

# Documentation

Taryn Niesena Plugers

offbeat



# Offbeat Summit

An inside look at designing an internal employee event

Taryn Niesena Plugers  
taryn@niesena.com  
97453884

Bachelor Project Documentation submitted in partial  
fulfillment of the requirements for the degree of  
BA Communication Design

University of Applied Sciences Europe  
BTK University of Art & Design  
Spring Semester 2018  
Professor Volker Pook &  
Professor Daniel Henry Bastian

© Copyright by Plugers, Taryn, 2018  
All Rights Reserved

**Introduction.....**

**Objectives.....**

**Inspiration.....**

**Research.....**

**Ideation.....**

**Implementation.....**

**Analysis.....**

**Conclusion.....**

**Acknowledgements.....**

**Declaration of Work.....**

..... **6**

..... **7**

..... **8**

..... **15**

..... **34**

..... **54**

..... **64**

..... **65**

..... **65**

..... **65**

# Introduction

This practical thesis aims to provide a more tangible understanding of the visceral, behavioral and emotional levels of design in application to an internal employee summit.

With the theoretical background centered around designs affect on an employees relationship to their workplace, I built up a 2 day employee experience offsite. Through the exploration of Service Design I approached the event as an holistic experience, putting peoples emotional responses at the forefront of the decision making process.

Throughout the following documentation I will lead you through the ups and downs of research and implementation for Offbeat Summit. I will share with you the final reasoning on both aesthetic elements, and presentation choices. This documentation will conclude by sharing multiple spreads of the concept book created for the management of N26 GmbH to review.

# Objectives

N26 Offbeat is an experiential event that gathers all N26 employees together for a 2 day immersion including individual/team-building, untraditional skill shares, and social activities.

Employees should view this as:

Every October - let's look back, forward and celebrate

The 2 objectives from a stakeholder perspective are:

- Humanize the company
- Emphasizing the importance of employees to their team

## **I picked these objectives because:**

Humanizing the company

When N26 was small the founders and leaders knew everyone's names, the tight deadlines were easy to swallow because the "why" we do what we do was an everyday conversational topic. With over 500 people the company is not a "start-up", but we need to keep our tight deadlines to stay ahead in the industry...the company, its story and its leaders need to be humanized to the employees that don't know them personally. This includes failure, risks, authenticity and challenges

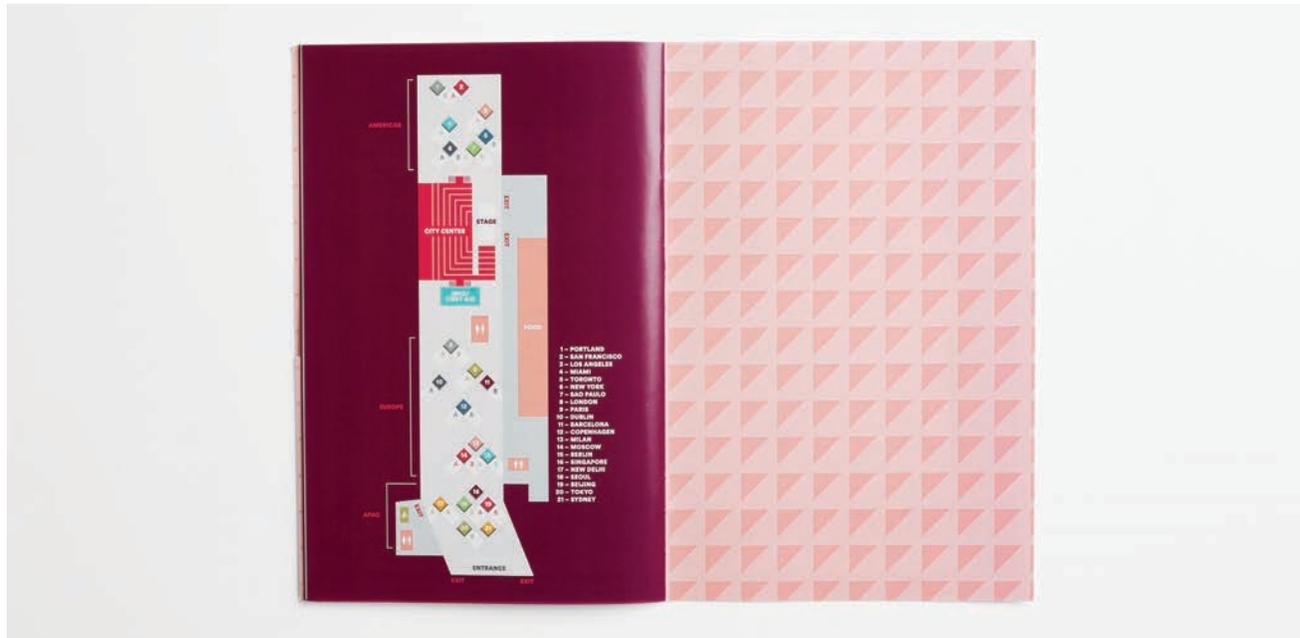
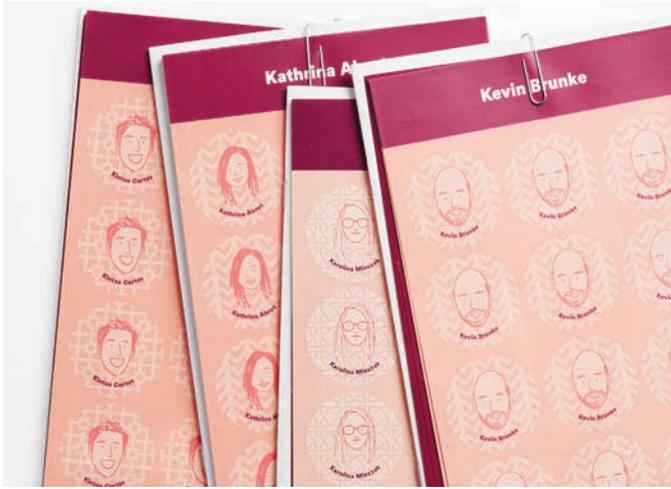
Emphasizing the importance of employees to their team and their team to the company

Showing value to your employees gets more difficult as a company grows. So instead to show the value of a team to a company's growth and then show the value of an individual to their team could be more memorable. Building on the "offbeat" nature of how the company began and continues to grow the event should celebrate risk-takers

# Event Inspiration

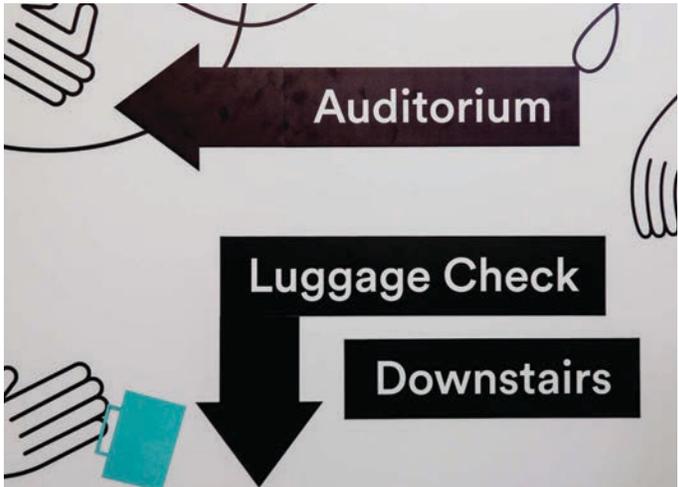


OneAirbnb 2014 - Designed in house - Each of their 800 employees were illustrated for the event and given bags with all of their coworkers names on them.



OneAirbnb 2015 - Designed in house

# Event Inspiration



OneAirbnb 2017 - Designed in house

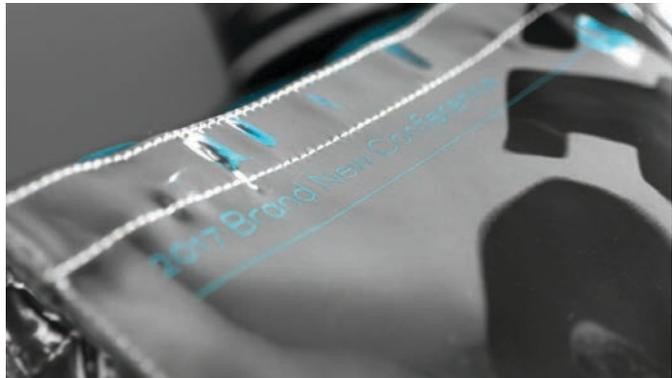


SoundCloud - Summer Camp = A 2 day offsite for SoundCloud employees. The camp is more of a relaxation, skill share than a work organized, top-down conference.

# Event Inspiration



Shopify Summit - An annual 2 day, traditional summit for Shopify staff.



2017 Brand New Design Conference

# Service Design in Event Design.

Looking at the event design through service design approach enables me to use innovative methods and apply the service design approach during the design process. Service design looks at the event design from the users' point of view.

This point of view can be studied through applied ethnography, so we both observe and engage the users in the design process in order to create a deep understanding about their needs before, during and after the event. We can also determine the appropriate service channels to meet these needs.

Service design helps to analyse and visualise the interactions and processes needed to deliver the service.

# Research Process

# Research. Interview Process

With the decision to focus my practical thesis on the use of Service Design methods I wanted to gain a full understanding into the emotional responses individuals have to events they have been to in the past. Through this research I was able to identify key emotional responses for Offbeat Summit and the tangible ideas on how I can achieve them.



**Sarah Briddon**  
SoundCloud Summer Camp



**Brian Waters**  
Shopify Unite, Shopify Summit



**Martina Transtroem**  
Zalando Employee Event



**Marina Jakulic**  
CTM Berlin



**Natasha Hawryluk**  
Nudge - Behavioural  
Science Summit



**Chris Brown**  
SoundCloud Summer Camp



**Jessica Bush**  
Art Basel



**Heather Halliday**  
Typo Berlin

# Research. Interview Questions

What is your name: \_\_\_\_\_

What company do you work for? \_\_\_\_\_

What department do you work in? \_\_\_\_\_

*VISCERAL RESPONSE: I believe that the anticipation of the event is an extremely important aspect to setting expectations. I believe that the beginning of a conference will set the tone for the remainder of the event.*

1. Can you tell me the last organized event you went to that has stuck in your memory? A conference, corporate event or festival?

---

---

---

2. What were your expectations going into the event?

Follow up: Where were these expectations based from?

---

---

---

3. What were some of your first impressions of the event?

Follow up: How did these make you feel?

