

hoppier

The 2021 Book of Virtual Event Ideas

for People Teams, Team Managers,
and Event Planners

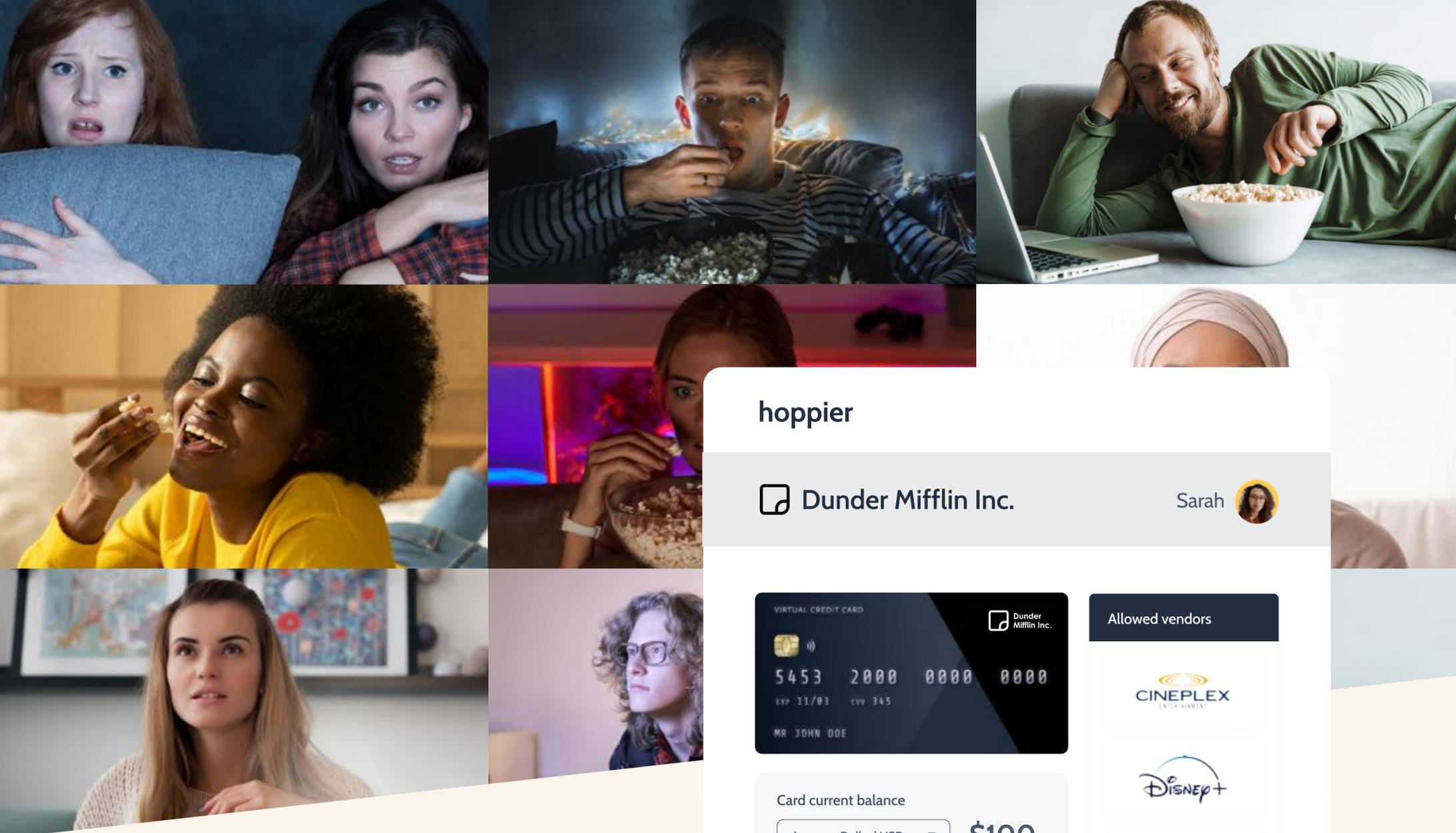


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⚠ Disclaimer:

These examples are all based on real events. We have replaced customer names and images with fictional ones for privacy.



The Movie Night with Dunder Mifflin Inc.

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 Dunder Mifflin Inc. Sarah 



Allowed vendors

- 
- 
- 

Card current balance
American Dollar | USD **\$100**

Program valid
1 week 



The context

Dunder Mifflin Inc. hosts a quarterly social event. The HR team wanted to do something unique and create a virtual movie night for employees and their families.



