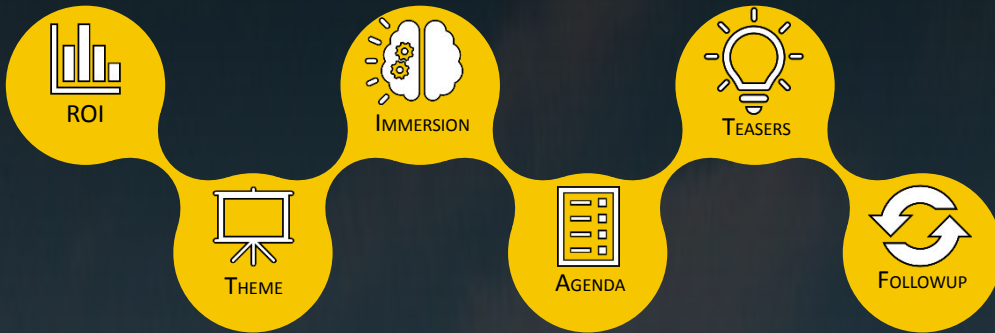


# HOW TO BUILD A SUCCESSFUL SKO

## (AND SIMILAR MULTI-DAY EVENTS)



## 6 Building Blocks for a Successful SKO



Here's your 'cheat sheet' for creating an unforgettable SKO that becomes the benchmark for your company's future events.



**WHAT OUR CUSTOMERS ARE SAYING**

**Craig Condon Siegal**  
**Director, Sales Enablement at Taboola**

*"I have had the pleasure of working with Vayomar for the last 15 years.... during my time working at Liveperson, Bitly and Taboola. As a former sales leader, who transitioned into a Sales Enablement role, I really appreciate Vayomar's practical, pragmatic, and measurable approach to their methodologies....I come to every engagement with an understanding of our needs, and then apply his years of experience to create a tailor-made program, something 95% of similar vendors are incapable of. doing If there was any doubt, I highly recommend working with Ariel and Vayomar."*



# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)



## #1

# DEFINING THE OFFSITE'S RETURN ON INVESTMENT (ROI)



## IN A NUTSHELL

Adopting a business/ROI-oriented mindset from the very start will help you effectively get your target budget approved. More importantly, it will significantly enhance your chances of meeting these targets, thus ensuring that the event will have a positive & truly strategic impact.

See page 3-6 for more comprehensive guidelines.



# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE To Your SKO's ROI



Clearly and precisely defined SKO targets significantly increase your chances at securing the following benefits:

- Strategic and operational alignment.
- Awareness of and motivation to follow your strategic directions.
- Willingness and ability to sell new product offerings.
- Adoption of new work methods.
- A more accurate and impactful agenda (the right balance between frontal sessions and breakout/ regional sessions).

A well-produced multi-day SKO can cost up to millions. While some of these events are pre-budgeted and don't require repeated pleas for funds (though they likely face constant, yearly demands for budget cuts), smaller formats almost always require a lengthy persuasion process, spearheaded by the event owner tasked with its production.

### WHAT OUR CUSTOMERS ARE SAYING

**Yaron Morgenstern**  
CEO at Glassbox

*"We recently completed our first engagement with Vayomar... focusing on our company's messaging and sales enablement process, at our annual sales kickoff event in Rome... What really drove me to move forward with them was how they managed the sales process with me, leading up to their engagement – it was an excellent modeling of the very abilities and best practices that I was looking to further instill in my own sales team and in customer-facing interactions... (in fact, they were so engaged in the interactive breakout part of the workshop that they simply worked through the coffee break)... From the moment we first reached out to Vayomar to explore the possibility of working with them, and through the end of the sales kickoff workshop, Ariel was always readily available and provided an abundance of creative ideas and accessible solutions that ultimately made this project so successful.*

"

February,

2020

# HOW TO BUILD A SUCCESSFUL SKO

## (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

### THE COMPLETE GUIDE To Your SKO's ROI



Another reason to adopt a business/ROI-oriented mindset from the very start is that it will prove extremely effective in getting the full backing and support of your executive leadership and other key stakeholders. Doing so requires you to start the planning process by defining your company leaders' desired outcome, in a way that can be clearly linked to the company's strategic directions.

