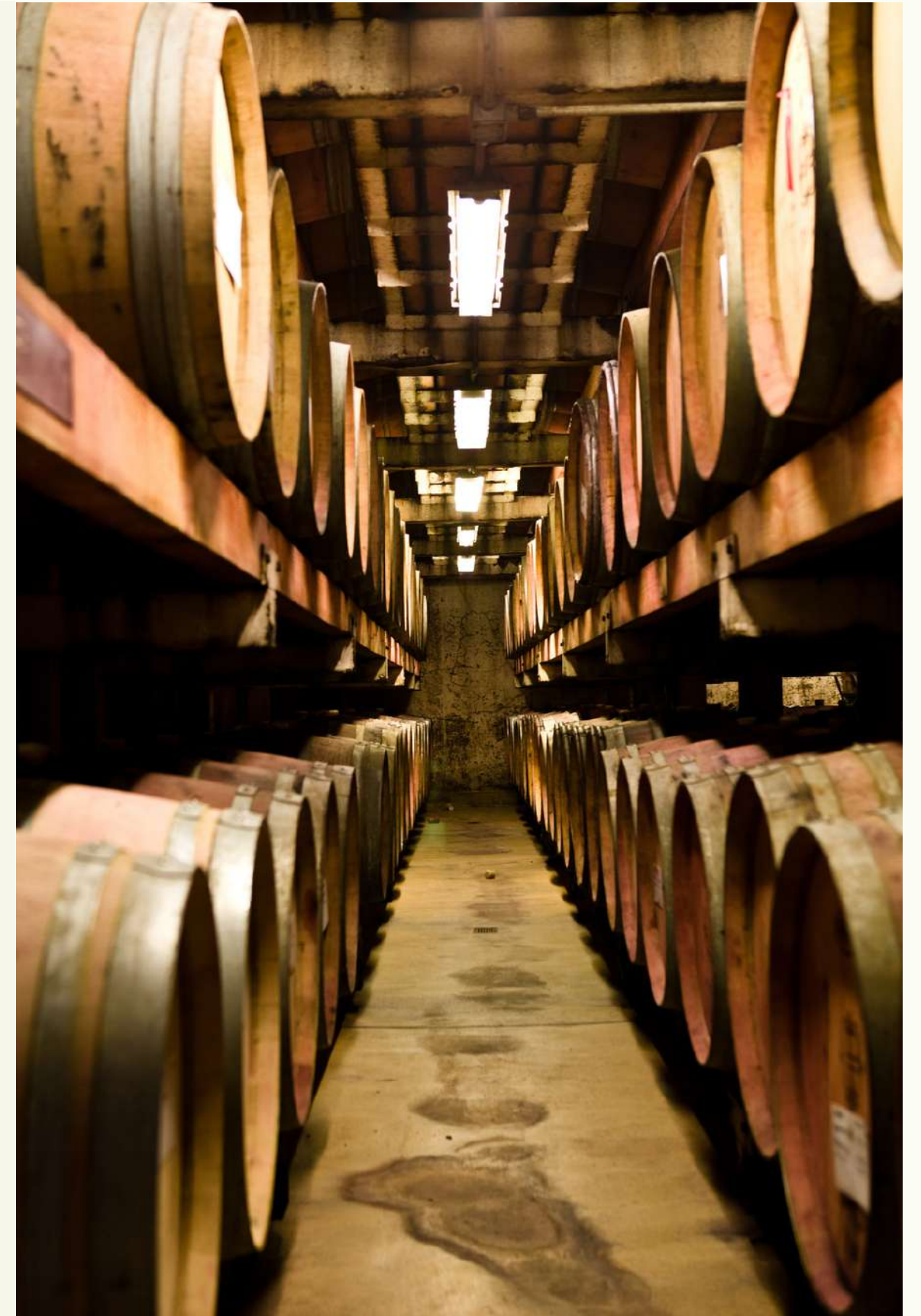


## First Step: LEARN

The event participants virtually join and meet Italian wine and oil producers who are streaming from their winery and mill.

Among many things, participants learn about:

- the cultural heritage of the two products;
- the importance of cultivating sustainably;
- how ancient agricultural traditions are still useful and can help preserve the territory for future generations;
- secrets and anecdotes about the products and about the destinations where they are produced.