---

---

---

*BEHAVIORAL RESPONSE: I believe that I believe that people want to talk about themselves and what they do to new people in the company. I wonder if the expectations that were set through the visceral level were delivered.*

4. Was the event clearly laid out for you? Was there any surprises? If so, were they good or bad?

---

---

---

5. At this event did you find it easy to meet other people?

Follow up: What would have made it easier, more fun?

---

---

---

*REFLECTIVE RESPONSE: I believe that the memories of events are often based on human interactions. People may keep tangible things but the memories associated to those things are often relational.*

6. Did you keep anything from the event to remember it?

Follow up: Where is it now? Why did you take it home? What memories does it bring up when you look at it now?

---

---

---

7. Can you describe to me a moment at that event that stuck in your head? Something you remember back on and smile?

Follow up: What were you doing in that moment, who were you with?

---

---

---

8. If I said what were the 2 best things about that event what would they be? What about the 2 worst things?

---

---

---

All Interviews were placed into RealTime Board and compared to create findings.

Service Prototyping, Online W x

Secure | https://realtimeboard.com/app/board/o9J\_kz8IEhw=/

Powered by Sarah Briddon (SoundCloud - Summer Camp) and Marina Jakulik (CTM Festival Berlin)

Can you tell me the last organized event you went to that has stuck in your memory? A conference, corporate event or festival?	Sound Cloud - Summer camp every July they fly all the employees to Berlin. 150 people. Close to Potsdam - Conference Halle. Slept there Thurs/Friday. The theme was set to bring everyone together, one space where we don't necessarily talk about work. <b>The concept was all inclusive</b> - everyday anyone who would want to take part in a talk or a discussion.	It was CTM Berlin. It is kind of a digital experience experimental festival. A lot of 3D, physical interaction, uncomfortable. It was 3 days. It was combined with another festival about AI for music.
What were your expectations going into the event? Follow up: Where were these expectations based from?	Product Shots - Boards for create, learn, not derived from work but about connecting	My expectations were not that high because I had never heard about it. My friends invited me and <b>they are great so I believed it would be</b> . You can sign up online. For after parties you had to buy a ticket...for bargain you had to wait inline. It was 15€ for extra events. 150€ for the whole ticket.
What were some of your first impressions of the event? Follow up: How did these make you feel?	They called it the unconference - this made me think this was the exact opposite of every conference I went to. I knew the team managing it and they are cool. <b>It is two days off work so I was excited</b> . There was an email invite - Save the Date. Everything was online. Google Forms of who to stay with. Timeline of comms before the event	I arrived from the wrong entrance. I saw toilets first. <b>Not so impressive</b> . Just felt a little lost...no big deal. It was 1 of 5 or 6 venues in the city. We already had passes. We got them one day before. - wrist brands.
Was the event clearly laid out for you? Was there any surprises? If so, were they good or bad?	<b>We got in the coach and they gave us a lunch box. It was super cute.</b> It was a conference hall but also a hotel. It was sound cloud style - very personal. <b>Summer Camp had its own branding. It felt like it was something to celebrate</b> - It was meant for us to hang out - personal-games were set up - we had the lake.	I didn't know what to do. The chaos was part of the event. This time there is this conference, this panel. Then they had the whole experience. They had a huge grey room filled with faces. It wasn't really properly laid out. I had to check out the website multiple times. There was also a flyer program. <b>They didn't really separate main events with alternative events</b> . Sometimes there was like 10 people when you thought it would be huge.
At this event did you find it easy to meet other people? Follow up: What would have made it easier, more fun?	Giant tent where everyone would sit - founders would do their speeches. One of them cried. There was smaller yurts and areas for hosting. It was set up kinda like a festival but without the dancing.	Most of the time it was very dark. It was visual mapping. It was a mix between education and techno art. In the daytime there were big panels from google etc about ai and music but then in the evening there were huge parties.
Did you keep anything from the event to remember it? Follow up: Where is it now? Why did you take it home? What memories does it bring up when you look at it now?	What I can remember, there wasn't that much to know. When you got there there was an initial chat. It was reiterated that we want you to enjoy your time. Choose wisely with what you do. Giant boards for people to put up where they are going to talk, timeline - so people know what times the talks. Someone did a talk about mindfulness	<b>Yah, I kept these posters - they are beautiful</b> . It is in my room I haven't hung it up yet. When I look at it I think that was a weird experience. Good weird not like creepy. (program based - not people)
Can you describe to me a moment at that event that stuck in your head? Something you remember back on and smile?	Tangibly some things that came out - a talk on burnout from one of the employees - soundcloud created a mental health resource group at work. <b>It was a conversation and grew into an initiative</b> .	Scalar Event - Sound and lighting...it was unbelievable
If I said what were the 2 best things about that event what would they be? What about the 2 worst things?	At first I had made lots of friends at the NY office - so it was reconnecting. <b>There was no push to meet someone but there was games and things to do to meet people</b> . Giant Jenga. When the alcohol came out it was an interesting moment. The stopped the alcohol this year at 11PM	1. The could have gotten better about info on venues - what is where at what time. It was a bit all over the place. That and. I don't want to go somewhere to pick up my wristband. It is 2018. Wait in lines to get in etc. 2. They are in the future - it is so far from 2018 - for anyone who is into visual, music, ai, 3d...not just from artist perspective. Also - There was people and speakers from all over the world.
	Oh yah - we got a tote bag - when we were there we <b>made our own tshirt (activity)</b> I was <b>amused</b> when I had to sign up when I got there. All the slots were taken for the massage classes. We got a camping mug - create/learn etc I still have that. <b>It makes me smile</b> . It has my toothbrushes in it. It is tin...you won't smash that or loose it. We had our lanyards - we got a branded wristband.	
	Oh yah we had a stage and you can sign up before if you want to perform, we had bands sign up. The music and the stages - it is a music company. The year before the stage wasn't there so people were just jamming. An office band was created from the event. It was outside	
	Soundcloud <b>gave us the opportunity to create our own experiences</b> . It would be a hard struggle here... 1. The food is great, lots of street food thursday, the people, everyone was just relaxed. <b>I was getting fit with the C levels</b> . 2. The two worst things - I don't actually know. Maybe like, transport it was a bit annoying to ride the bus. It was only two days it could have been longer.	

Navigation icons: Home, Service Prototyping, Upload, T, Copy, Square, Arrow, Pencil, Comment, Grid, Share, More

Bottom navigation icons: Home, Chat, Comment, Share, Lightning, Back

 = Positive Emotional Response

Chris Brown SoundCloud - Summer Camp	Jessica Bush Art Basel - Miami	Natacha Hawryluk Nudge Stock - Behavioral Science
<p>It was SoundCloud Summer Camp 2016 &amp; 17</p> <p>Wow. It was a completely different approach. How will this work in reality. <b>Will this be too fluffy</b>, Healthy skepticism. <b>It suited us as a company</b>. It was intriguing. 2 days away from the office. <b>The focus being on not structure but it had perimeters not rules</b>. There was an unknown to it. It is generated by employees. What would be the difference in the quality. <b>Will it be too raw, too sensitive</b>.</p> <p>I went with my bike we had a cycling club. We all had our cycling uniform - Then you arrive there, put your bikes there. <b>There was drinks right away</b>, there was lanyards. You looked around for your people. Finding your spot. Opening - I am going to hold a session on this topic etc. Who wants to come on a boat and play music. eclectic, strategic th</p>	<p>I went to an event in Miami called Art Basel. They had branded corporate events. One was the official UBS champagne company. The other one was a launch of a sandal event. We had VIP guest tickets. Super early access.</p> <p>I had never been there before, I had been to art fairs before. <b>It was the biggest one in the US. So my expectations were high</b>. It is one location - but has satellite locations - I had always known about the event. It has been existing in the 70s in basel. I read art forum magazine. I went with my cousin who lives in Miami and has contacts.</p>	<p>I went to a conference but it felt more like a festival, it was by the sea, famous for a lot of 70s rock concerts. Led Zepplin played there. It was called nudge stock - for behavioral science. Probably about 500 or less people. 1 day.</p> <p>My expectation that I would learn something that I would network and meet people. I didn't know anyone else going. I google searched it. It was organized by Diligvie so <b>it is a big brand so I trusted it</b>.</p>
<p>There was prep about the unconference. This is what it is about - you can do these things if you want to, you go with the flow. We had a mediator/coach to set the tone. <b>It was driven by us. It wasn't driven from top down but by the people</b>.</p>	<p>I came early to the event. Everyone was telling me it would be a change in the city. Traffic was crazy, visually getting closer to the space, people were dressed differently. It is art collectors - a status thing. Big deal people. Different colors badges for higher levels. <b>We got an access card because we were high up</b>.</p>	<p>That was a really interesting part. Everyone came from london. It was sort of a joke...because everyone came on the train. Someone was on the train asking if we were going to the event and gave us a schedule, and lanyard - <b>it was unorganized - but sort of organized at the same time</b>.</p>
<p>You have a natural tendency to hang out with our people.</p>	<p>There was so many options - so many things happening. <b>It can be confusing. There is so much choice</b> and so much happening. It felt more like going to a big museum than an actual event.</p> <p>Yes, there were certain events where you met people, you collaborate based on brands. Prada, VIP guest list. Adidas. networking.</p>	<p>One thing that I remember was the walk from the train station to the actual conference. We were all together but it was like 15 min in a small town in the middle of england. I guess it was nice. <b>but should have been shuttles or something</b>. The event was what I expected - I had no expectations.</p> <p>I would say no - <b>I was sort of disappointed</b>. I met one person who I am still in touch with. I was sitting in the student reduced section. We did have an organized lunch - I did talk to a few people. We had to wait in line so it diminished the talking time. <b>The best places to get to know people was over food</b>.</p>
<p>I did get a tin mug - I still have it I eat cereal out of it. Pause/Play/Continue themed. Charging stations. People from the CS team - was there.</p> <p>One guy had a big ass inflatable boat. We got there. We were about to pump it out. We didn't have a way to pump it up.</p> <p>1. The cool thing was the set up of it. It was driven by the people. You had a choice of what you could do. You could play kicker all day. You could relax all day. You could play football. It was social. It was about having the choice. <b>It wasn't a mandatory event...but people wanted to go</b>.</p> <p>2. The second year there was more sports, boats, outside activities. It was a different crowd the second year.</p>	<p>Yes, I kept the VIP card, I took photos of the program - but threw it out. I have a box of memories where I keep that card. If I would look at it I <b>associate it with good times - With my cousin</b>, with artists that we met.</p> <p>The opening probably. I liked the idea that when you go to a top event there is this dressing up, this contemporary feeling of being "in" you feel proud to have that VIP card.</p> <p>I think that they did well with the official programing. They branded the event, but curated the brand to partner hotels etc. You could really see the different levels of quality - like high level Art Basel.</p> <p>1. I think I could have improved the flow. They should limit the numbers coming in. It was a bit cluttered. Wayfinding was a bit weak. <b>I would have fixed the toilet thing</b>. They could have done something in the que. It just threw you out of the mood. You were in a VIP area and it was just so general - so bright and cheap.</p>	<p>I kept the lanyard - they gave us pins and funny puns. I took lots of those. It is in my bedroom. When I look at it <b>I strongly associate it with my london life as a student</b>. I got to go to these events.</p>

● = Negative Emotional Response

# Research. Interview Outcomes

 = Positive Emotional Response



“There were options to just create our own experiences...nothing top down - more driven by us employees”

Chris Brown - SoundCloud Summer Camp



“It wasn't disorganized. There were so many people, but they did such a great job at personalizing it...it kinda felt it was just you and a few friends.”