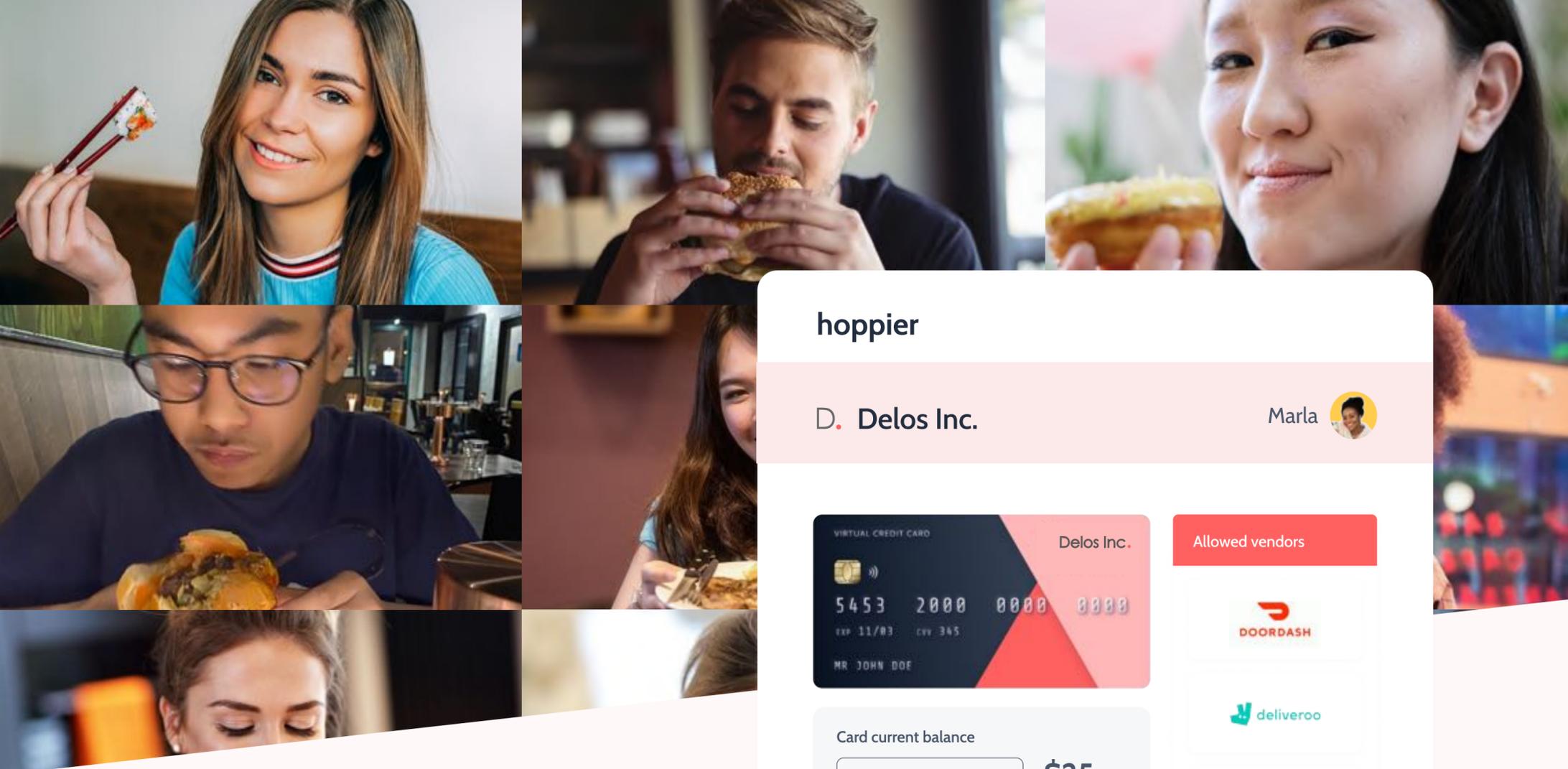
The experience

Dunder Mifflin Inc. sent employees a Hoppier card to make purchases from Cineplex, Disney+, The Popcorn Factory, Kernels Popcorn, SnackPass, and Hersheys.



Why it works

Dunder Mifflin's HR team was able to put together a memorable movie night for 10x less effort; no shipping or logistics nightmares and no collecting addresses needed. Employees still talk about the initiative several months later.



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D. Delos Inc. Marla 



VIRTUAL CREDIT CARD
Delos Inc.
5453 2000 0000 0000
exp 11/03 cvv 345
MR JOHN DOE

Allowed vendors



DOORDASH



deliveroo



美团外卖

Card current balance

American Dollar | USD ▼ **\$25**

Program valid

8:00 am ▼ to 11.30 pm ▼

Delos Inc. Global Town Hall Lunch



The context

Delos Inc. is a multinational organization with employees around the world. Each month they host a town hall with their global employees. Delos Inc.'s management team was looking to increase participation. They decided to invest so the monthly virtual event became something employees looked forward to.



