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#1 TEAM BUILDING
COMPANY!

WCFEvents.com
The Insider
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Team Building & Corporate Events

City, Suburbs & Across the Nation

Top Ten Interesting Facts You Didn't Know About WCF Events

In an effort to help clients better understand the numerous team building and corporate event options offered by WCF, here is a "Top Ten List" of some facts about WCF Corporate Events:

1. **90% of WCF's events are executed at Offsite Venues** including Company Grounds, Hotels, Restaurants, Forest Preserves and much more.
2. **WCF's fastest-growing event segment is "Events for a Cause"** - combining WCF's Team Building with Charitable Giving.
3. **WCF Events offers programs as short as one hour to events lasting an entire day** including team building programs, summer picnics, scavenger hunts and more.
4. **WCF is able to provide as little as one piece of entertainment for your event all the way to full-service event planning and management.**
5. **WCF has been voted Team Building Company of the Year 4 out of the 5 years** since industry experts and peers began voting for the award and it is nominated for the 6th consecutive year!
6. **WCF was named one of the fastest-growing private companies by Inc. Magazine.**
7. **WCF's 55,000 square ft. venue is located just 10 minutes north of downtown right off the Kennedy Expressway.**
8. **WCF's Summer Picnics and Outings are higher than any point in its 14 years of business.**
9. **The experienced staff at WCF have planned and executed over 2,000 summer outings.**
10. **Just because "Fieldhouse" is in the title, does not mean events are physical in nature.** You can have fun without sweating and activities aren't just sports related!

Setting the Tone Early in 2012

What problems do you have that you don't have the time or resources to solve? What are you doing to kick-off necessary changes in management, focus and strategy for the New Year? Let WCF and its experienced staff work with you to help plan the event you never have time to plan and start 2012 strong!

Look Inside for Great Summer Event Planning Tips & More

All too often, companies find themselves setting lofty goals for the new year only to look back several months into the year wondering why it seems like everyone isn't quite on the same page with these goals. Sometimes, they feel the goals are understood but the motivation to work together to achieve these goals doesn't match the energy and drive required to reach them. As everyone comes off the well deserved slow holiday season, it is imperative to make sure to not only remind everyone of the goals discussed with your team during your end of year parties and wrap-up meetings but to also provide them with the tools and the energy to achieve these goals. **Investing in your team and company by starting the New Year with one of WCF's Award-Winning Team Building Programs is the perfect solution to setting the tone for a successful 2012.**

WCF programs are designed and executed to **energize employees, improve team communication and offer key business lessons applicable to the workplace.** Your team learns a deeper understanding between co-workers and experiences a sense of accomplishment together after a team building program with WCF. The end result is a **higher caliber team performance back at the office and a renewed focus on the goals you need them to achieve.**

"To be able to have fun and get to know the communication styles better of your co-workers is a tremendous step forward... From my perspective, this is the easiest event that I have ever had to organize. You made the process very simple and the fact that I could show up and participate with the team and not worry about details was wonderful. I would highly recommend your organization to anyone wanting to conduct a teambuilding event. Even though the games were fun, we were learning the core essence of teamwork without being in a stale classroom environment. So often when those are the only environments you have, there is a lot lost in translation!" - Abbott Team Challenge

WCF's expert planners are your trusted advisors to help establish a clear direction early in 2012. Various programs to set the tone in 2012 include:

- Team Challenge
- Dance if You Have a Chance **NEW!**
- "Gauntlet" Challenge
- Great "Amazing Race" Chicago
- "Rock Band" Interactive Reception
- "Evening at the Races"
- "Mission Impossible" Scavenger Hunt
- "Meeting Energizer" Program
- And Much More!



For more information or to Request a Proposal, visit WindyCityFieldhouse.com or contact your sales representative at 773.486.7403. ■

INSIDE:

- Tips for Selecting the Best Summer Outing Page 2
- Book Your Summer Outing Now and Save Page 2
- Tips for Selecting the Best Summer Outing (cont).....Page 3
- Team Building for a Cause.....Page 3
- Event Spotlight:
"Night at the Museum" Scavenger HuntPage 3
- Referral ProgramPage 4
- Join WCF's LinkedIn GroupPage 4

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Tips for Selecting the best Summer

Entering its 15th year of planning and executing summer events, WCF continues to provide large and small businesses with the best summer picnics throughout the city and suburbs. Whether your event is in the city or suburbs, at a picnic venue or on your company grounds, WCF's team of expert planners provides you the tools to plan your best summer outing ever! **Listed below are some key points for clients to consider when selecting the best event for your next summer outing. These key points have been developed over the years through client feedback and WCF's experience from managing and executing over 2,000 summer outings.** Please use these tips below to help WCF identify the event that best matches your mission and objectives while maximizing value, participation and fun.

