Case Study — Siemens Energy Annual Meeting and Team Building in Lisbon with Go Discover Portugal

https://godiscoverportugal.com/our-event-siemens-energy-annual-meeting-in-lisbon/

Client: Siemens Energy • **Participants:** approximately 80 executives and team leaders • **Location:** Lisbon, downtown waterfront historic building

1. Background and Objectives

Siemens Energy wanted an annual meeting that combined high-level business strategy with a meaningful and engaging team-building activity. Their brief requested a venue in Lisbon that would reflect both innovation and heritage.

2. Challenges

- Finding a venue that is both historic and functional for modern business needs
- Creating a team-building activity that would be memorable, immersive and aligned with corporate goals
- Ensuring the meeting and activity design would support collaboration and serve as a source of inspiration

3. Our Solution

Go Discover Portugal sourced a 16th-century pre-earthquake building on Lisbon's waterfront, offering an iconic historic backdrop while fully equipped with modern meeting infrastructure.
After a gourmet lunch in the building's restaurant, we ran a custom-designed mystery challenge as a team-building activity. This challenge combined theatrical role-play, interactive storytelling and problem solving to create a highly engaging and collaborative experience.

4. Execution

- Venue setup: The upper floor of the heritage building was cleared and transformed into a fully operational meeting space complete with audiovisual and technical support
- Team-building session: Participants engaged in a structured mystery game blending drama, character roles and problem solving
- Catering: A high-quality gourmet lunch in the historic building's restaurant fostered networking and informal conversations

- Facilitation: Go Discover Portugal provided creative direction, facilitators and all materials required for the challenge

5. Outcomes and Impact

- The historic venue provided a memorable and iconic setting that left a strong impression on attendees
- The mystery challenge boosted team collaboration, creativity and cross-functional interaction
- Client feedback was very positive, calling the meeting one of their best and most inspiring
- The combination of business sessions and storytelling-based team building added real value, energizing Siemens Energy's team for future projects

6. Why It Worked

- Unique venue choice created a strong sense of place and distinction for the event
- Creative engagement encouraged role play, strategic thinking and teamwork in a playful but meaningful way
- Seamless integration of meeting logistics and creative sessions gave participants both productive work time and energizing interaction
- Long-term impact reinforced team cohesion and made the annual meeting feel like a shared story
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