Brian Waters - Shopify Unite Partner Event

# Research. Interview Outcomes

 = Negative Emotional Response



"They tried to make you meet new people by a signature game. It failed horribly. No one wants to be forced to socialize. Just give them booze instead."

Brian Waters - Shopify Summit



"My first impression was like "What is this for?, What does the company want to accomplish with this?"

Martina Tronstroem - Zalando Employee Event

# Research.

## Interview Outcomes

To begin the design process I used the research found to identify 3 emotional responses I would like employees to feel. I took these and made a goal for the before, during and after event stages.

### Employees should feel EXPECTANT:

#### Before:

"I am really looking forward to the event, I'm not totally sure what it will be like, but I think our company really needs it"

#### During:

"Each session, moment seems designed to create a more cohesive understanding of why I do what I do here. I am looking forward to experience the next part"

#### After:

"I have a better understanding of who N26 is, the personality behind the product and I am looking forward to seeing the amazing things we can do together."

### Employees should feel INFORMED:

#### Before:

"I completely understand why the company is having this event, it makes a lot of sense"

#### During:

"I am learning things about N26 and the founders...but in a more interesting way... by being here I feel the company is becoming more "human" to me."

#### After:

"I understand the direction that the company wants to go into...I actually know why we want to go in that direction too...and I am completely on board with that!"

### Employees should feel VALUED:

#### Before:

"I have never worked for a company that had a huge event just for staff! I mean...once I had to go to an offsite, but that felt like work...this looks like it will be something else"

#### During:

"The approach is different, it feels like we are creating something bigger together, not dictating something from the top down"

#### After:

"I have a better understanding of the importance I have to N26. I mean - not just to the company but specifically to my team"

## **Two learnings carried into the overall layout of event**

**People want ownership and  
choice in what they learn.**

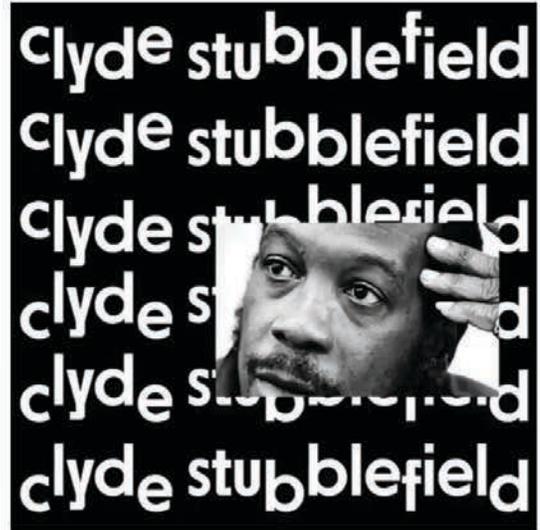
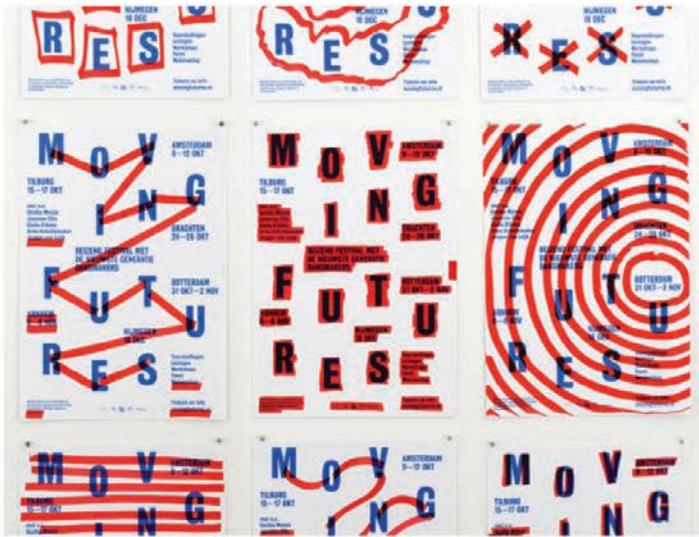
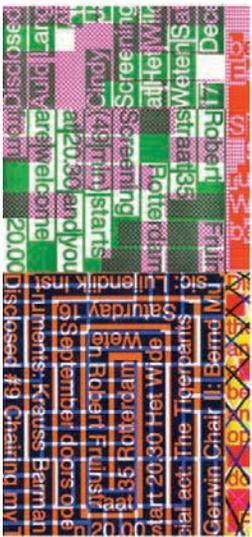
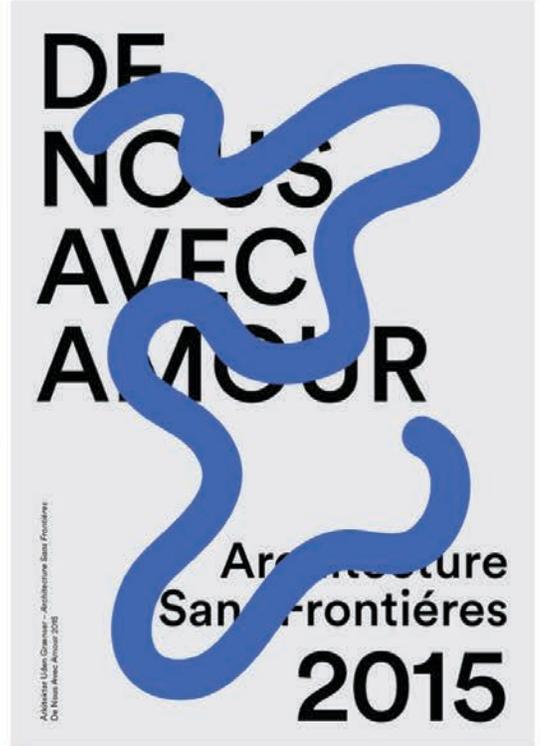
**People want to meet new people  
but they do not want to be forced.**

# Research. Design Inspiration



There is this tech feel to the dots, could be used for the number of people in each department



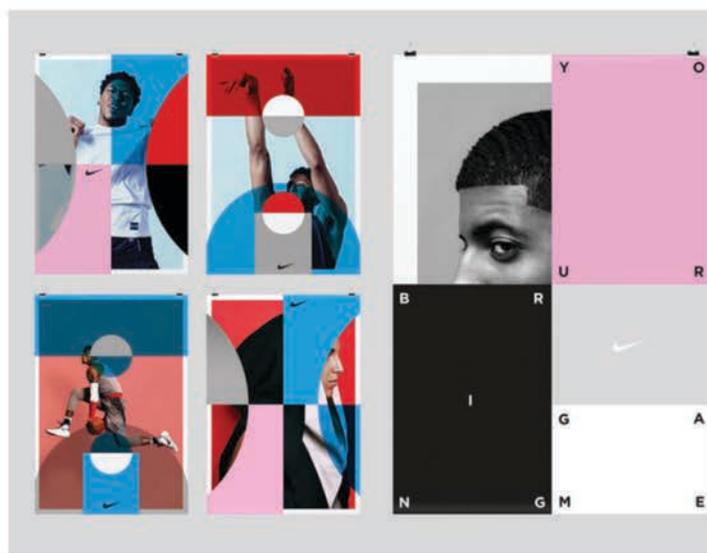


# Research. Design Inspiration

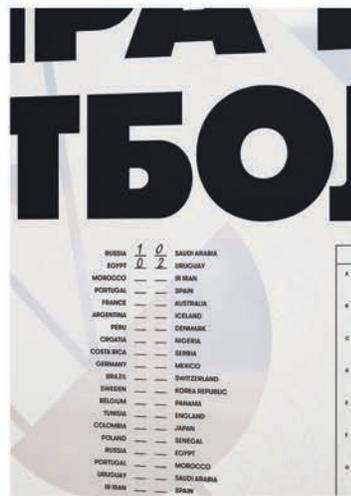
Illustrative approach



abstract/shape approach

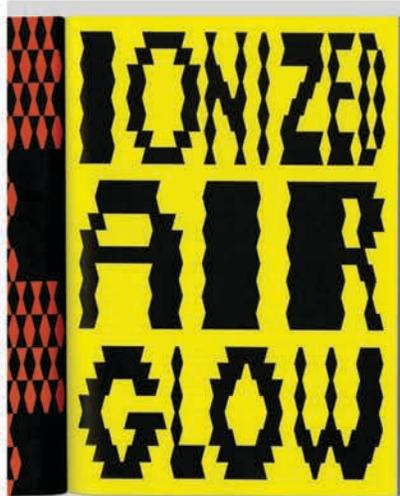


1  
0  
R  
A  
E



design depicts a deconstructed football pitch, inspired by the early 20th century Suprematism art movement in Russia.

I like the bold, versatile approach



Much more comfortable approach for me. I like the game they have devised for the event.

ROOF  
LOS  
EST

based on the celebration of summer solstice. Their vibrant solution references sunlight and the shadows cast through the passing of time.



