BONDLABS × EVENTAGRATE

CASE STUDY

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EVENTAGRATE UAE TEAM



ONE ROOM. EVERY DISCIPLINE.

Eventagrate's UAE team brings together people from 8+ nationalities, several generations and ten different functions. The brief was a 2-hour session that put every background, age group and department on equal footing, and left the team better connected.

TEAM MEMBERS	12
NATIONALITIES	8+
DEPARTMENTS	10
HOURS	2

THREE LAYERS OF DIFFERENCE

01	MULTINATIONAL	12 team members representing 8+ nationalities, each bringing different cultural reference points and communication styles.
02	MULTIGENERATIONAL	A wide age range, from early-career team members to seasoned leaders, with very different entertainment eras and workplace habits.
03	MULTIDISCIPLINARY	Technical staff, designers, marketers, sales, managers, customer relations, HR, accounting and operations, all in one room.

TEN FUNCTIONS, ONE TEAM

Colleagues who rarely share a brief, competing and collaborating side by side.

01 ENGINEERING & TECH	02 DESIGN	03 MARKETING	04 SALES	05 MANAGEMENT
06 CUSTOMER RELATIONS	07 HR	08 ACCOUNTING & FINANCE	09 OPERATIONS	10 LEADERSHIP

SURVEY IN, SESSION OUT

A BRIEF INTAKE SURVEY

A short, easy-to-complete form captured each person's interests, eras and strengths ahead of the day.

CONTENT BUILT FROM THE ANSWERS

Every prompt and every film was selected to match the team's actual tastes, not a generic quiz pack.

TWO HOURS, FULLY RUN

BondLabs handled hosting, game engines and scoring, keeping the time asked of a busy team to a minimum.



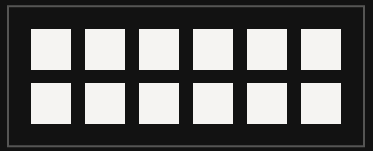
FLOW OF THE SHOW

12 PLAYERS · 2 HOURS

OPENER · WHOLE ROOM

CALIBRATE

Lighthearted Opener



ACTIVITY 1 · 6 PAIRS

GUESSTIMATE

Paired Logic & Intuition



ACTIVITY 2 · 4 TEAMS OF 3

FRAMEFRENZY

2010s × Animated Film Mix





06 / OPENER · WHOLE ROOM

CALIBRATE

A lighthearted warm-up to strip away formality, establish psychological safety and get every voice in the room heard from the first minute, regardless of department or seniority.



07 / ACTIVITY 1 · 6 PAIRS

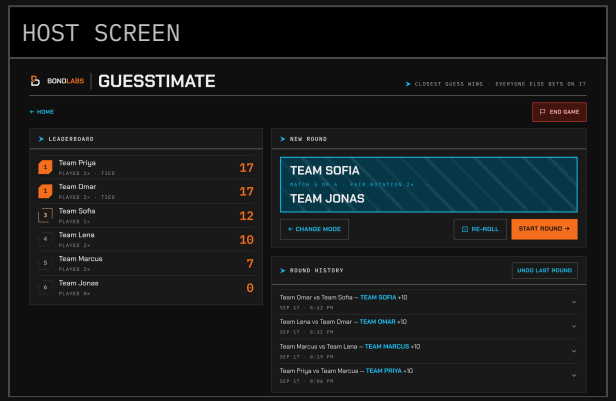
GUESSTIMATE

The 12 participants were split into six pairs to tackle estimation prompts that blend logic with raw intuition under time pressure.

DYNAMIC

Pairs spanning different functions had to reason out loud together, debating, negotiating and committing to a single answer.

HOST SCREEN

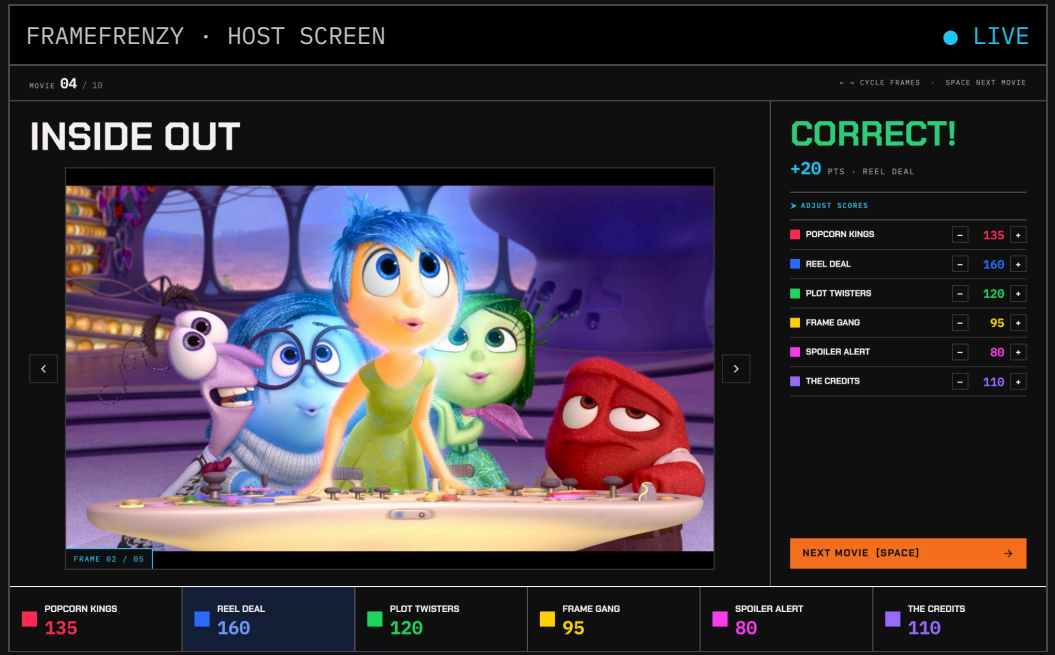


FRAME-FRENZY

The intake survey revealed an even split: half the team chose 2010s cinema, the other half animated films. Rather than pick one, BondLabs built a hybrid game that alternated between the two, film by film.

DYNAMIC

Every switch of genre handed the advantage to a different set of players, so no team could run away with it and every trio stayed in contention.



ROUND ORDER

2010s	ANIM	2010s	ANIM	2010s	ANIM



09 / IN THE ROOM

NOT AWKWARD. NOT BORING.





KEY OUTCOMES

01

FRICTIONLESS FROM START TO FINISH

One short survey and a 2-hour session. Minimal time asked of a busy team.

02

EVERY DEPARTMENT IN PLAY

Ten functions, 8+ nationalities and multiple generations competing on equal footing.

03

OBJECTIVES MET

The team felt the goals of each activity were achieved and well worth the time.

04

GROUP-WIDE SESSION PLANNED

Eventagrate plans a larger, group-wide BondLabs session later this year.

“THEY WEREN'T AWKWARD OR BORING LIKE OTHER ONES.”

“We decided to try out BondLabs as Rahul is a good partner of ours and he gave a great elevator pitch for the company. They shared a brief survey that was very easy for the team to fill out and this honestly was just the start of a very seamless and frictionless process as the time commitment before a lot of these types of activities is often too much to go along with a few hours out of your busy team's schedule.

The actual day of was fantastic and we had a lot of fun and definitely felt like the goals and objectives of the activities were met/well worth it and they weren't awkward or boring like other ones. We plan on doing a larger group wide session later this year.”



KEVIN MCARDLE

EVENTAGRATE

NEXT UP

DESIGN YOUR NEXT EVENT WITH US.

BONDLABS

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