It's crucial that this outcome not be presented in purely "soft" terms (such as: *"The managers will be inspired"* or *"It will enhance engagement,"* etc.), but rather in terms that relate to existing business and operational KPIs (Key Performance Indicators).

It saddens us to say that we, at Vayomar, have seen too many cases where the event owner served as their own obstacle. When it comes to ROI, the event's intended impact must be articulated using "business language." This language looks at the output of this expensive production in a way that is clearly and directly linked to one or more of the examples listed below (or similar strategic focus areas).

#### Examples:

- From selling individual products to multi-year enterprise deals.
- Shifting to the cloud.
- Introducing new pricing models.
- Entering new markets and verticals.
- Securing key account retention (ARR).
- Shortening sales cycles.
- Increasing quota-carrying capacity.
- Ensuring a positive customer journey (from "Lead" to "Advocate")



# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### YOUR SKO's ROI



With your SKO clearly linked to your company's strategic directions, it's time to look at, and address, two more aspects before moving to the next building block:

- Obstacles and Complexities

How will this SKO clearly and measurably contribute to the elimination or mitigation of the most challenging obstacles and complexities preventing your company from achieving the above desirable outcomes?

**Examples:**

- Remote selling due to Covid-19.
- Macro-economic conditions (i.e. - recession; war in Ukraine, etc.).
- Supply chain crises.
- The rising cost of goods.
- Strict legal regulations (i.e. – compliance)
- Internal: cross-cultural gaps within our company.
- Internal: working from home.
- Internal: friction between Sales and Marketing.
- Internal: resistance to selling new offerings.

- Constraints

How will the SKO be designed when faced with current operational limitations, such as the timing of the activity, the location, the intended participants, etc.?

# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### YOUR SKO's ROI



The significance of this 1<sup>st</sup> building block is in how it frames the conversation you will have with your boss. You are no longer talking about some “feel good” event, but rather about a strategically significant investment in service of your company’s business and operational goals.

Note that a compelling "ROI Statement" is condensed into one page. Your CEO/CRO does not have time to read lengthy presentations – even if they want to support the activity. This one-page summary says: “*This is the ROI from this retreat – and this is the investment required to secure it.*”

*When the ROI is clearly defined and aligns well with your boss’ expectations, their willingness to invest (not spend!) resources increases dramatically. A significant by-product of this approach is also in the leeway and flexibility you will likely receive once you’ve presented a compelling SKO ROI statement.*



# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)



## #2

## THE ALL IMPORTANT “THEME”



### IN A NUTSHELL

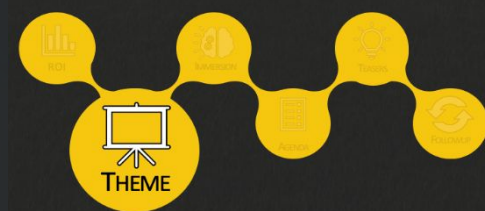
A single, unifying idea must be incorporated into EVERY SINGLE component of your SKO. The more consistently a single thread goes through each of the event’s components, the greater its entire value will be. A theme can be a single word or phrase that encapsulates the essence of this event. See page 8-12 for more comprehensive guidelines.



# HOW TO BUILD A SUCCESSFUL SKO

## (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

### THE COMPLETE GUIDE TO YOUR SKO's THEME



Now that the first building block has been laid, it's time to think about how you can ensure the defined ROI will be achieved. At the heart of this 2<sup>nd</sup> building block is the idea that ensuring that all agenda items, speakers, venues, designs, and communications leading up to the event are aligned to create a critical mass that can truly impact your salespeople, as well as anyone you intend to invite to this event.

A successful SKO is not merely a collection of individual, standalone activities (agenda items) – it's a singular event, with clear objectives, cutting through the noise, and truly impacting and shaping the way they think, feel and act during and after the SKO.