# Research. Event Naming

N26 Abroad

N26 Go

Momentum

**Ignite**

Move

Switch

Verve

**Create**

Limitless

hatch

Form

Shape

N26 OffSet

Do

Cheque

Basis

**Branch**

Annex

Ground

E26

UpSite

**Offbeat**

**Summit**

Deviate

Offbeat

Slush

Resonate

WeAre

Symposium

Move

SummerCamp

N26 Now

Disrupt

Banksters

Forward

Rally

Vacay

OOO

**Mashup**

BaseCamp

**WORK**

**Access**

**EXD**

**T26**

**NECA**

**Mashup**

**OffSite**

**Alt26**

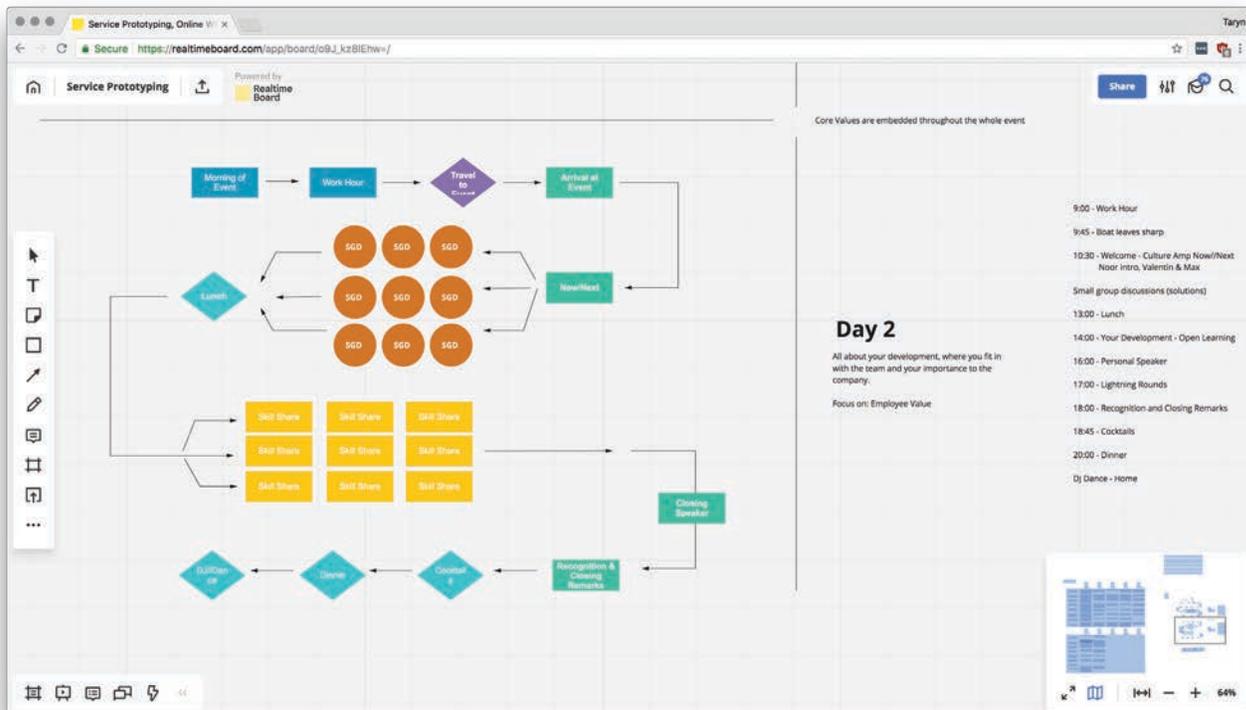
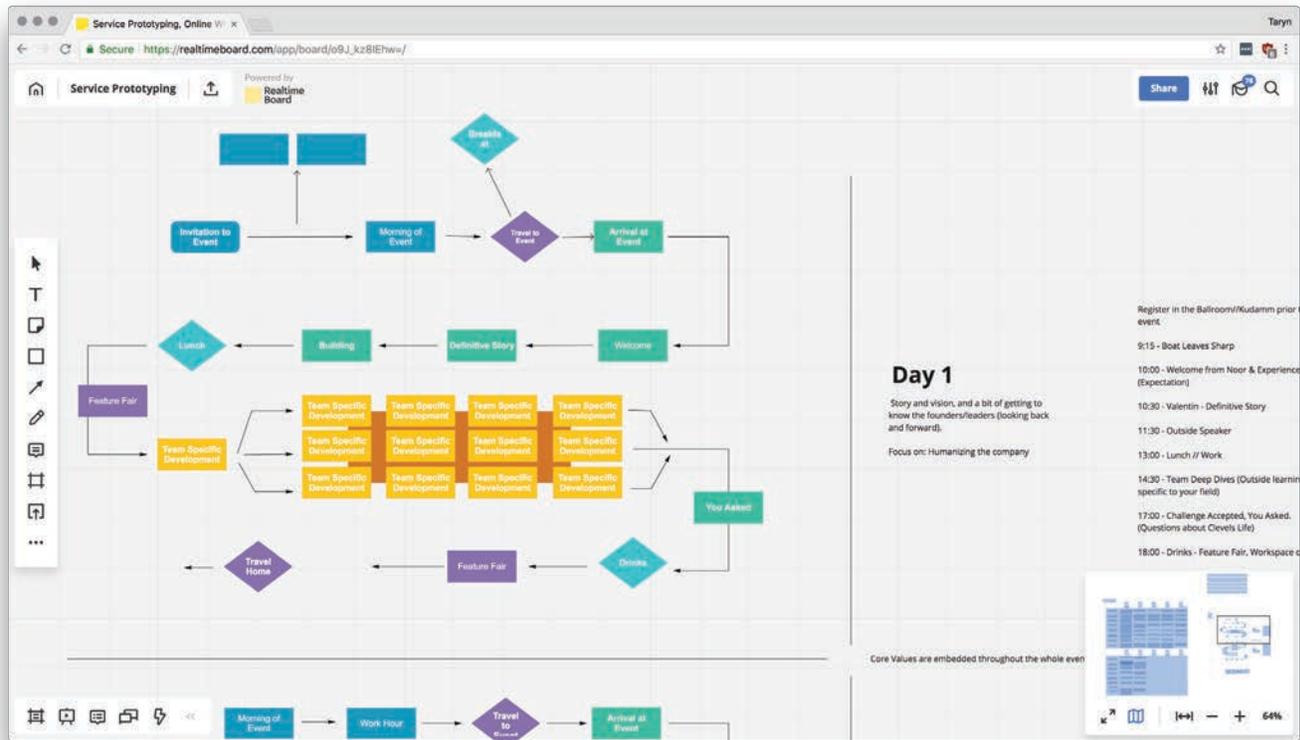
**Ground**

**offbeat**

Why OffBeat? - building a bank from the ground up is not a conventional endeavour, nor should it follow the standard beat set by previous corporations.

N26 Offbeat brings together the unique individuality of our employees while creatively encouraging novel ideas and celebrating the methods to the madness.

# Research. Event Layout



# Conclusion of the Design Research Stage

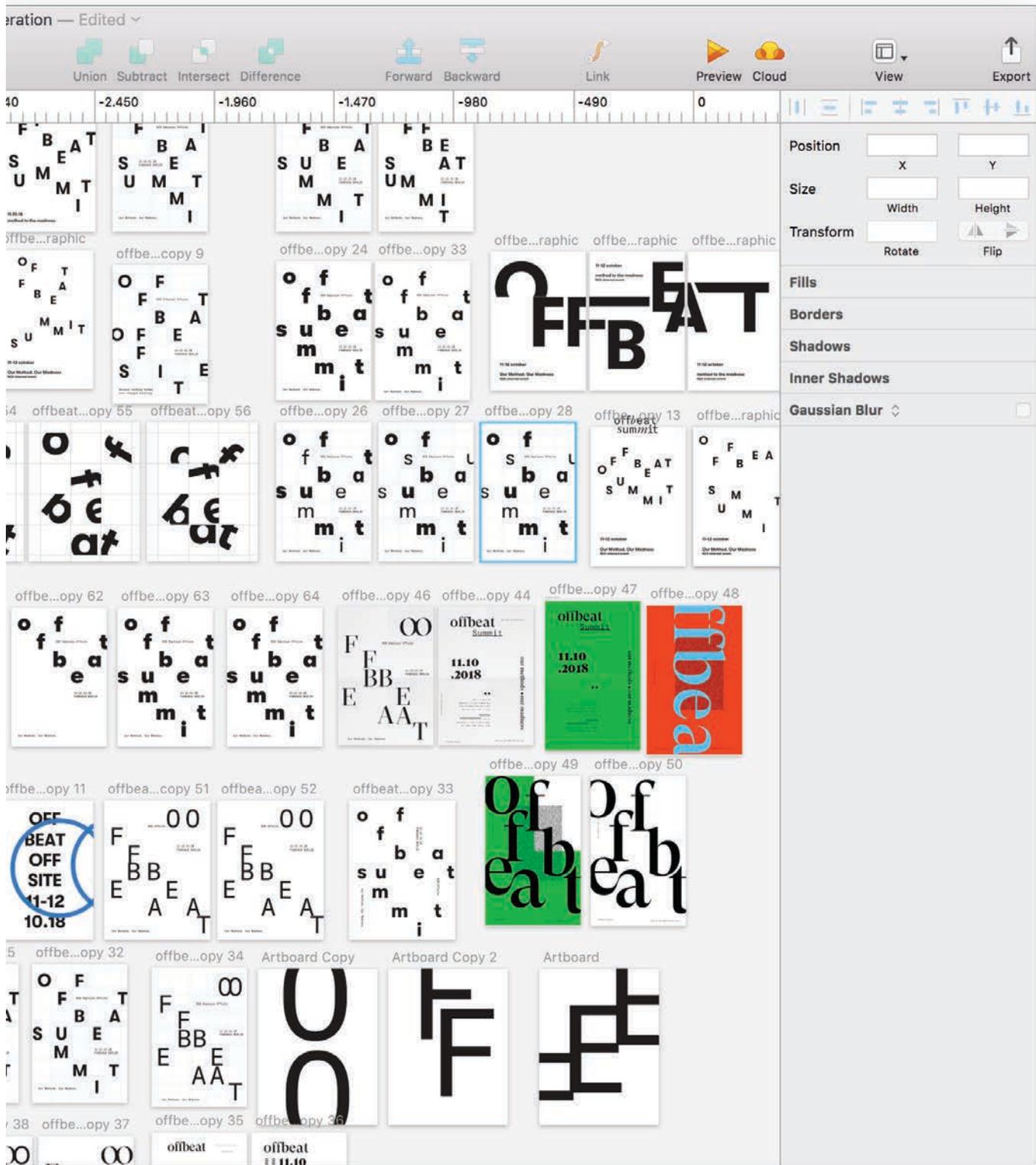
I have always found the research stage to be one of my favourites. Because of the amount of design work I needed to complete, I only gave myself only two weeks on this phase. At the beginning of the project it was imperative for me to lay out what I wanted to accomplish from week-to-week, this helped me to stay on track and choose the most influential moments.