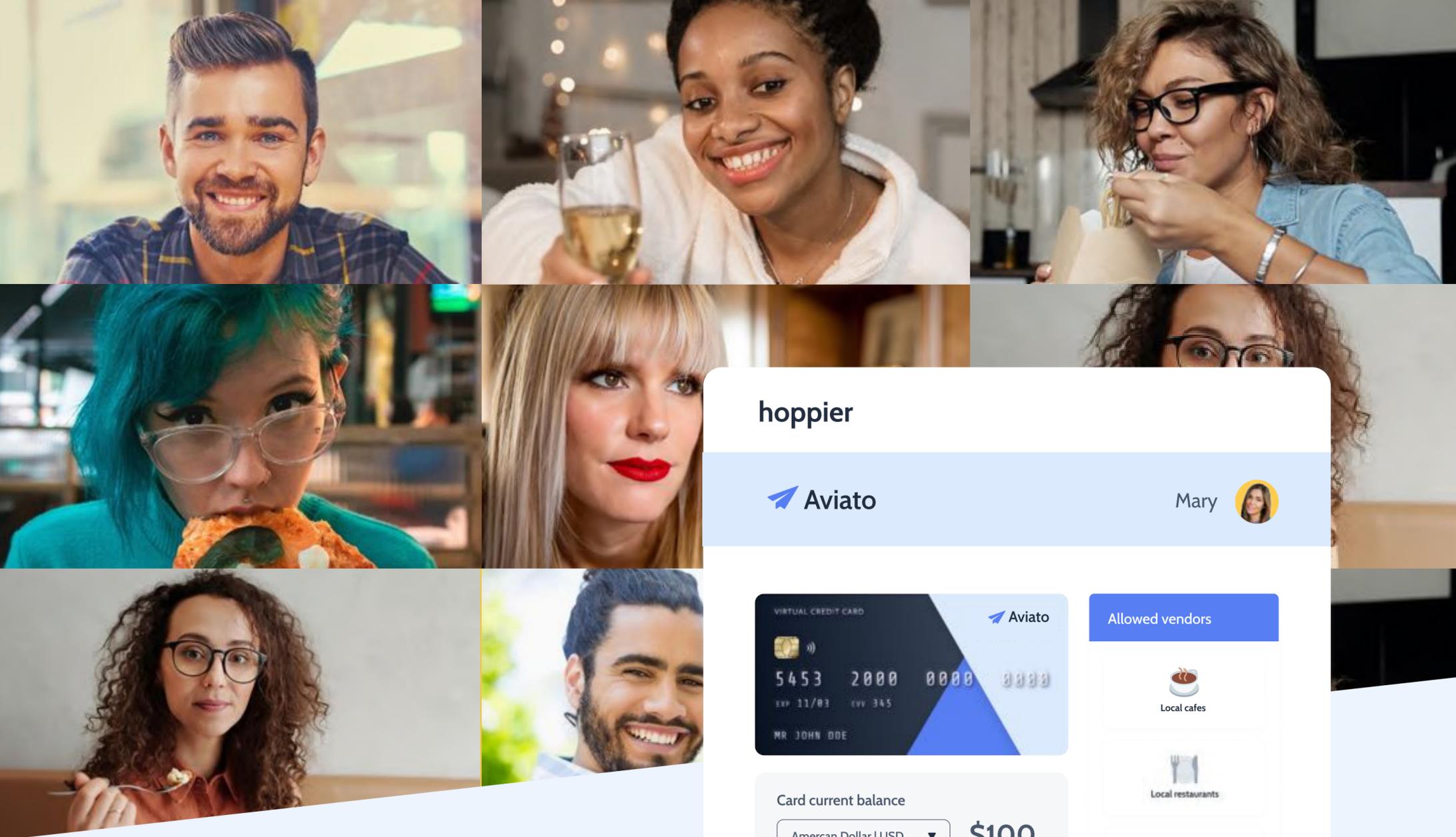
The experience

Delos Inc. upgraded to Livestorm webinar software. They also gave each employee a \$25 spending card in their local currencies to purchase lunch. The card would only be active on the day of the event and accessed through a unique link shared on the webinar platform. Restrictions were set to vendors in different geographies.



Why it works

Participation skyrocketed and as a result more employees joined the town hall to listen in on valuable company updates. Based on the annual employee survey, Delos Inc. employees have a better understanding of the company vision, values, and goals.



Quarterly Sales Kickoff with Aviato

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Aviato Mary 

VIRTUAL CREDIT CARD Aviato

5453 2000 0000 0000
EXP 11/03 CVV 345
MR JOHN DOE

Allowed vendors

- Local cafes
- Local restaurants
- wine.com

Card current balance
American Dollar | USD **\$100**

Program valid
11:00 am to 12:00 pm ▼



The context

Aviato's VP Sales was searching for a fun way to re-energize the sales teams and give morale a serious boost at the quarterly kickoff meeting.



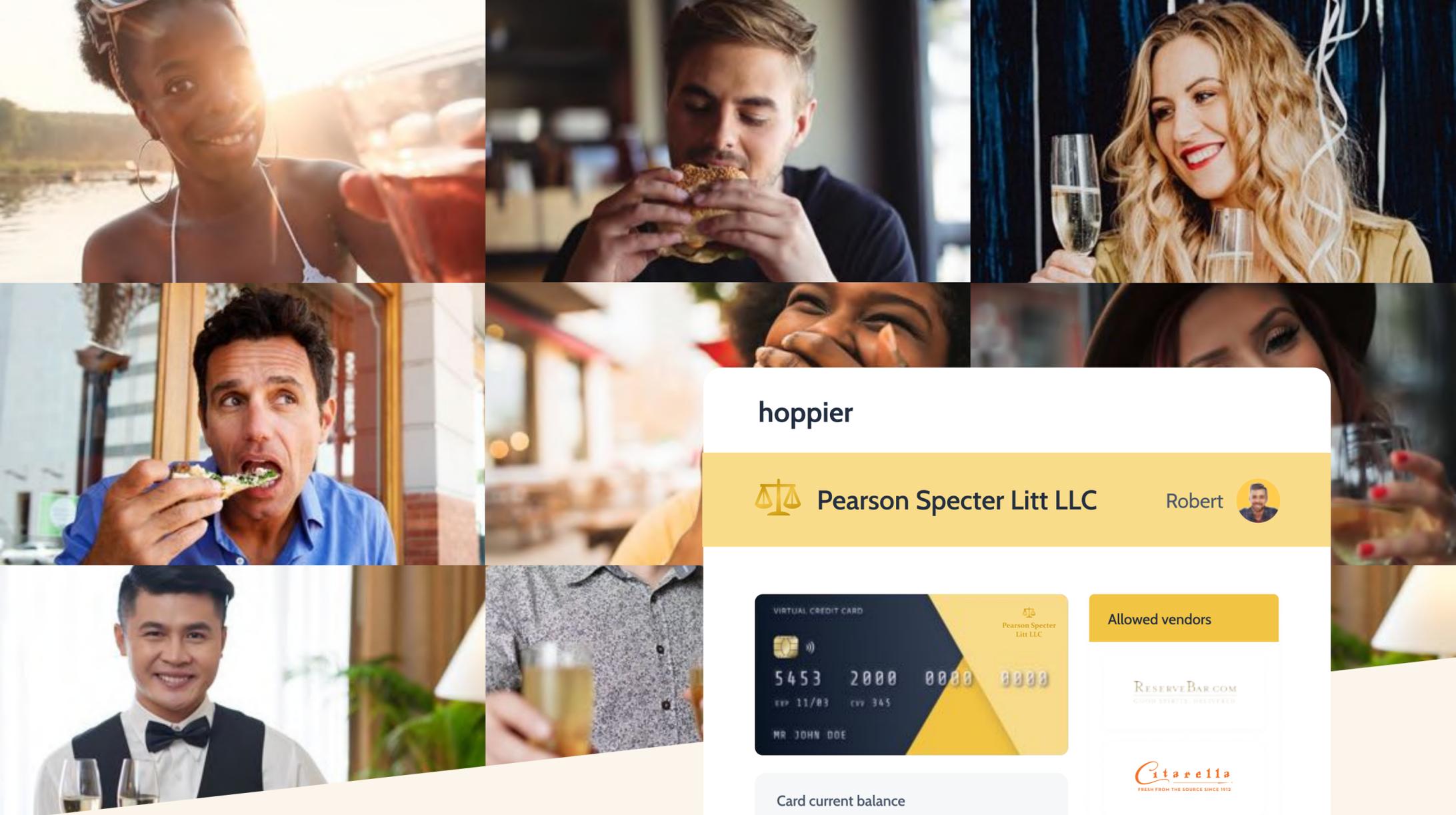
The experience

They created Hoppier cards for team members to use at local businesses; one for a local café coffee break, one for a local restaurant lunch delivery, and one to buy a bottle of champagne from wine.com.