Photo by [Alvin Lenin](#) on [Unsplash](#)

#### WHAT OUR CUSTOMERS ARE SAYING

**Gili Groner**  
Head of Human Resources Bayer Israel

*"[Vayomar] helped us design and facilitated our company event which resulted to be the most memorable and meaningful event we ever had at Bayer. Ariel's innovative and creative approach coupled with his presentation ability made it a fantastic event.."*

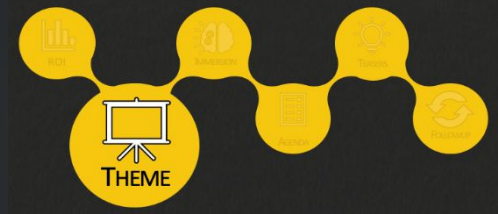
October 2020



# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE To Your SKO's THEME



For instance, if you are thinking of bringing in a guest speaker or having an internal manager address your participants, they must be informed of the SKO's theme and incorporate it into their presentation. When all of the presentations delivered share the same theme, they add value and interest to our participants, and subsequently drive employee satisfaction sky-high (during and after the event).

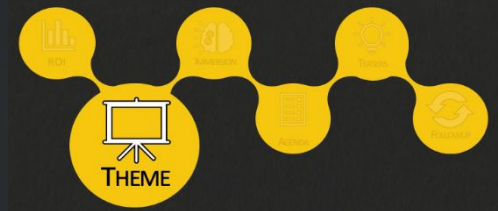
It is crucial that you consider what portion of your overall offsite is allocated toward presentations (especially if you plan on allocating a significant amount of time to them).

Doing so will help you gain a better understanding of the time and resources you should be spending on aligning presentations with your offsite's theme and KPIs, while ensuring they draw in maximum attention and employee engagement.

# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE TO YOUR SKO's THEME



### Case Study

*A large, international company asked for our assistance to prepare and run their SKOs. One of the KPIs defined in the ROI statement was “driving more sales within existing accounts.”*

*To achieve this KPI, we had to leverage the company’s on-site technical support staff’s daily access to periodical business opportunities (simply by virtue of them being located on-site).*

*We sought to address how we could trigger a shift in their mindset, from a reactive a proactive one, to prime them to identify business opportunities (which they are currently overlooking) and communicate these opportunities to the sales team managing their account?”*

*We, therefore, defined the offsite’s theme as revolving around two words: “**Pro-activity**” and “**Opportunity.**” The offsite’s primary message was subsequently cast as “**Opportunities are everywhere. You can and should pro-actively seek them!**”*

*Once the theme was defined, the rest was easy and mainly required creativity (that’s always the fun part!). For example, we decided that we would scatter hidden opportunities throughout the venue, with free drinks at the bar to those who would identify and report them back to us:*

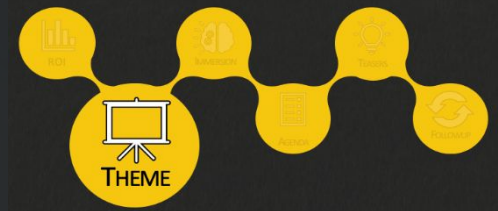


# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### YOUR SKO THEME



#### *Case Study... continued*

*During the offsite registration period, each participant was given a name tag. The following question was printed on the back of the tag: “When did the head of our organization first join the company?” The key, of course, was that this question was printed in very small font that required the use of a magnifying glass. We then had magnifying glasses scattered throughout the venue.*

*The first person who noticed the small print and managed to read the question AND submit the right answer won free drinks.*

*A cool and unexpected development was when some people realized that they could use their smart phone to take a picture of the text and then enlarge the picture – exactly the kind of proactive attitude we were aiming for!*

*Another hidden opportunity took place during lunch. When people were eating lunch, we placed a ‘Where’s Waldo?’ diagram as place-mats, and the first person who actually paid attention and got up and said “I found Waldo!” won free drinks.*

*During one of the professional presentations, we wrote “Text the word ‘**OPPORTUNITY**’ to 555-5555” on the bottom of one of the slides. The first person to notice it and act won free drinks.*

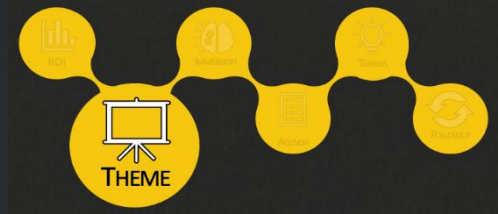
*We used our creative minds to think of every single way that we could create hidden opportunities: we planted something in their hotel rooms, in the coat rack room, in the rest rooms... you name it – we did it.*

# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### YOUR SKO THEME



#### *Case Study... continued*

*We celebrated each identified opportunity – regardless of what was going on at the time it was “captured” by one of the participants (even if this happened in the middle of a presentation).*