I met with Jessica Bush - N26's Senior Researcher to help me build the interview questions and took notes from the designers that I have been working with on how to properly ask interview questions. I believe that this research phase was extremely important. It allowed me to benchmark what is already existing in the Start-Up industry and what other "untraditional" events are doing differently. I believe that by talking to people I was able to pull out emotional connections to experiences that made events memorable.



**Ideation**





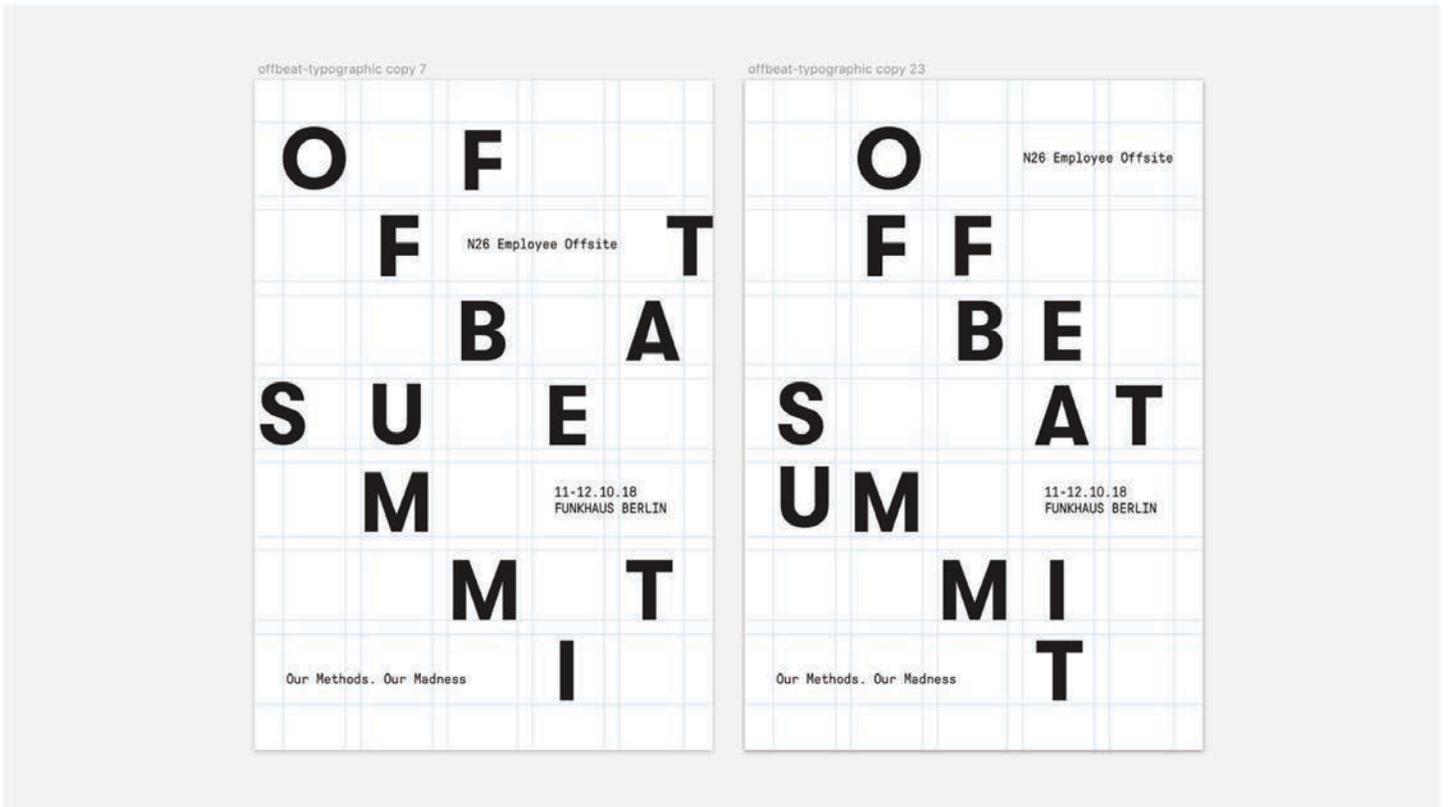
# Ideation. Typeface Choice

offbeat	offbeat	<b>offbeat</b>	<b>offbeat</b>
<b>offbeat</b>	offbeat	offbeat	<b>offbeat</b>
offbeat	offbeat	offbeat	<b>offbe<sup>a</sup>t</b>
offbeat	offbeat	<i>offbeat</i>	<i>offbeat</i>
<b>offbeat</b>	offbeat	offbeat	<b>offbeat</b>
offbeat	<b>offbeat</b>	<b>offbeat</b>	offbeat
<b>offbeat</b>	<b>offbeat</b>	offbeat	offbeat

## GT Walsheim Pro

GT America Mono Regular

Grilli Type is an independent Swiss type foundry.



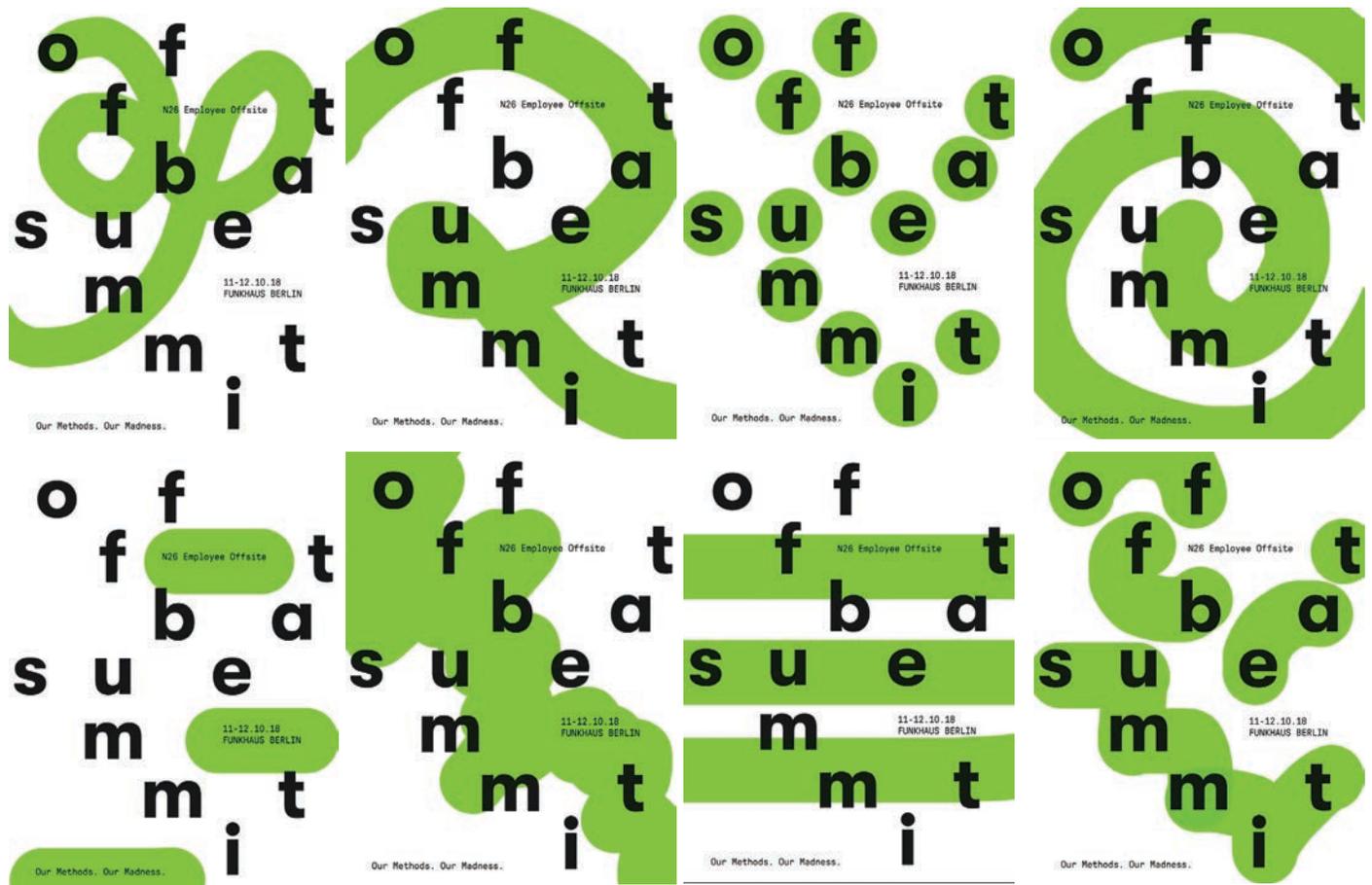
The initial idea was to arrange letters in an “Offbeat” way while still maintaining a sense of organization through a grid structure.