Mission & Objectives

The first step in the decision-making process is defining the summer outing's key mission and objectives. Without determining these elements, it is virtually impossible to plan and select an event that maximizes participation, fun and value for employees and guests of all ages. WCF takes each client through a series of questions designed to help identify some key goals for the event.



Some of the questions to consider in this step include:

- What is the budget for the event?
- Is a focus of the event to build camaraderie and goodwill amongst employees and/or employees and their families?
- Is the event focused on enhancing relationships amongst employees?
- Is the event strictly to reward employees?
- Is the priority on younger employees (generally without families) or those employees with families or both?
- If the priority is on both, how will the needs of the different groups be addressed?

Once your event objectives are determined, the planning and selection process for the ideal summer outing begins.



Weekday vs. Weekend Events

The next step in the decision-making process is determining if the event is to occur on a weekday or weekend. With benefits to either option, the mission and objectives determined by the client drive this decision. For instance, a company looking to provide a highly engaging and entertaining event for employees and their families would prefer to host a weekend event

to ensure family members are able to attend. However, clients who want to guarantee a high employee attendance rate and want to focus on building relationships amongst employees are likely to choose a weekday event. In addition, weekday events are typically less expensive since family members do not attend.

Day vs. Evening Events

After selecting the day of the week, clients must choose the best time of day to hold the event. Traditionally, summer picnics are held in the afternoon taking advantage of the warm weather, time off work during the week and the optimum time for family members of all ages to attend, just to name a few. However, a recent trend towards evening picnics held from 5:00-9:00 PM has proved popular with many WCF clients. Evening picnics are a good choice for many companies for a variety of reasons such as cooler weather, lower costs, larger range of available dates and more!

Whether selecting a traditional afternoon picnic or opting for the newer evening picnic, your team must make sure to match the advantages of each option with your event goals.



BOOK YOUR SUMMER PICNIC NOW AND SAVE!

There are many questions to ask as you begin to plan your company's next summer picnic!

- How soon should I start planning?
- What is the budget for the event and how can I maximize the return on our investment?
- How do I find the perfect venue and get permits?
- What types of activities should we offer?

But there is only one answer...Select a WCF Summer Picnic!

Taking advantage of WCF's experience gained from executing over 2,000 picnics and outings is priceless. Don't settle for anything less!

ACT NOW and SAVE! Book by March 31st and receive discounted pricing* along with access to WCF's team of expert summer outing planners. Contact your sales representative today at 773.486.7403 or visit WindyCityFieldhouse.com/picnics for more information.

Visit WindyCityFieldhouse.com/blog for Tips on Selecting the Best Summer Outing and more.

*New proposals only. Must mention this article and book event by March 31, 2012 to receive discounted pricing.



Outing

Exclusive Interactive Event vs. General Admission Event

With the day of the week and time selected, the next step is choosing the type of event: an exclusive interactive event vs. a general admission event. Exclusive interactive events are private events strictly for the company, such as private summer picnics, company softball tournaments and interactive receptions. **These events provide a great environment for internal networking and enhance relationships between the company, the employees and their families.** On the contrary, general admission events take place in public environments such as amusement parks and zoos. These events focus less on the relationships between the company, the employees and their families and more on providing free admission to a destination.

More and more companies are selecting exclusive interactive events as the best return on investment. Both event types are intended to reward employees, however exclusive interactive events are much more likely to also motivate employees while enhancing employee morale and camaraderie. In addition, exclusive interactive events tend to develop goodwill with the employees' families since the entire group is together (or in the same area) throughout the event as opposed to being spread throughout an enormous public area.



"Everyone had an amazing time. The event was awesome I am so glad that we decided to have it outside in spite of the weather. Your team did a great job, the food was great, we had a blast playing softball/volleyball, and it was a really good event. We definitely want to do something like this on an annual basis. Special thanks to you for getting all this set up. We received the digital pictures and it reminded us of how much we enjoyed ourselves. We look forward to doing business with you soon." - Big Ten Networks

Book Early: Now that you've selected the details of your event, it is imperative to start the process of booking your event early. Certainly one of the key ingredients to a great event is booking the location and date of your choice. **With thousands of proposals sent each year, you must request your proposal early – no later than February of each year and preferably sooner.** Plus, if you book early enough, WCF is the only company in the industry to provide you with a **CUSTOMIZED PICNIC WEBSITE** including your logo, itinerary, menu, maps and even an area for post-event digital photos taken by WCF during the picnic. Returning clients have their photos posted from last year's event. **Visit PicnicsInChicago.com/client_site to view a sample website.**

Hopefully you have been able to utilize these tips to determine the best choice for your upcoming summer event. As you begin your summer event planning, WCF would like to thank you for having the opportunity to work with you in the past. WCF is also excited to utilize its **award-winning experience and cost-conscious planners** to assist you with your 2012 summer event. With **activities designed for all ages, premier downtown and suburban locations and hassle-free planning**, WCF has helped over 2,000 companies select, plan and execute their best summer outing. Don't settle for anything less than the perfection WCF demands of its employees and trusted, quality vendors – all the best in the industry.