*We never told the participants how many opportunities were actually hidden – so from their perspective, this part of the offsite wasn’t over until the very end of the retreat.*

*From an engagement point of view, we were paying close attention to the growing number of participants who engaged in this specific ongoing activity, as well as to the time it took them to find the next opportunity – viewing the drop in time it took to find one opportunity to the time it took to find the next hidden opportunity. The faster opportunities were found – the deeper our impact on their mindset was.*

Now that we have defined our SKO’s ROI and picked the right theme, we can start the execution stage and create a successful SKO:  
**Total Immersion.**



# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)



## #3

## TOTAL IMMERSION



### IN A NUTSHELL

Given the cost and effort involved in producing these events, as well as their significance to the company's success, it is up to us to make sure we get as much out of our events as humanely possible. The best way of achieving this goal is by designing the venue's look-and-feel to create an experiential impact that is inspired by the SKO's ROI statement and selected theme.

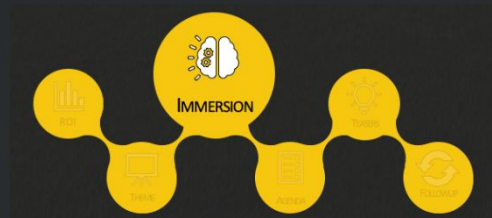
See pages 14-19 for more comprehensive guidelines.

# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### TOTAL IMMERSION



This stage is all about using sensory and experiential methods to squeeze as much “juice,” or engagement and impact, out of your SKO, as humanly possible.

As offsites offer us the rare opportunity to almost completely control the environment in which our teams are placed, this is especially important, given the high costs involved in its production (i.e. – airfare and lodging for the participants, venue(s) rentals, food and treats, extra-curricular activities, designing and producing marketing materials, buying “props,” and, of course, the cumulative operational “downtime” participants are given).

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#### WHAT OUR CUSTOMERS ARE SAYING

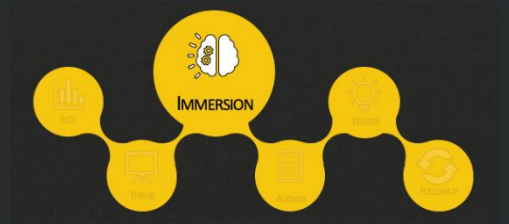
**Hamutal Oren-Fox**  
Executive VP People and Culture, Cuebiq

*[Vayomar] “...developed the content and facilitated our company retreat (150 employees)... deep understanding of the company needs, endless creative ideas, ability to create behavioral change by combining a unique experience where mind and soul meet... facilitation style was inspiring and kept the audience engaged at all times. People loved and I enjoyed leading the process with [Vayomar]. Thank you!!”*



# HOW TO BUILD A SUCCESSFUL SKO (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE TOTAL IMMERSION



You can facilitate the discussion around how to best design the layout of your SKO venue using some of the following questions:

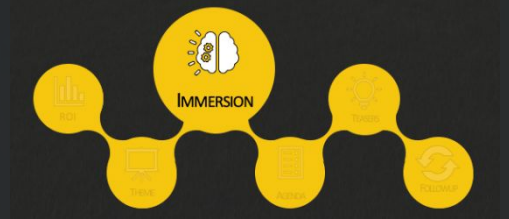
- How can we design the reception area to create a greater impact?
- What can we leave in their rooms to spark excitement?
- What is the best dining room layout and what kind of activity can we run to enhance the theme, without disturbing their lunch break?
- How can we leverage the lounge(s), bar(s), and conference rooms where most of the event will take place... even the rest rooms (when possible)?
- If participants are being bussed in – what can we have waiting for them on the bus?

# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### TOTAL IMMERSION



As you can see, when it comes to total immersion, the goal is to take advantage and maximize the venue space, so that participants can interact with elements of the SKO, whenever and wherever they are.

As the resources invested into events are great, and the time period in which they can be applied are limited (think 24-72 hours), efficiency is key. You do not want to miss that golden “window of opportunity to impact your participants.