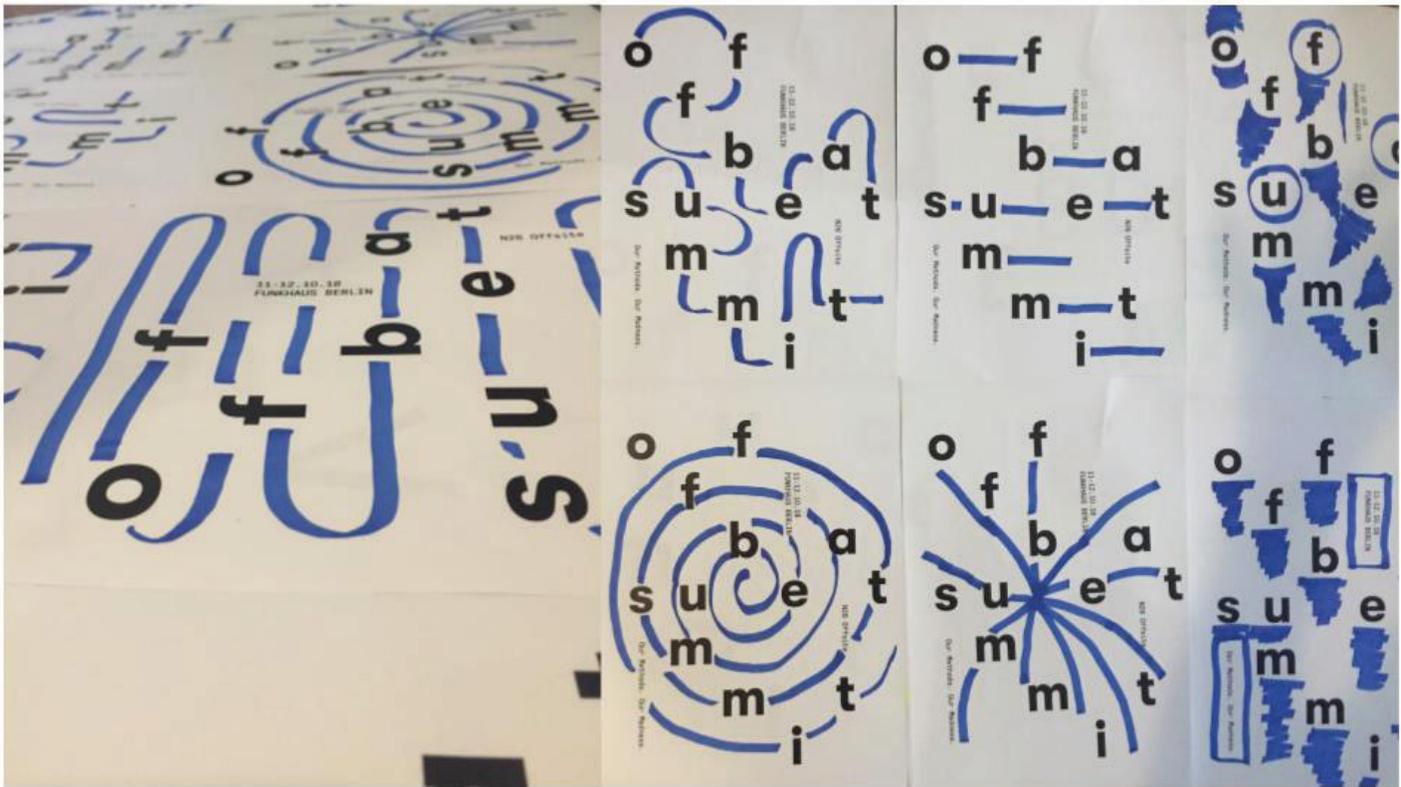




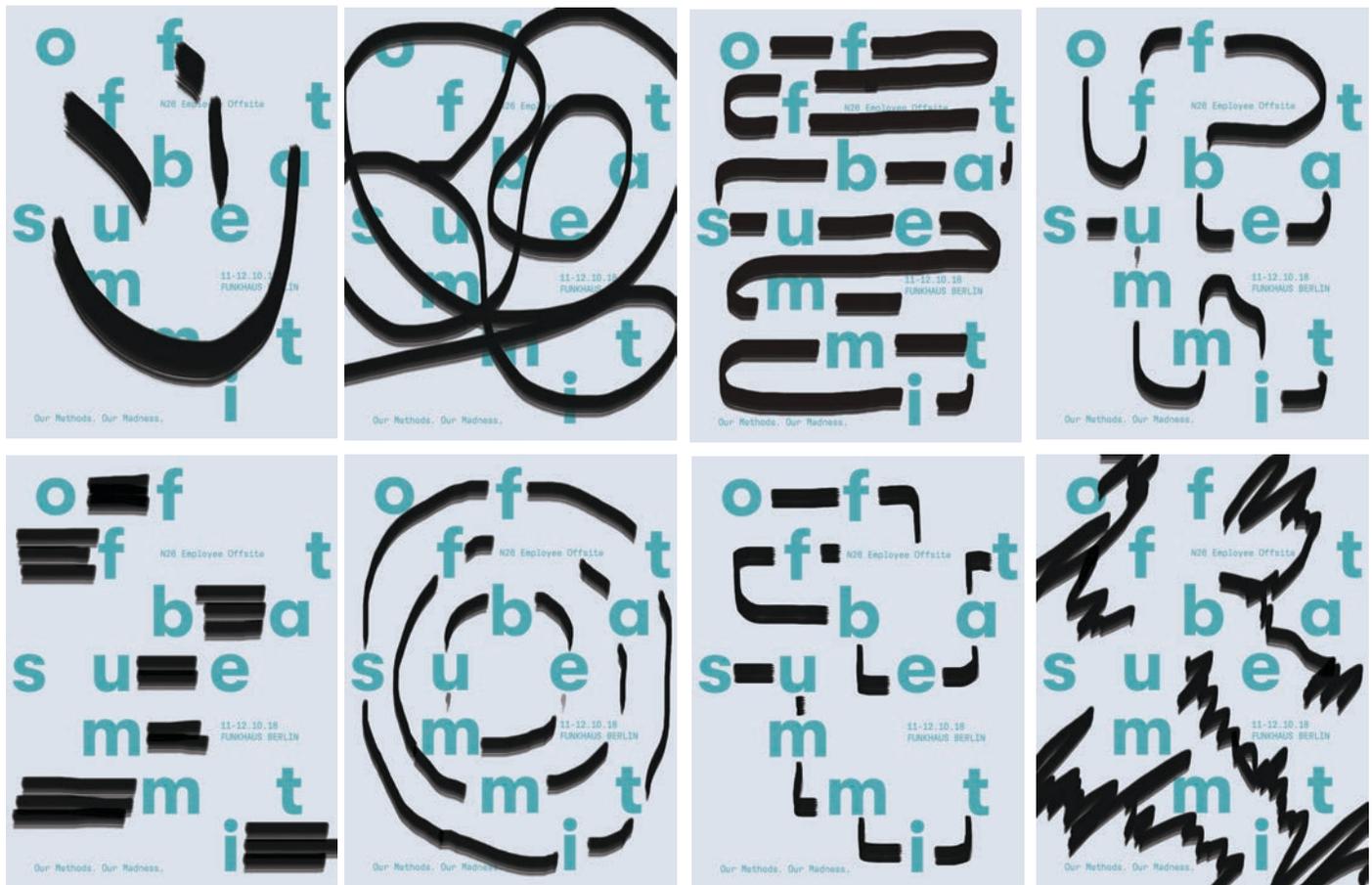
Through drawing on each poster I started to think about how the event could be cocreated. Each person within the company could participate and create their own unique poster.

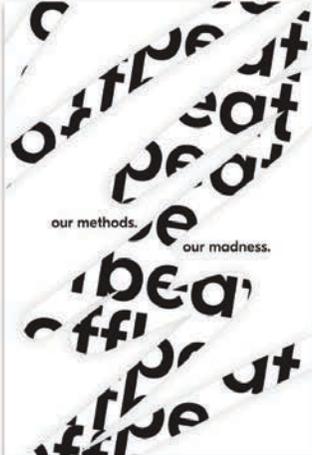






I pushed this further by printing off 50 of the typographic design and got the design team at N26 to draw on them. The goal was to understand the “Offbeat” approaches others had towards the typographic design.





I was feeling like I hit a wall with the personalization approach. I decided to venture back into typography to see if I could blend the two together. I used elements from the previous drawings and overlaid them on typography to represent that traditional banking (Offbeat over and over) and how fast the industry can change (personalized signature)



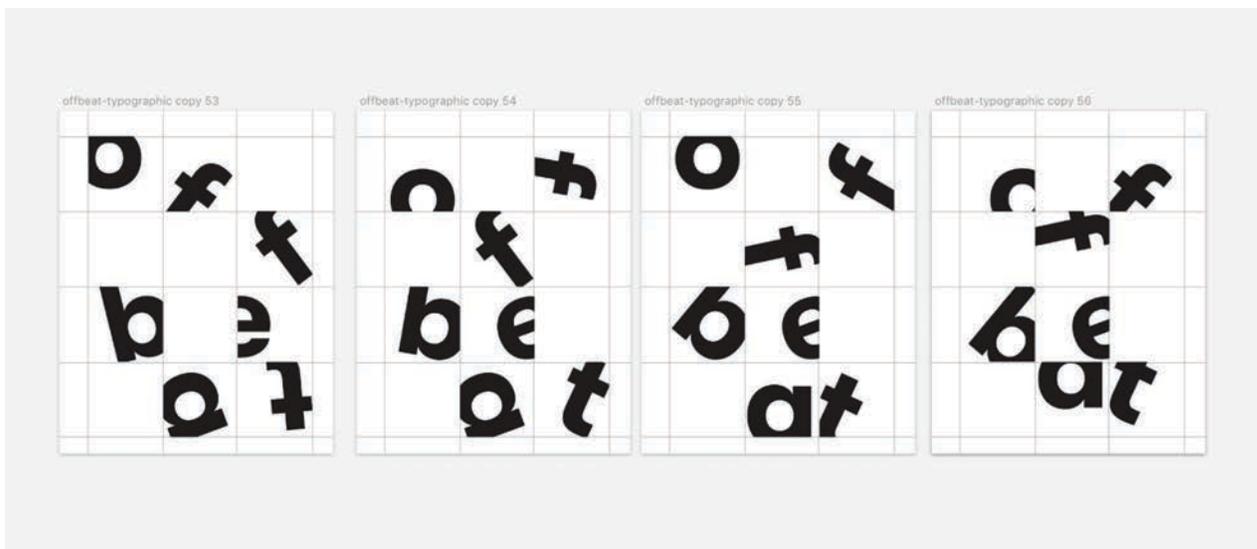
Playing with blending modes but realized this is very hard to recreate. Everytime I would change the smallest thing the whole colour system would change. I thought it looked pretty "Offbeat", but would be too hard to expand to multiple branding elements.



Playing with blending modes but realized this is very hard to recreate.



Iteration on colour. I felt like these colours were offbeat in their matching and could be an option.