Make sure your employees have something to look forward to again this year and book your 2012 summer outing now with WCF. The sooner you book, the more value you receive on your investment throughout the year. For more information, contact your experienced event planner today at 773.486.7403 or visit WindyCityFieldhouse.com/picnics. ■

Team Building for a Cause

As the fastest growing themed event segment at WCF, "Double Goal" Events for a Cause has sparked the interest of many WCF clients.

WCF recently executed several Build for a Cause events for a client at various locations throughout the country. While the client was unable to bring all their representatives together for one large event, WCF was able to execute team building events with a charitable twist at each location as an alternative. The unique nature of the event and consistent message throughout all the events allowed teams at each location to share their experiences with the other sites easily and develop a great sense of team unity across state lines. The company was able to successfully improve the communication and bond between the offices and continues to experience a lasting sense of accomplishment for the company and the teams through its charitable giving.



Whether your event is for one office or various locations, **Events for a Cause are a perfect way to combine your team building goals with your charitable mission.** WCF works with you to adapt its team building programs into an event delivering an incredible sense of team unity. In addition, the event provides a lasting value to your teams and your company as a whole well after the event is over.

Here are just a few examples of "Double Goal" Events for a Cause executed by WCF:

- Bike Building for a Cause
- Casino Nights
- And Many More Charitable Themed Events, Hunts and Races!
- Scavenger Hunts for a Cause
- Evening at the Races

Request a Proposal or contact your sales representative at 773.486.7403 to learn more about selecting "Double Goal" Events for a Cause for your next event. You may also visit WindyCityFieldhouse.com/cause for more details. ■

Event Spotlight: "Night at the Museum" Scavenger Hunt

Experience all the fun and excitement of WCF's "Mission Impossible" Scavenger Hunt at the Field Museum, Museum of Science & Industry or any of your team's favorite Chicagoland destinations!

Combine the adventure and fun of WCF's Scavenger Hunt with the fantastic exhibits at some of Chicago's famed museums. WCF recently planned scavenger hunts for two Fortune 500 Companies – one at the Field Museum and one at the Museum of Science & Industry. The Night at the Field Museum Scavenger Hunt was focused on the families of the company with kids and parents working together to solve the clues and explore the wonderful exhibits. A great event used to build camaraderie amongst its family and employees. The Museum of Science & Industry Scavenger hunt was held during the day and much like our traditional scavenger hunts, was designed to enhance communication between employees and build employee morale and camaraderie. **These exciting and adventurous events are guaranteed to add lasting value to your team!**



WCF's Scavenger Hunt Programs are customized for a variety of museums and venues throughout Chicago:

- Field Museum
- Museum of Science & Industry
- Art Institute of Chicago
- Adler Planetarium
- Navy Pier
- Shedd Aquarium & More!

For more information on WCF's "Night at the Museum" Scavenger Hunt or any of its other customized Scavenger Hunt Programs, contact your sales representative at 773.486.7403 or visit WindyCityFieldhouse.com/night. ■



TEAM BUILDING & CORPORATE EVENTS

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CALL FOR YOUR FREE CUSTOMIZED PROPOSAL OR TO REVIEW SOME GREAT 1st QUARTER & SUMMER EVENT IDEAS!

Call Now 773.486.7403

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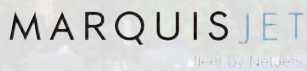
Windy City Fieldhouse Referral Program

Happy Clients are the Best Advertisement!

Therefore, we want to reward clients who refer business to Windy City Fieldhouse. For every business associate you refer who books a WCF event, **you receive a \$100 AMEX gift card.***

Thanks for your continued support.
We look forward to working with you again soon.

Just a few of our happy clients:



*Some restrictions apply. External referrals only. Ask a sales rep for details.

interactive Corporate Events

Join WCF's LinkedIn Group dedicated to planning and executing corporate events. Share thoughts and ask questions on the latest trends and find out ways to plan the best company event ever.

Look for Interactive Corporate Events in the LinkedIn Group Directory.



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