The key to effective total immersion begins with understanding the unique opportunities presented by the offsite’s format:

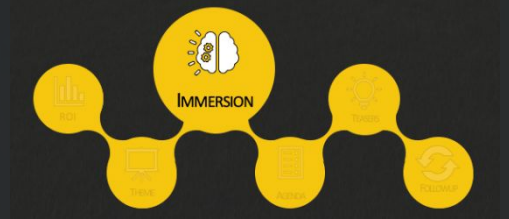
**FACE-TO-FACE (INTERPERSONAL) INTERACTION.** These types of interactions are becoming rare in today’s world, thanks to advanced communication tools, and the impact of Covid-19. And yet, in the spirit of “necessity is the mother of all invention” –we’ve made major steps forward with regards to methods that boost participant engagement, even during virtual events.



# HOW TO BUILD A SUCCESSFUL SKO (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### TOTAL IMMERSION



**DURATION.** Most people, especially senior executives, interact with others for roughly 30-90 minute increments at a time. These interactions are brief and very operational by nature, leaving little time for “non-functional” human interaction, and never really “going deep” into the issues at hand.

This is not the case during offsites such as an SKO. By nature, an intensive multi-day gathering away from the office, allows for prolonged interactions – formal and informal – provided, of course, that the way their agenda is structured makes it possible to capitalize on these valuable opportunities.

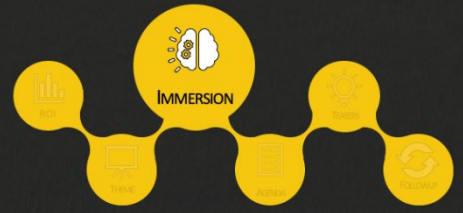
An opportunity-rich, yet less stressful environment with proper “time off” built into the event can have a dramatically positive and powerful impact on the relationship between participants, as well as on their overall attitude and willingness to engage.



# HOW TO BUILD A SUCCESSFUL SKO (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### TOTAL IMMERSION



**CRITICAL MASS.** As mentioned above, our daily routines rarely offer us the “luxury” of reaching meaningful depths with our team members and key stakeholders. Weekly or monthly management meetings are meant for exactly that, but are rarely managed properly, leading to recurring missed opportunities (see our article titled “*Management Meetings – From Status Updates to Strategic Discussions*”).

Total immersion allows our participants ample time away from their daily, operational and frequently tactical/scattered agendas, so they can accumulate the critical mass of time, resources, attention, and energy they need to reach a required tipping point and solve real problems.

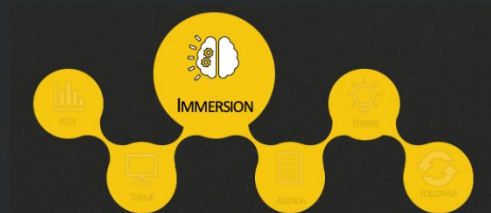




# HOW TO BUILD A SUCCESSFUL SKO (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### TOTAL IMMERSION



Sadly, after spending years accompanying a wide variety of companies, we have found that, in way too many cases, those producing the offsite are focused almost exclusively on the professional agenda, rather than on items like “ice breakers,” bringing in an interesting keynote speaker, or scheduling a nice outing for one of the evenings.

This very limited and linear approach to offsite planning pays little attention to the countless “in-between” opportunities that exist throughout the offsite event:

- If we are going to have breaks, how can we leverage those breaks to benefit the offsite’s KPIs?
- Are participants going to spend a total of 14 hours in the main conference room? How can we leverage the wall space, the room layout, even the chairs they sit on, to benefit the offsite’s KPIs?

Your SKO provides the time to **totally immerse** and make use of every moment and inch of your venue to benefit your ROI statement.

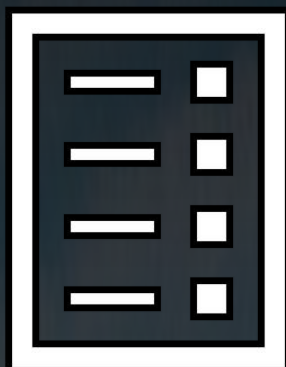
# HOW TO BUILD A SUCCESSFUL SKO

## (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)



## #4

## AGENDA



## IN A NUTSHELL

The key to a winning event is creating an agenda that optimally balances the following three elements, while using a combination of formats (i.e. – general assembly sessions and breakouts): (a) Professional content; (b) Fun; (c) Free time. Whatever you do, don't enable "Death by PowerPoint!". See page 21-19 for more comprehensive guidelines.



# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### YOUR SKO's AGENDA



The “in between” spaces are just as important as the event’s actual sessions. At Vayomar, we have seen so many poorly built agendas that drain the value generated from the previous building blocks presented in this document.

A wisely structured SKO agenda is a very important component, primarily because of how damaging bad one can be.

All too often, agendas are crammed with events in an attempt to “make the most of the time.” One frontal presentation is followed by another, leading to what has come to be known as “Death by PowerPoint.”

That said, the goal of any offsite should be about ensuring that as many messages as possible are **ABSORBED AND INTERNALIZED** by participants in the most meaningful way.

---

#### WHAT OUR CUSTOMERS ARE SAYING

**SHARON DAYAN**  
CHIEF HUMAN RESOURCES OFFICER  
NOVA MEASURING INSTRUMENTS

*“[Vayomar] led a sales kick off activity for ~75 sales and business professionals at Nova, a semi-conductor industry company... A unique combination of fast learning, soul playing, vast instruction knowledge and experience, and the ability to fascinate the audience. [Vayomar] led a great process: from the design, via the preparation and up to the very successful execution. Ariel is one of a kind, smart, educated, has tons of knowledge and the great ability to be a storyteller. He led us through a great process, and was amazing with the people.”*

# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### YOUR SKO's AGENDA



The key to a winning event is to create an agenda that optimally balances the following three elements, and using a combination of formats (i.e. – general assembly sessions and breakouts):

- Professional content
- Fun content
- “Free time” – casual interactions among the participants

Together, these three elements can really help make sure that our participants are:

- (a) In the best possible state of mind;
- (b) Highly motivated to engage throughout the offsite;
- (c) More likely to attend future events (or recommend that others attend).

When it comes to building your SKO's agenda, value mapping is key; **it's all about quality, not quantity**, taking full advantage of the unique “impact opportunities” that are inherent to this type of event format.



# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### YOUR SKO's AGENDA



Far too often, a significant number of participants schedule their departure on the third day of the event, thus likely losing the last (and commonly most valuable) half day of the event. This is so common, that organizations have simply decided to create 2.5 day agendas instead of full 3 day agendas.

Ensuring that offsite participants have ample informal time to spend with each other helps make sure that a good time is had by all, so that even after the event ends, positive memories remain, and participants are compelled to attend future offsites.

Now that we have what we need to build a “killer” agenda, it’s time to think about how to turn these 2-3 day events into a 2-3 month experience. For that, we’ll need the final two building blocks: the **Teaser Campaign** and **Post-event Follow-up**.

# HOW TO BUILD A SUCCESSFUL SKO

## (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)



### #5

## TEASER CAMPAIGN



### IN A NUTSHELL

Don't wait 'till the event starts to talk about what will take place. A teaser campaign can easily be run several weeks ahead of the event. Send out email or slack messages, every few days, leading up to the event. These should contain cool pictures, quotes, links to related videos and any other element that builds up excitement and anticipation.

See page 25-28 for more comprehensive guidelines



# HOW TO BUILD A SUCCESSFUL SKO (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### TO A PRE-SKO TEASER CAMPAIGN



**Don't wait for the event to start.** This chapter is about the value of conducting pre-offsite activities that allow you to hit the ground running, as soon as the offsite begins.



While 2-4 full days may seem like an eternity for the executives who need to temporarily block their calendars and show up – from a change management and learning and development perspective, these few days are a very short window to create lasting influence and behavioral change.

#### WHAT OUR CUSTOMERS ARE SAYING

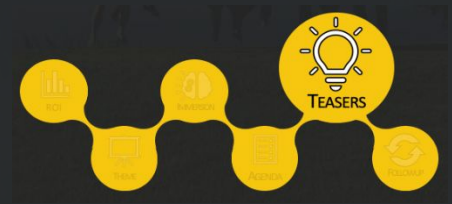
**SHLOMI BEN HAIM**  
CO-FOUNDER AND CEO  
JFrog

*"JFrog was looking for a partner to launch its first Leadership Academy Program. We were looking for an external expert to bring the unique combination of a professional, experienced coach with the right DNA to fit our culture. Vayomar... certainly delivered! Following a super impressive kickoff, he became part of the program and will work with our HR to build a better and stronger leadership at JFrog. When you invest in the right people, with the right people - you can't go wrong!"*

# HOW TO BUILD A SUCCESSFUL SKO (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### TO A PRE-SKO TEASER CAMPAIGN



What if we could warm their engines a few weeks ahead of the event's start?