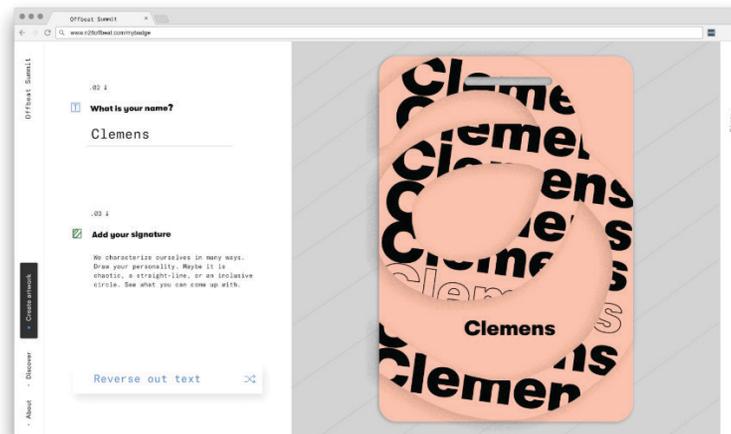
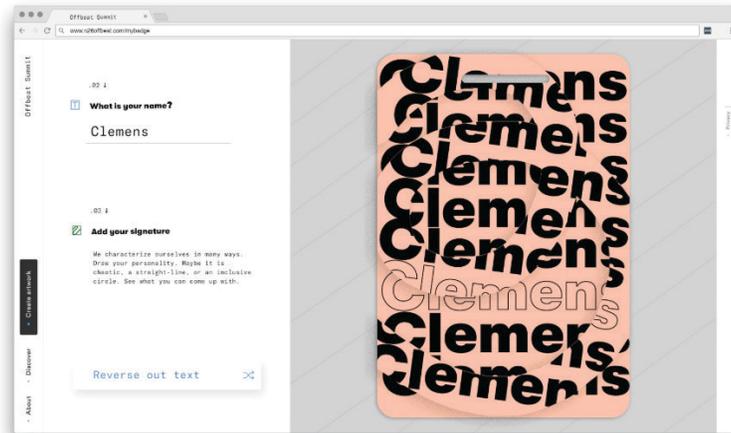
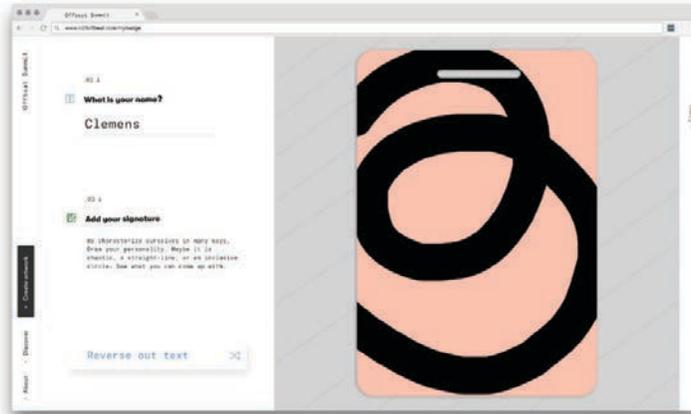
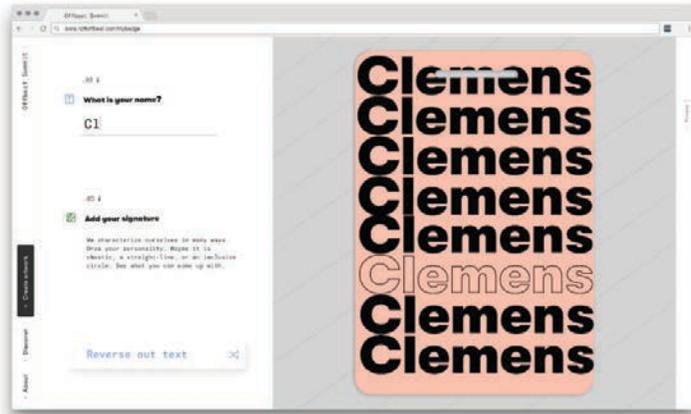


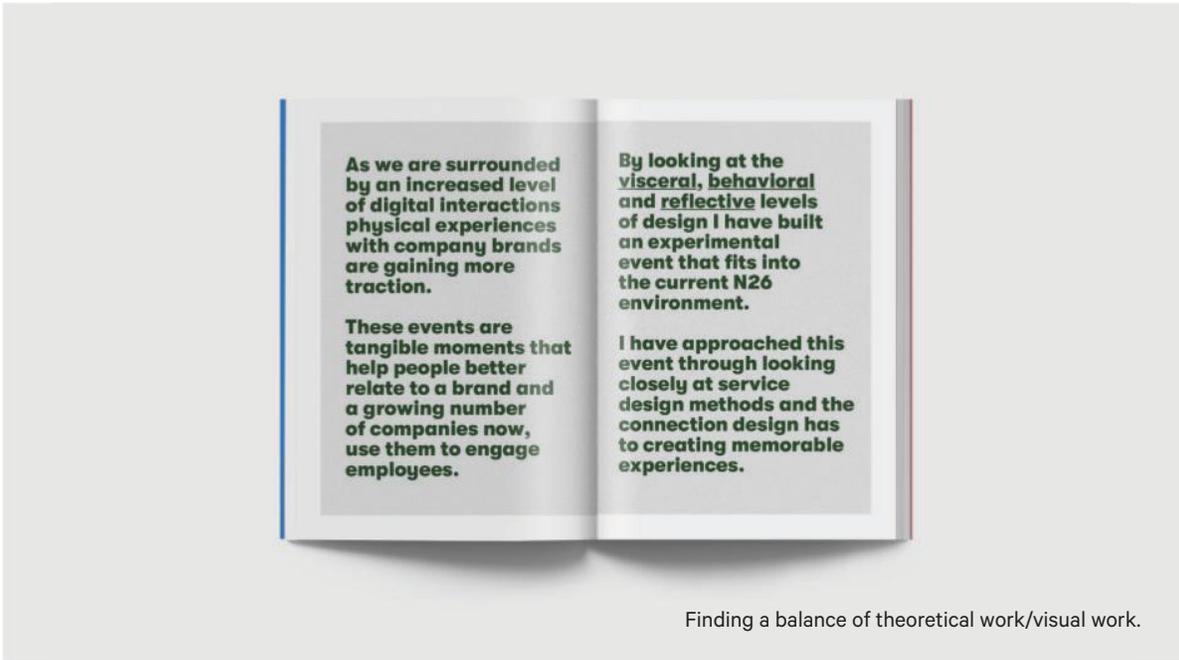
Started to play with Offbeat in a grid/mask. Overall this felt too playful.



At this stage I was very happy with the design work. I had made a decision to design the newspaper as a take-home piece that employees would get a few days after the summit. I felt that the overall approach was strong, but still wanted to experiment with colour.

The goal of this was to build an interactive element that people can play with before the event. This allows people to feel a part of the process.





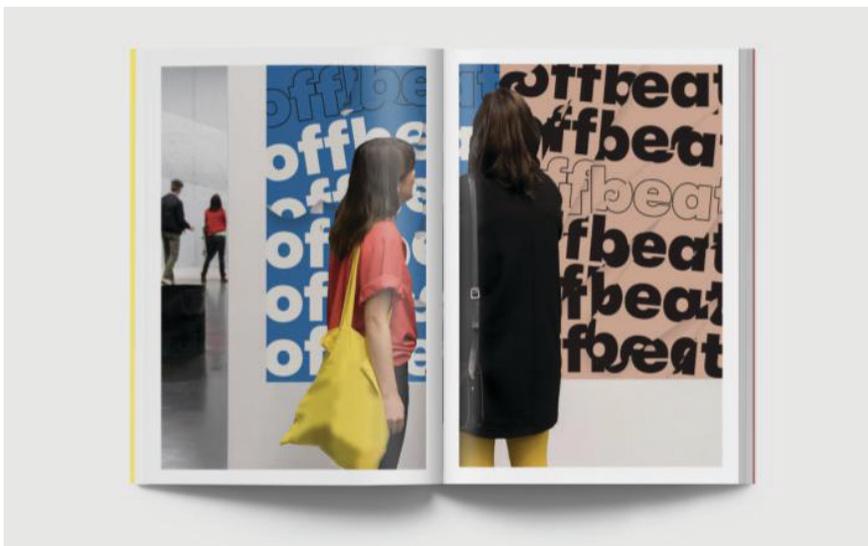
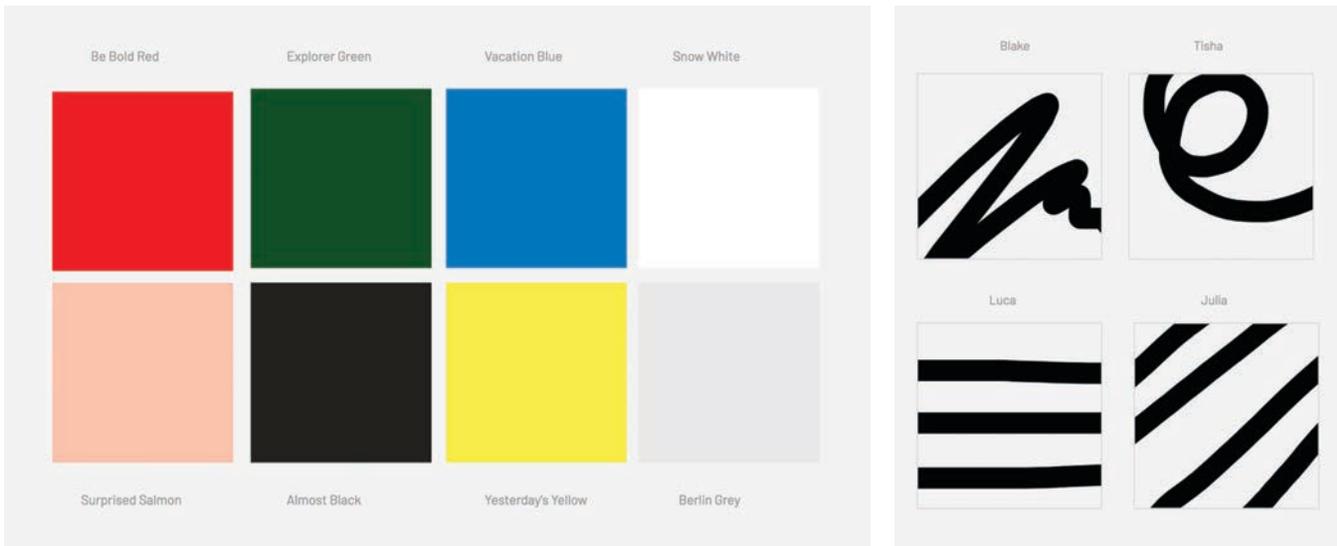
Finding a balance of theoretical work/visual work.



Starting to understand how to best structure the concept book.



Experimenting how a reader visually breaks up sections to make for a clear and concise reading experience.



I felt that although this is an excellent design It did not represent the disruptive nature that N26 was built upon.

