

A Success Story: SoftwareONE

Welcome to SWoodstock!



SoftwareONE, a leading global provider of end-to-end software and cloud technology solutions, recently created '**SWoodstock**', a festival-style fun summer event at Wyboston Lakes Resort for **160 of its team members**.



In the first half of the day, the Woodlands Event Centre hosted **meetings** and **networking** with a suppliers' **exhibition** in the lounge area.



In the afternoon, the group moved outdoors onto the meadow, where there were **haybales, deckchairs, tents, a maypole, inflatables, face painting**, and an impressive **Ferris wheel** to create a festival vibe.



There were also plenty of **team-building games and activities**, including a giant Connect 4, basketball challenge and a Rodeo bull, plus a **Caribbean style steel band** to create a carnival sound.



After researching a few options for **outdoor structures**, gazebos and tents were chosen as they suited the size and setup of the event. To enhance the **flow and unity** of the event, bunting and flags were used to create a pathway to guide guests from the meadow to the courtyard.



Fresh and informal dining options were served in Wyboston's Cedar courtyard at The Woodlands Event Centre in the evening before guests moved inside into the lounge area.

The mix of indoor and outdoor venue spaces worked well for a corporate summer meeting and celebration with the client deeming the event a great success.