What if we could save valuable ramping up time during the event by engaging our people ahead of time, so that they could hit the ground running from the moment they arrive at the location?

Thankfully, we live in a digital era. A pre-offsite teaser campaign is all about effectively capturing bits of attention at a time (5-30 seconds) using witty, funny, surprising, and curious teasers in the weeks leading up to the event.

Much like the **Total Immersion** and **Theme** components, this one also has the great added value of being “low cost – high impact.” All it really requires is some time and creativity.

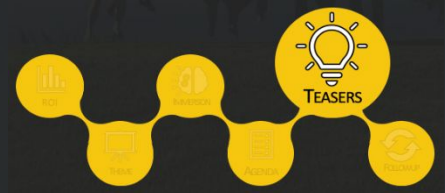
A teaser should be SHORT, CONCISE, and include a theme-related message – nothing more. The idea is to pique your participants' curiosity and drive employee engagement, while gradually introducing the offsite's theme... without fully giving it away.



# HOW TO BUILD A SUCCESSFUL SKO (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### PRE-SKO TEASER CAMPAIGN



#### Case Study

*For this well established company, meeting targets and customer retention were **not** the main challenge. In fact, because they were regularly meeting their targets, their salespeople were not motivated to invest time and effort into acquiring new leads. This meant that the market was left wide open for their competitors and posed a strategic risk for the company down the road.*

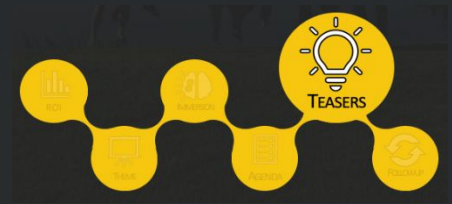
*The theme we selected for this SKO was: “**From farming to hunting**” and the venue was dressed up to look like a hunting lodge, with dozens of company logos (target customers for this company) printed on a poster made to look like a deer head, and a large screen playing scenes out of a National Geographic documentary, showing the moment of attack by various predators.*

*About 10 days before the start date of the SKO, the Head of Sales started sending out these short factoids about various types of predators in nature:*

- *“Hey gang.... did you know that a shark can smell blood a mile away? Isn’t that amazing?! **Get ready to hunt!**”.*
- *“Four days ‘till our SKO! Did you all know that a cobra can accurately shoot its venom into the eye of a mouse from 6 feet away. How cool is that? **Get ready to hunt!**”.*

# HOW TO BUILD A SUCCESSFUL SKO (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE TO A PRE-SKO TEASER CAMPAIGN



You can also incorporate teasers into team and management meetings that take place before the event – but like with the digitally sent teasers, these should take no longer than several minutes and should not steer the meeting agenda off track.

The goals of the teaser campaign are to build awareness, positive expectations, and a latent foundation for the desired mindset this offsite is meant to cultivate. This, while remaining aligned to your company culture and corporate strategy, throughout.

Finally, you might want to consider keeping the selected teaser confidential until the very start of the event. In fact, the teaser can be positioned as hints about the theme, with a prize to the individual or group who guesses the theme during the SKO's opening session (a great way to kick off an event in an interactive and high energy way).



# HOW TO BUILD A SUCCESSFUL SKO

(AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)



## #6

## FOLLOW UP



### IN A NUTSHELL

The key to maintaining the positive momentum created at a successful event is to keep “poking” the participants with reminders and follow-up action items related to the event, from as early as 48 hours after they got back to their offices - and for weeks after. [See page 30-33 for more comprehensive guidelines.](#)

# HOW TO BUILD A SUCCESSFUL SKO (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### To A Post-SKO Follow Up



How long does it take for your event's participants to get sucked back into their daily operational chaos? They'll probably be diving back into their emails as soon as they enter the cab, on their way to the airport.

That's why its so important to make sure you don't let the magic of the event fade away too quickly. This can be done though a series of low and high touch interactions that trigger their memories and send them back to a meaningful moment or session from the event.