Why it works

Breaking up a long day of meetings is a guaranteed way to keep people engaged, especially if you are on video calls all day.



The Holiday Party with Pearson Specter Litt LLC

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 Pearson Specter Litt LLC Robert 

 **Allowed vendors**

- 
- 
- 

Card current balance
American Dollar | USD **\$250**

Program valid
2 weeks ▾



The context

PSL's (Pearson Specter Litt LLC) New York City office shows employees appreciation by throwing epic end of year parties in gorgeous venues. This year, they were looking for new creative ways to reward and recognize employees.



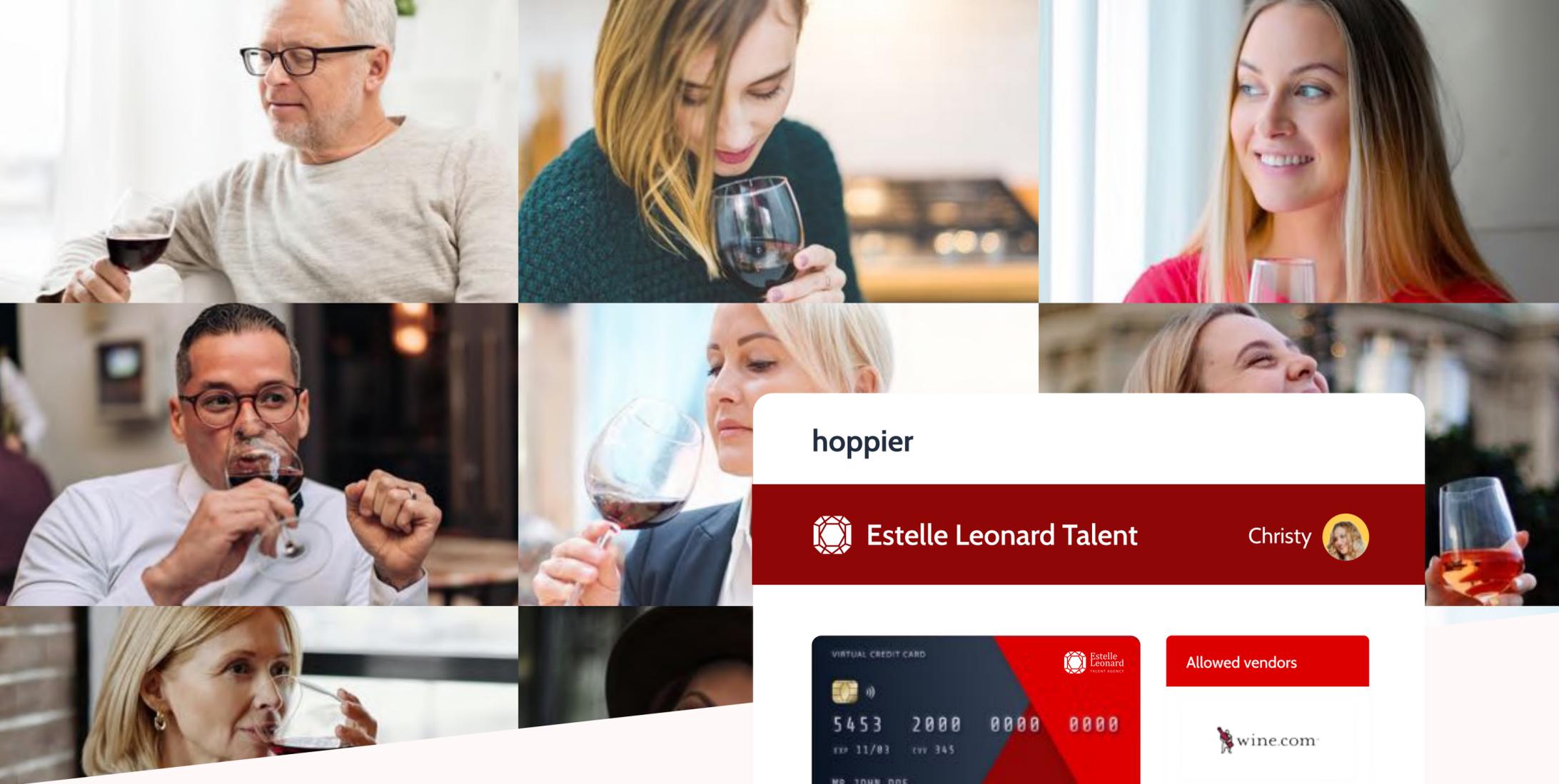
The experience

PSL decided to send each employee a \$250 credit to purchase champagne from ReserveBar.com and treats from gourmet local stores in the city including Citarella, Lobel's Prime Meats, and Eataly.



Why it works

PSL's employees used the credit to support local business, spend time with family, and chose what they wanted as a holiday gift eliminating waste. The company saved 100's hours on logistics by using Hoppier.



The Cheese & Wine Tasting with The Estelle Leonard Talent Agency

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 Estelle Leonard Talent Christy 

VIRTUAL CREDIT CARD



Card current balance
American Dollar | USD **\$85**

Program valid
1 week ▼

Allowed vendors

- wine.com
- WHOLE FOODS
- Walmart Grocery



The context

The Estelle Leonard Talent Agency was looking for a fun virtual team building activity. It was important to include physical elements making the event feel more real and create authentic connections.



