



LEGOLAND® Challenge

Contents and execution

Focus on engagement

Looking to book our bestselling activity LEGOLAND® Challenge, but want to know more about the content and what is possible?

LEGOLAND Challenge is a fun-filled and challenging game that lets you think creatively and work as a team. It is suitable for all ages and preferences. The participants are divided into teams of 5 and try to solve around 100 missions during 60-120 minutes, using a tablet.

The missions types are really varied and there won't be enough time to solve them all – so you have to think strategically and make a plan.

On the next pages we explain more about the missions and how you can tailor the activity to suit you.



Examples of missions

Important! Envision this: A busy LEGOLAND®,

high intensity and on the verge of winning!

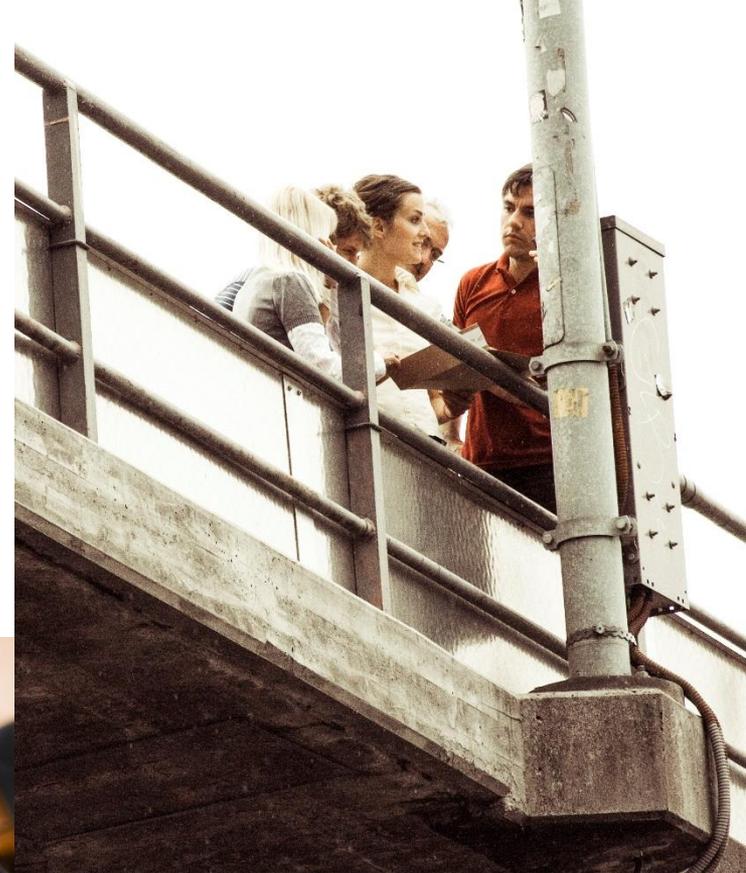


Find Missions

The Find Missions are worth the most points. The teams are challenged to find something physical in the vicinity and type something in the tablet to prove they've done it.

Example:

- Find a bike. How many spokes are there on a normal bicycle wheel? You have 3 minutes to answer!
- Find a LEGOLAND® employee and have your picture taken with the employee and the entire team - you have 2 minutes to solve this task.



Facts & logical puzzles

Facts, fun trivia and logical puzzles are spread out across the game to create variation and get everyone involved. Who is good at sports or history? Which colleague can crack the mathematical riddle?

Examples:

- Click PLAY! This film clip is from the latest Bond movie. Who is the actor?
- How many blocs of LEGO® do you need to build a model of Buckingham Palace? (Choose from 3 multiple choice answers)



Zone Missions

In the app you can access a map displaying a number of zones in and around LEGOLAND®. If you enter a zone, a location based mission will start that needs to be solved at that very location.