Every time we “hit” them with a positive stimulus, we get them to relive a meaningful experience from the event, and re-enforce the positive impact and the emotional memories we will have hopefully instilled in them throughout the event. The more visual and entertaining the follow-up stimuli are – the greater their impact will be.

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#### WHAT OUR CUSTOMERS ARE SAYING

**Gaby Waisman**  
Chief Business Officer  
Nova Measuring Instruments

*“[Vayomar] conceived and facilitated our 2019 Sales Kick-Off Meeting. Throughout the process - from concept to initiation, planning and execution - [Vayomar's] domain expertise, vast knowledge, enthusiasm, and charisma were dominant and key to the events' success, leaving a lasting impression. I highly recommend them.”*



# HOW TO BUILD A SUCCESSFUL SKO

## (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

### THE COMPLETE GUIDE

### To A Post-SKO Follow Up



The key message here is that your SKO doesn't end when everybody checks out and heads to the airport. In fact, a well-planned offsite's effects can still be felt until... the next event!

Just as the preliminary teaser campaign is meant to expand your impact on offsite participants before the event begins, the follow-up campaign is meant to maintain the impact you achieved during the offsite long AFTER it has ended. Whereas the teaser campaign "warms" the participants' "engines" well before they arrive and allows the entire team to hit the ground running, the follow-up has two key purposes within your overall corporate strategy:

- Keep those engines warm and running for as long as possible after the end of the offsite.
- Help ensure participants maintain commitments made while at the offsite.



# HOW TO BUILD A SUCCESSFUL SKO (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### To A Post-SKO Follow Up



Both these points present significant challenges, as participants are often “sucked back” into their organization’s operational quicksand and hectic routines as soon as they leave the offsite location (and sometimes even as soon as the last agenda item of the offsite is completed). **Once the total immersion is gone, the magic of the offsite has a tendency to quickly fade away.**

If our SKO participants stop to look at the pictures you’ve sent; or unwrap the book you’ve sent them, based on one of the key note speakers from the SKO, or to watch a short video with pictures from the event and a great song from the party on the SKO’s second day... if they pause and smile for a moment, as they recall the great time they had, and then go back to their daily activities – **BINGO! You’re maintaining employee engagement well after the event has ended.**

Here are some things you can send them at almost no cost, as part of your post-SKO follow up campaign:

- Pictures from the event;
- Video clips of the various presentations given in the event;
- Additional professional information that had to do with questions that were brought up during the offsite;
- Sources and summaries of information presented by the CEO and guest speakers;
- An ultimate follow-up can take place down the line, as part of the following annual sales kick-off events, with a presentation on each new “acquisition or success” that directly resulted from the commitments made at the offsite.



# HOW TO BUILD A SUCCESSFUL SKO (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## THE COMPLETE GUIDE

### TO A POST-SKO FOLLOW UP



As with the teaser campaign, incorporating the follow-up into team and management meetings is very powerful. Yet unlike the teaser campaign, the more time that you allocate to follow-ups, the greater the participants' trust in and commitment to the process will be.

From an ROI perspective, the follow-up you conduct after an offsite can improve your cost-benefit ratio exponentially – turning a short or several-day activity into a process that extends over several months... hopefully lasting until the next offsite (which should optimally take place 3-6 months later).

# THAT'S A WRAP!

# HOW TO BUILD A SUCCESSFUL SKO (AND SIMILAR MULTI-DAY INTENSIVE GATHERINGS)

## WE LOVE STAYING TOUCH!

## IF YOU HAVE ANY QUESTIONS ABOUT THIS GUIDE, WE'LL BE HAPPY TO DISCUSS THEM WITH YOU

**Vayomar Americas** 🇺🇸  
New York

🇮🇱 **Vayomar EMEA**  
Tel Aviv

**Vayomar APAC** 🇦🇺  
MELBOURNE



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### 🇮🇱 **Vayomar EMEA**

3 Buxenbaum St.  
Tel Aviv, 6789916  
Israel

### 🇺🇸 **Vayomar USA**

130 Madison, 6th Floor  
New York, NY 10016  
U.S.A.

### 🇦🇺 **Vayomar APAC**

242-246 Hight St  
Melbourne, 3181  
Australia

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