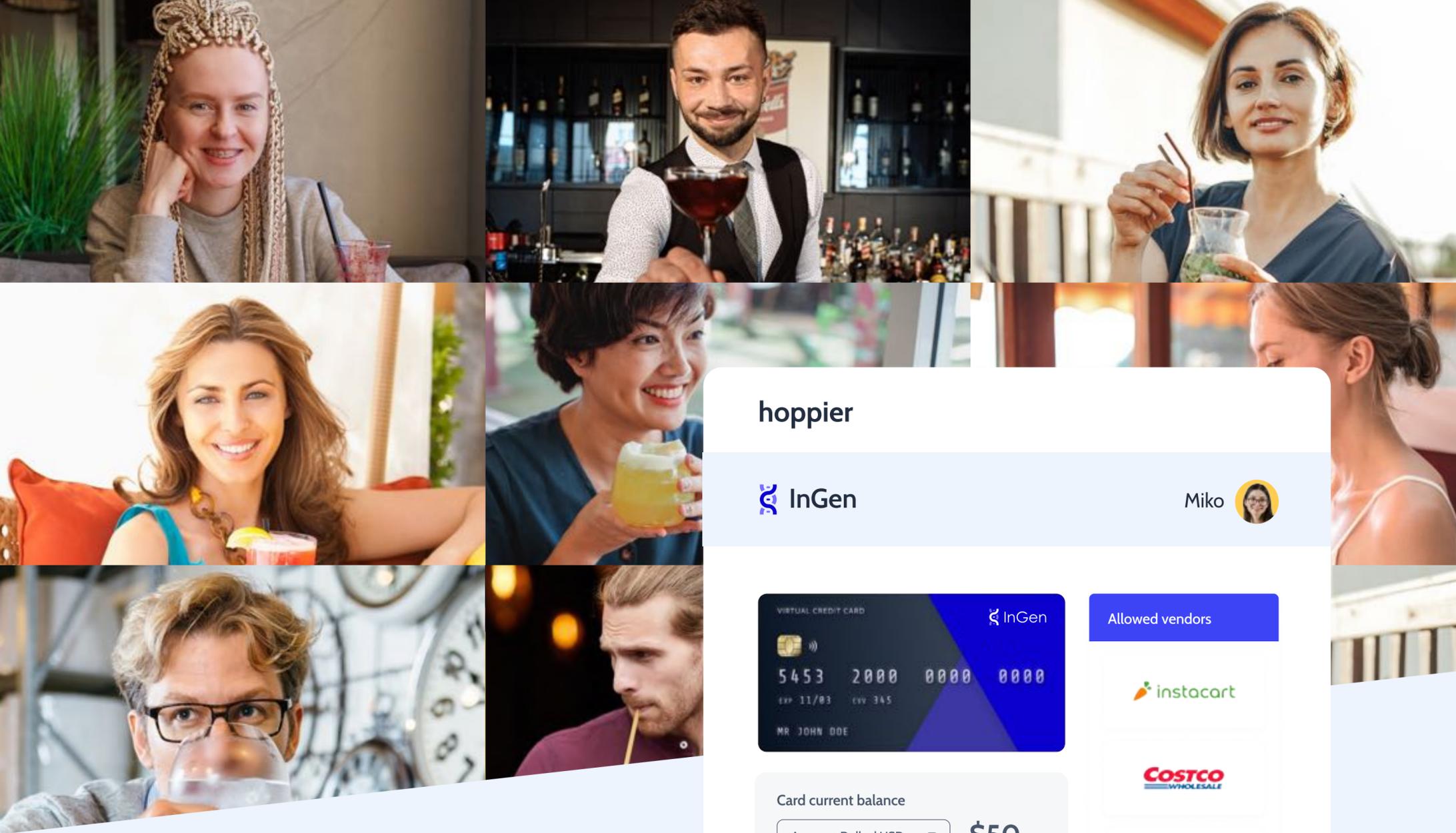
The experience

Attendees received a credit one week before to order a list of recommended wines from wine.com, along with a 'Cheese & more' allowance to purchase the recommended cheese pairings, such as grapes, nuts, etc. from Instacart or local grocers.



Why it works

Wine and cheese were meant for each other, no question there. It's also a strategically designed live experience that combines a fun culinary element for team members to bond over.



The Cocktail Party with InGen

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InGen Miko 

VIRTUAL CREDIT CARD InGen

5453 2000 0000 0000
EXP 11/03 CVV 345
MR JOHN DOE

Allowed vendors

- instacart
- COSTCO WHOLESALE
- WHOLE FOODS

Card current balance

American Dollar | USD \$50

Program valid

1 week ▼



The context

InGen was looking for a fun virtual team building activity that would boost morale and help their team bond.



The experience

Each attendee received a 'Cocktail Party' allowance via Hoppier to purchase the ingredients from Instacart, Costco, Whole Foods, or their local grocer one week before. The team used Remo.co; video conferencing software built for networking.



Why it works

Instead of shipping heavy liquids across the country, InGen was able to reduce the logistical cost to organize a cocktail making class.



Wakanda Employee Onboarding Lunch Break

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Wakanda Government Kyle

VIRTUAL CREDIT CARD 5453 2000 0000 0000
exp 11/03 cvv 345
MR JOHN DOE

Allowed vendors

- UBER eats
- GRUBHUB
-

Card current balance
American Dollar | USD **\$20**

Program valid
3 Days



The context

The Government of Wakanda was welcoming its newly hired employees with 3 days of on-boarding training. Wakanda does on-boarding training every quarter with each new cycle of employees.