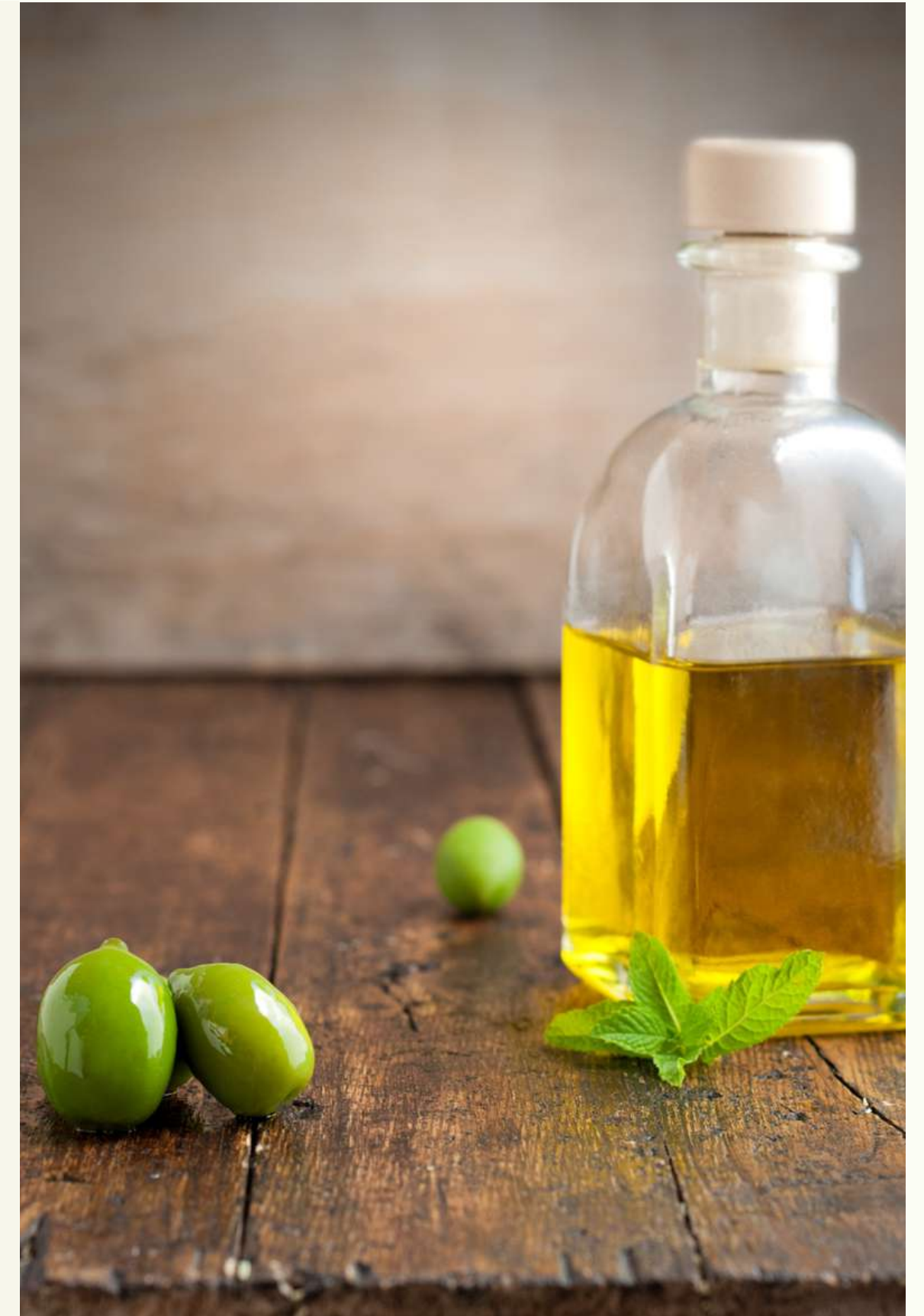
## Second Step: TASTE

The participants are divided in two groups, one called 'Wine' and one called 'Oil'. Each group enters a dedicated virtual conference room. There is audio and video interaction between them and the presenters in Italy.

The Italian experts guide the attendees through a tasting session with the wine and olive oil that was previously sent to them in a specially designed kit.

Among many things, participants learn about:

- how to drink and savour wine, and how to use, taste and combine olive oil;
- the relationship between quality products of excellence and one's personal wellbeing.







## Third Step: WIN

A coach has moderated the interactive conversations in steps 1 and 2. Now, the coach presents a conclusion that links all the concepts (sustainability and heritage, as well as quality and wellbeing) with your company or brand.

The coach invites the 2 groups to answer an online test, with questions that are linked to what they just learned and tasted.

The team with the best score wins an incentive trip to Italy, to explore the areas that produce the best wine or olive oil.

Your company can also decide whether to give a consolation prize to the other team, for example wine bottles or olive oil.







VIRTUAL TEAM BUILDING EXPERIENCE

# **Contact us for more information and for your bespoke quotation**

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