

Project : "WOW- The World of TransferWise"

Client: Transferwise

Catergory: Internal communication event

BRIEF & OBJECTIVES

TransferWise = in 2017 a group of 700+ brand ambassadors who:

- Care deeply about their mission;
- Get stuff done;
- Put customers first;
- Don't create unnecessary drama.

The question was:

- How to ensure that each team member feels that they are part of the revolution while team grows rapidly?
- How to make opportunities for people from different offices to connect with each other?
- How to help people who are lost in their everyday challenges think about bigger purpose?
- How to make sure every person understands how the small team can be the change in the old fashioned banking system?

CALL TO ACTION & EXECUTION

Once a year all the wisers from all around the world gather for their summer event. So we worked out a concept which could really implement the core values throughout the 4-days. We created WOW - the World Of Wisers. We wanted TransferWise employees from nine offices around the globe and 60+ nationalities to get a real taste of a collective experience and what it means to get together and get something really awesome done - a taste of real WOW-experience. We wanted each wiser to understand the reach, significance and personal impact of his/her actions on the team.

We created 3 different activity tracks for the event, so everyone could find their own favorite: **SOCIAL / CREATIVE / ACTIVE**. By the end of the final day we had 600 happy wisers:

- Who had helped 10 charities to improve everyday lives with simple and meaningful things people needed at that very moment;
- Who produced 20 music videos with custom made lyrics about the TransferWise product and core values
- Who connected dots on the map of the city of Tartu by orienteering, also marking out the TransferWise office locations on the world map
- Who saw the great value of their personal contribution making a difference - that was the WOW, the World Of Wisers experience!

EPIC LIVE-COMMUNICATION RESULTS

The message was clear: each wiser counts, each wiser is a very important player on the team. That's the only way TransferWise becomes powerful and can make the change happen!

In terms ROI of a social value we created (building up a motivated and strong team of people) the feedback for the event (as a communication tool) has been more than just positive. Though the ROI for financial indicators is not measurable with internal communication events the numbers talk for itself clearly - TransferWise customers are sending more than 1 billion euros every month, saving over 45 millions a month compared to using a bank, which is more than 2 million euros saved money per every working day.

That's the way we build up team communication with our events and that's the way a small team can be the change in the old fashioned banking system. That's the wise way!