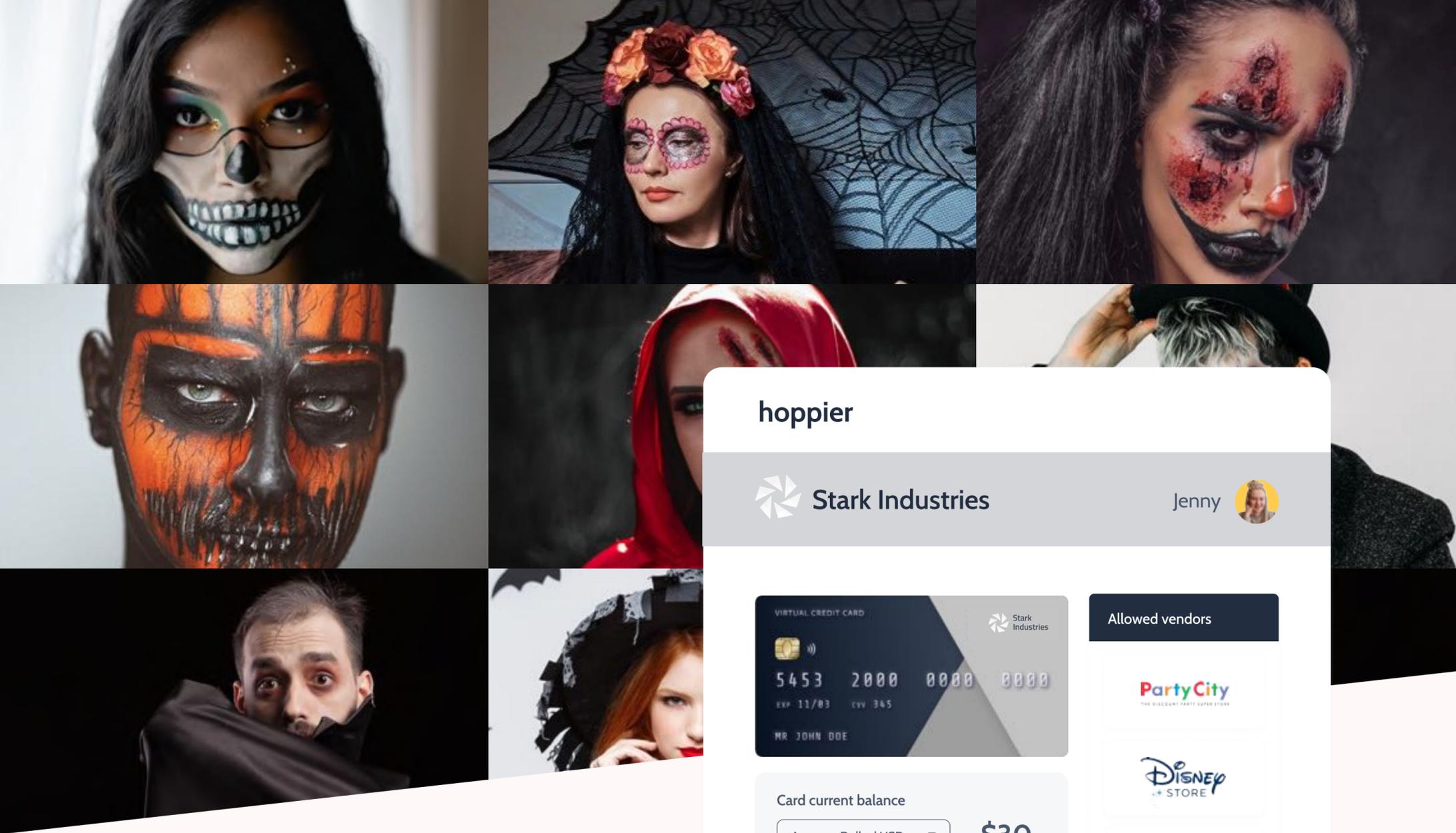
The experience

Each new employee received \$20 credit to order lunch from Uber Eats, DoorDash, GrubHub, and local restaurants. They used Rally.Video to shuffle the new employees into 3 person groups every 5 minutes to network with one another.



Why it works

As a result, this cohort of new employees felt closer to one another than any other batch. When asked to rate their on-boarding experience it was higher than any other cohort.



The Virtual Halloween Party with Stark Industries

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Stark Industries Jenny

VIRTUAL CREDIT CARD Stark Industries

5453 2000 0000 0000
EXP 11/83 CVV 345
MR JOHN DOE

Allowed vendors

- PartyCity
- Disney STORE
- HERSHEY'S

Card current balance
American Dollar | USD \$30

Program valid
6:00 pm to 3:00 am



The context

Virtual doesn't have to be boring! Stark Industries was looking for creative ideas for their Virtual Halloween Party for their remote team.