Examples:

- There is a statue large LEGO® statue. Within a radius of 100 meters. The statue is wearing shoes. What brand of shoes? You have 3 minutes!
- Nearby there is an elegant street lamp with a bench attached to it. There is a name written on a plaque, what is the name?

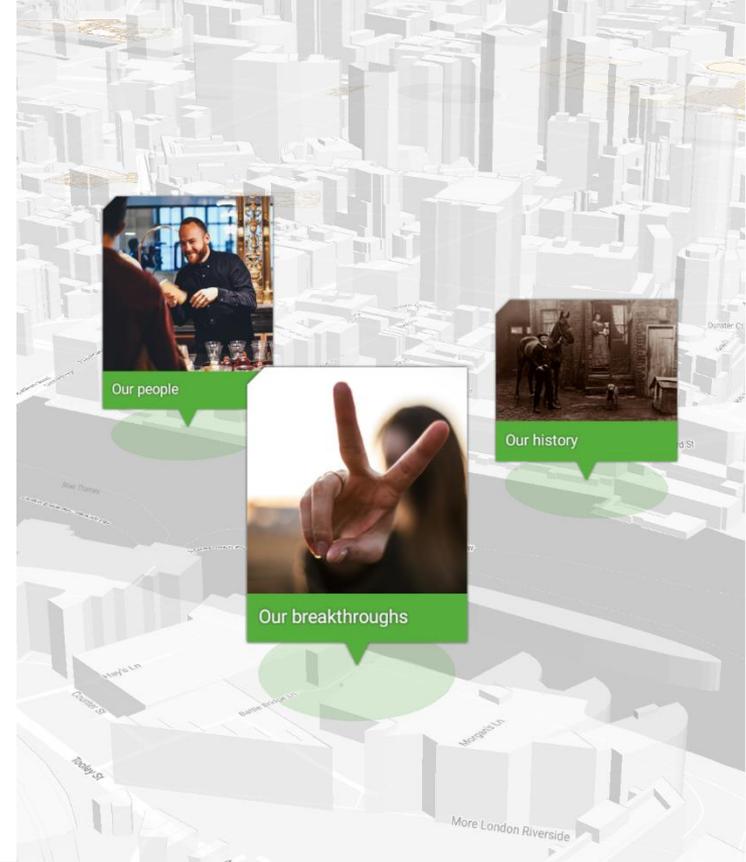


Photo missions

The photo missions create movement and bring out a lot of laughter. The whole team must be in the photo and usually requires help from Passers by.

Examples:

- Take a picture of your team acting in accordance with the word DARE. At least 3 persons from your team must be in the picture, together with a person NOT from your team.
- Take a picture of the whole team trying to look like different blocs of Lego. Creativity is awarded.



Bespoke questions/missions

It is possible to customize parts of the activity and create a link to the theme of your meeting or agenda.

A tailored version of the game means that you can design up to 5 to 10 own missions with our help. Your company logo and colours can also be added. See examples on the next page.

All the answers are saved and can be accessed straight away if you want to comment or use them later on during your meeting.

We will assist you in creating the questions. Pick from our large data bank of fun, proven questions or create your own!



Examples

Photo mission

"Take a picture of one of our company's products or something that is closely related to us."

Fact questions (multiple choice)

"How many more people are employed at our office compared to 10 years ago?"

- A) 12
- B) 25
- C) 48 (Correct)

Fact questions (Free text)

"What year did we launch product XYZ?"

Answer: 2009

If you want to award points for a correct answer, make

sure to pose a distinct question and a very clear correct answer.

"Get a feel for" questions

"What can we improve when it comes to invoicing? Discuss for 2 minutes, then send your answer." In this case any response will be awarded points.

Picture questions

"Who or what's in the picture?" Could be a person or something connected to your company.

Answer: Multiple choice or free text

Send us an image in PNG or JPG format.



Custom design

Logo

Send your logo in the formats PNG, JPG or high resolution EPS.

Color codes

You can customize the top red box in the app. Send us your RGB or CMYK codes.