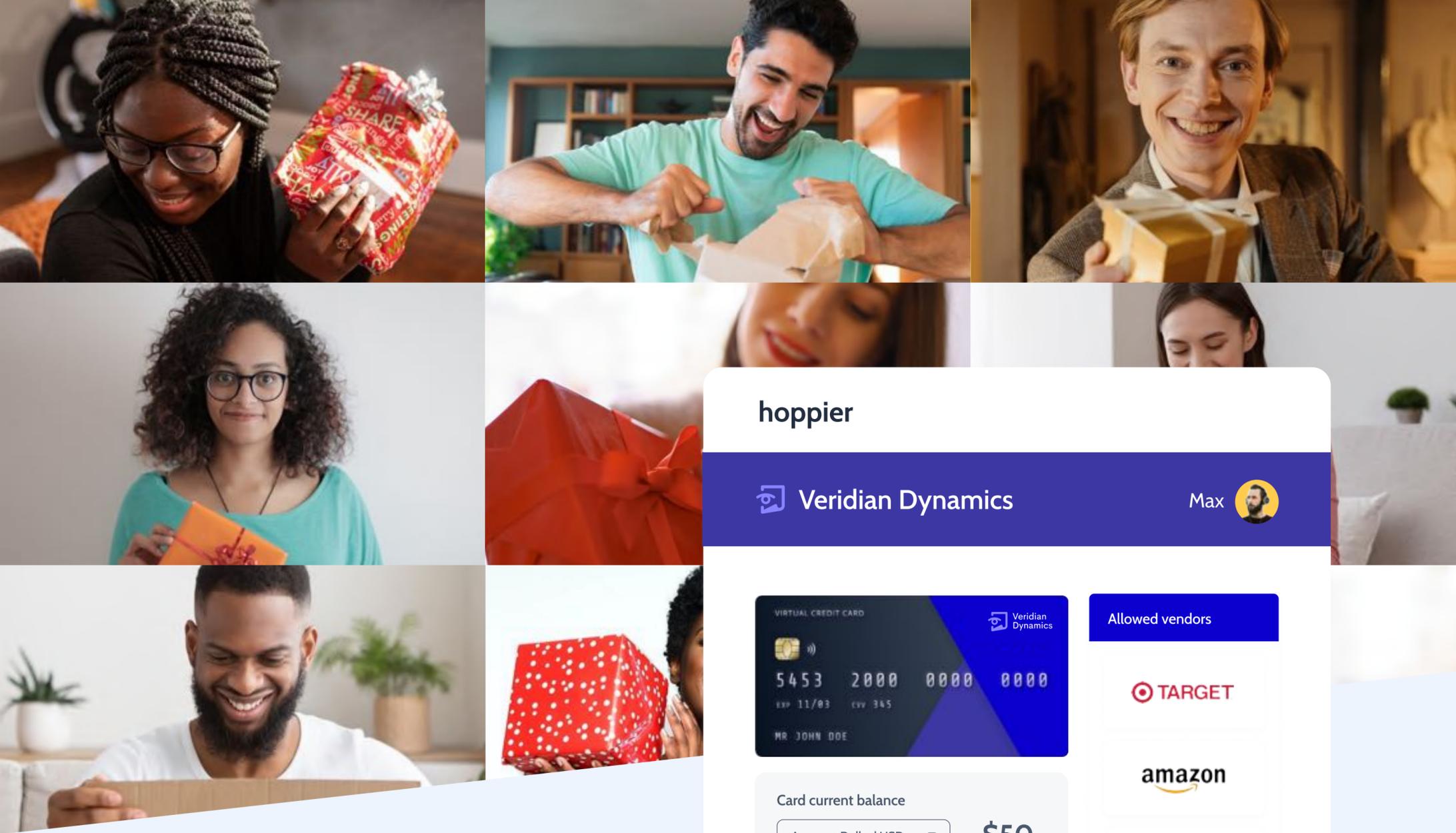
The experience

The team hosted a costume party and hired a local hypnotist for a live show. Each team member was given \$30 to spend at Party Mart, Party City, Hersheys, or Spirit Halloween. The best costume won a prize of a \$250 spending card to Disney.com.



Why it works

Increasing participation in social events is hard, especially when they're virtual. The Stark Industries HR team was able to create a memorable event for employees with a lot less work.



Veridian Dynamics Gift Exchange

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Veridian Dynamics Max 

VIRTUAL CREDIT CARD 

5453 2000 0000 0000
EXP 11/03 CVV 345
MR JOHN DOE

Allowed vendors

- TARGET
- amazon
- BARNES&NOBLE

Card current balance
American Dollar | USD **\$50**

Program valid
3 Weeks ▾



The context

Veridian Dynamics accounting team organizes a gift exchange for its 30 team members each year.



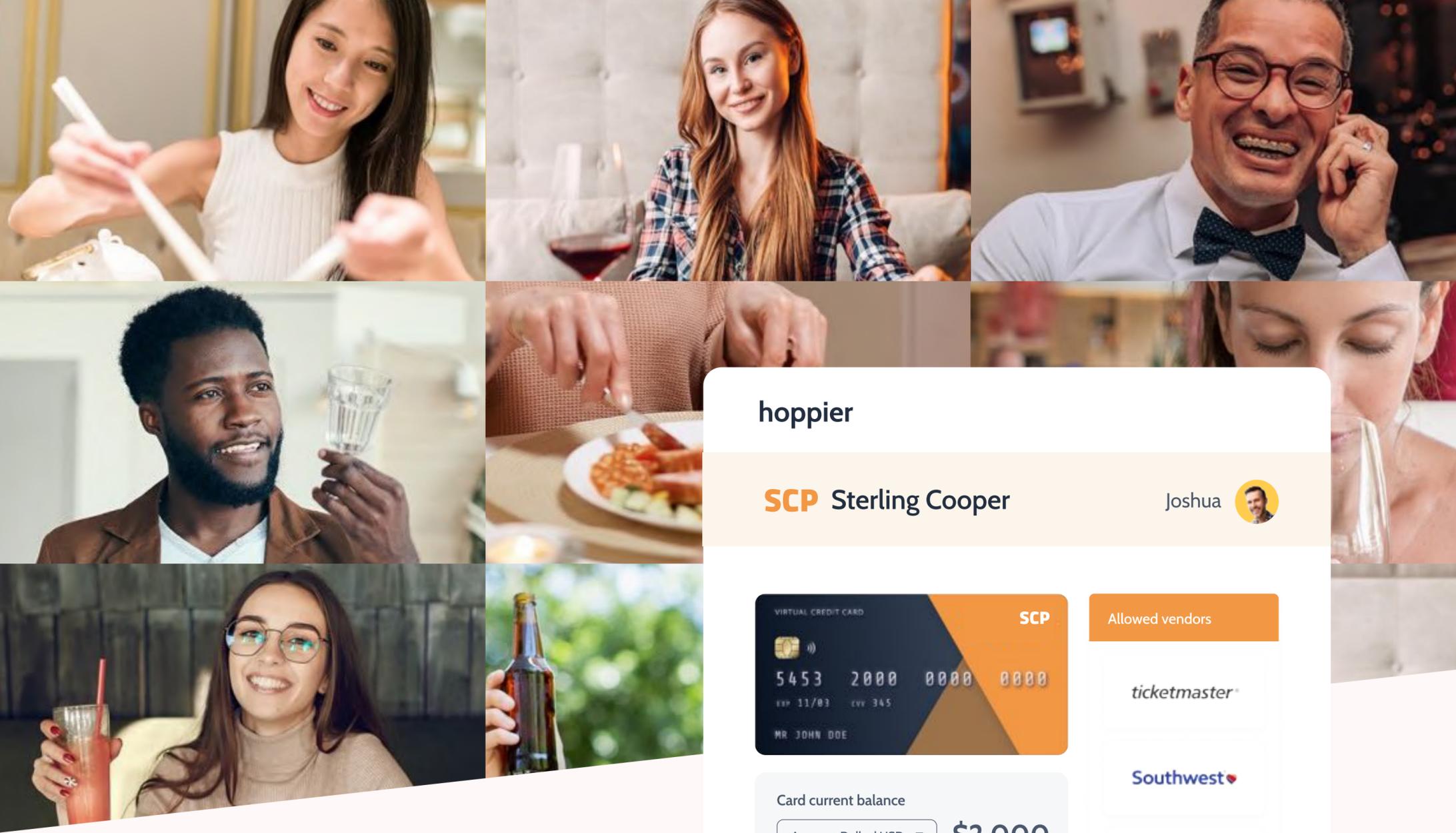
The experience

Each employee received a \$50 credit to buy someone else a gift. They then used DrawNames.ca to create wishlists and draw names secretly. At the virtual holiday party, each person took turns opening their gift and guessing who was their gifter.



Why it works

Giving people a \$50 spending card makes the gift more inclusive. More people attended the gift exchange and created meaningful relationships as a result.



Sterling Cooper President's Club Virtual Dinner

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SCP Sterling Cooper Joshua 



Allowed vendors

- 
- 
- 

Card current balance
American Dollar | USD **\$2,000**

Program valid
3 months ▼



The context

Sterling Cooper rewards its top Account Executives and Sales Reps each year with an incredible dinner and gifts.



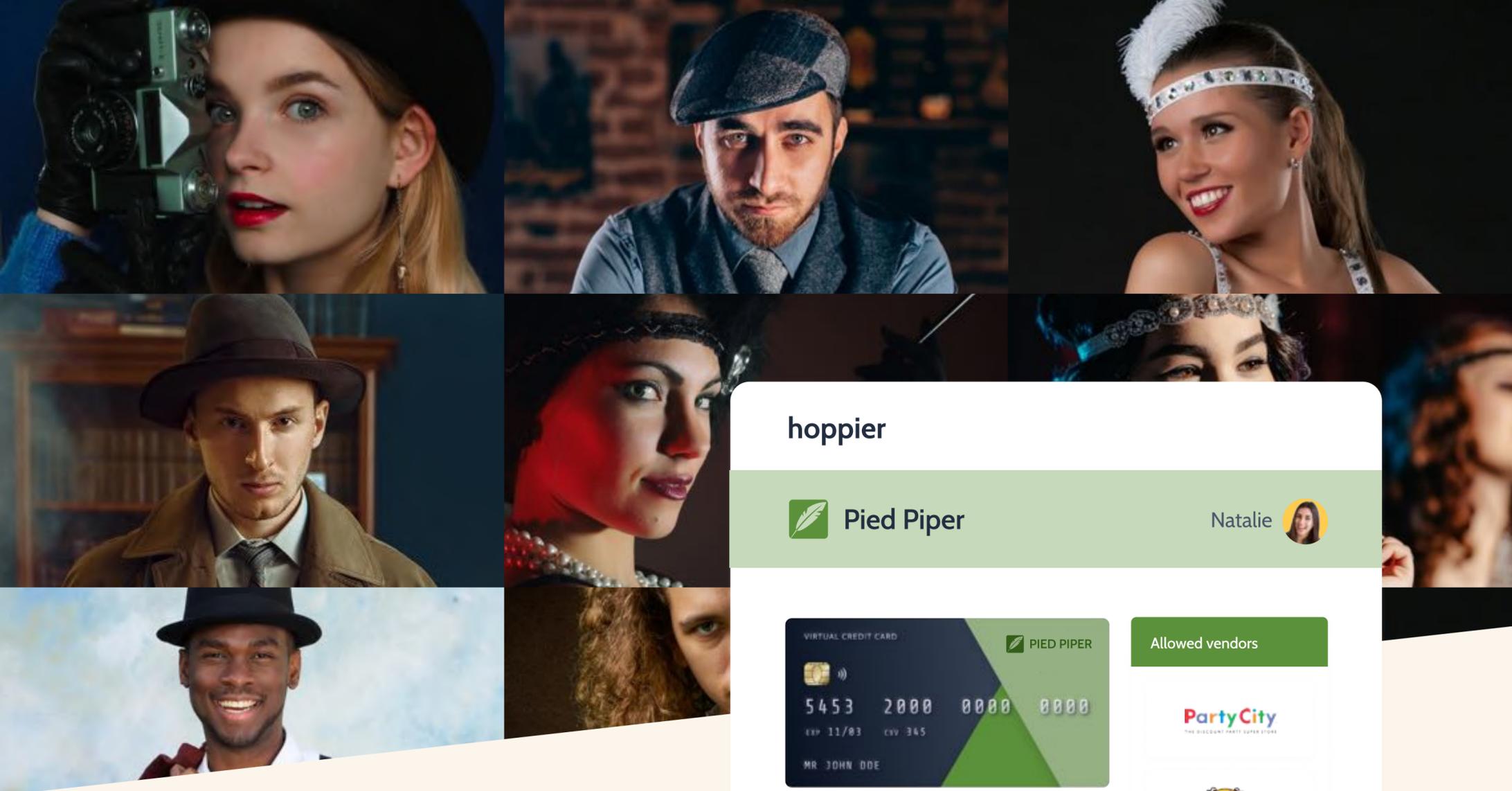
The experience

Each high achieving sales team member received \$2,000 to use within the next 3 months towards Wine.com, Veuve Cliquot, Drizly, Premier Champagne, Cigars.com, Ticketmaster, NFL.com, NBA.com, SouthWest Airlines, and Goldbelly.com.



Why it works

The sales team was incredibly grateful that even though the President's Club was virtual, they were still recognized for their achievements. The entire sales team is now more motivated than ever for next year's President's Club.



Team Murder Mystery with the Pied Piper Marketing Team

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 Pied Piper Natalie 

 **Allowed vendors**

- 
- 
- 

Card current balance
American Dollar | USD **\$75**

Program valid
1 week ▼



The context

Pied Piper's Marketing Team was hosting their bi-annual team offsite. The team was looking for something new, exciting, and creative.



The experience

Hosted on Teambuilding.com, each employee received a \$25 card for dinner and another \$50 card for a costume. They were able to purchase a costume from Party City, Spirit Halloween, HalloweenExpress and local thrift stores.



Why it works

Team members were more engaged and came hilariously dressed to the murder mystery making it a much more memorable event.