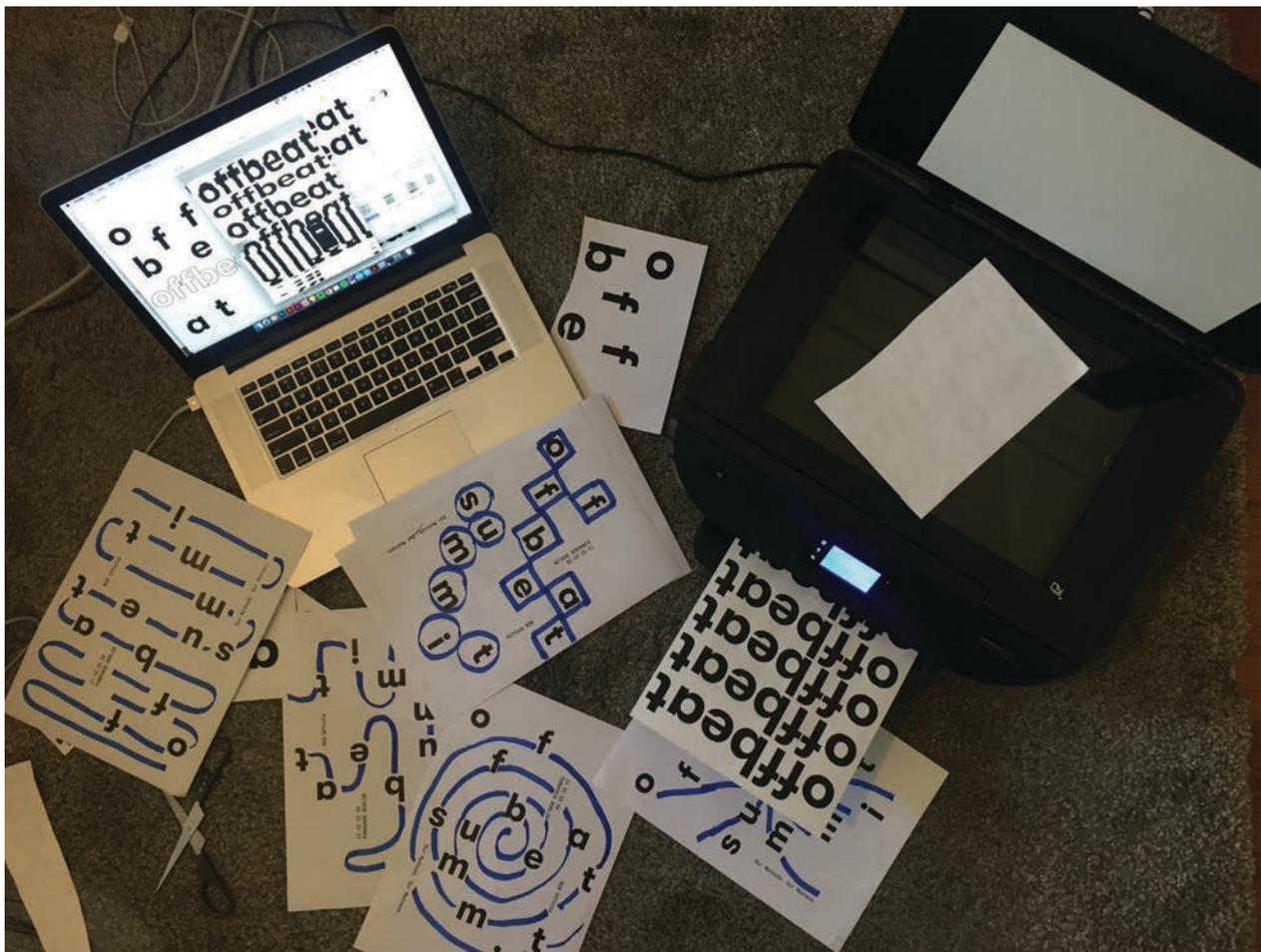
# AND...Then it all changed.

I kept pushing this idea of having interactive signature elements in the design. I was, for the most part pleased with the design. However, I was finding it hard to duplicate and people didn't quite understand how it was coming together. I think there is something here. The work that has been done is not a waste and can be picked up and used if I have another project like it in the future.

The event changed when I tried to take this design and work on it Analog. I started to be a little more free in my thinking expanded. I realized that the colour palette I was playing with was fun, but maybe didn't suit the venue or theme of "Offbeat Summit"

For two days I created two books in parallel. One with the designs you have just seen and one with new designs. I showed them to multiple people and overwhelmingly people were able to understand and grasp the final solution.

I believe that final solutions come after many, many iterations.



offbeat

beat

beat

beat

beat

beat

offbeat

offbeat

offbeat

offbeat

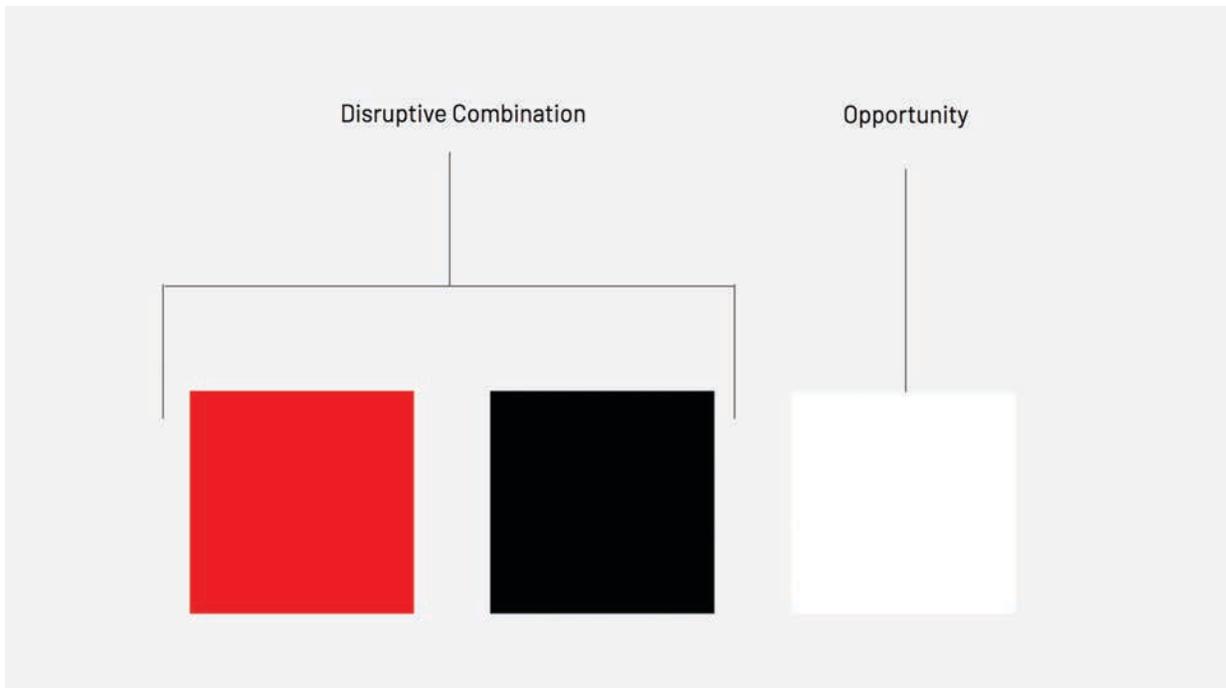
offbeat



# Implementation

**offbeat  
offbeat  
offbeat**

THREE YEARS THE COMPANY HAS BEEN N26



offbea

offbea

offbea



**Employees should feel EXPECTANT.**  
 "Each session, moment seems designed to create a more cohesive understanding of why I do what I do here. I am looking forward to day 2."

**Employees should feel INFORMED.**  
 "I am learning things about N26 and the founders - but in a more interesting way, by being here I feel the company is becoming more "human" to me."

**Employees should feel VALUED.**  
 "The approach is different, it feels like we are creating something bigger together, not dictating something from the top down"

# during

24

25

**Valentin Stalf**



Born in Vienna, Austria studied engineering and finance at the University of St. Gallen, Swiss University of Applied Sciences and Business Administration. During his studies he worked in a number of fields including **STRONG REPUBLIC**, Richard Berger and Jacobusbert having a sign on occasion. In 2014, after graduating, Valentin worked for Swiss Internet as Entrepreneur in Residence and was involved in building different ventures before founding N26. He worked public men in Europe together with Realities Festival in 2014.

Speaking: October 11, 2016  
 Location: Zurich, Switzerland  
 October 21, 2016  
 Location: Zurich, Switzerland

**Timothy Leberecht**



Tim Leberecht is a former Berlin-based actor, producer, and consultant. He is the former chief marketing officer of the creative firm Frog Design Inc., worked on Frog and K&N, he now works with consulting firm, Liberman and Partners, and writes and speaks about leadership, technology, and culture.

He served on the 2012 Business Forum's Global Alpha Council on October 19th, 2012 in NYC, and he is a member of the Network. He is an advisor at an advisory board member for the startup and investment consulting firm and research firm.

October 21, 2016  
 Location: Zurich, Switzerland

**Chenny Xia**



Chenny is an award winning designer and professional business strategist who helps entrepreneurs build their business from scratch through company and brand rebranding. Through her work with clients, Chenny has represented clients in international conferences on entrepreneurship, business development and innovation, including the 2015 South Africa Business Conference.

An ERG, Chenny combines cross-cultural insights with experiences working in business development, operations, design, and creative media. She will be speaking with her clients and N26 on the international platform that she co-founded last year.

October 21, 2016  
 Location: Zurich, Switzerland

**Dan Gilbert**

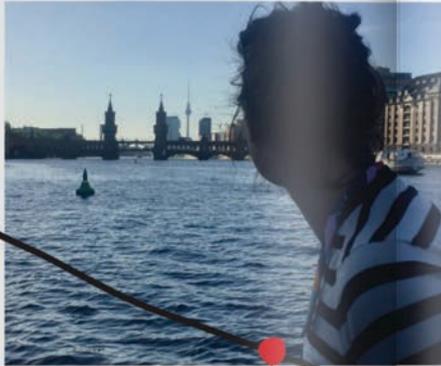


Harvard graduate Dan Gilbert was "taken aback" by some of the progress that N26 made. He is a former executive at IBM and a member of the Harvard Business School's "The Future of Business" program. He is also a member of the Harvard Business School's "The Future of Business" program.

Speaking: October 13, 2016  
 Location: Zurich, Switzerland  
 October 21, 2016  
 Location: Zurich, Switzerland

offbeat

N26  
**Head Office**



Jannowitzbrücke Station

3km

East Side Gallery

## Travel

Creating an experience means that every part of the journey is thought out. Reducing stress and adding moments of delight will help to make it memorable.

It is important that the days starts off and end as any day might. There should be no added complexity getting to and from the event. At 9.15 and 9.25 two boats will leave Jannowitzbrücke station, just outside the N26 headquarters and bring the team 30 minutes down the river.

Travelling together not only reduces stress but it is also an excellent way to ensure that the event kicks off with the right mindset.

Treptower Park

8km

Spreewald Berlin

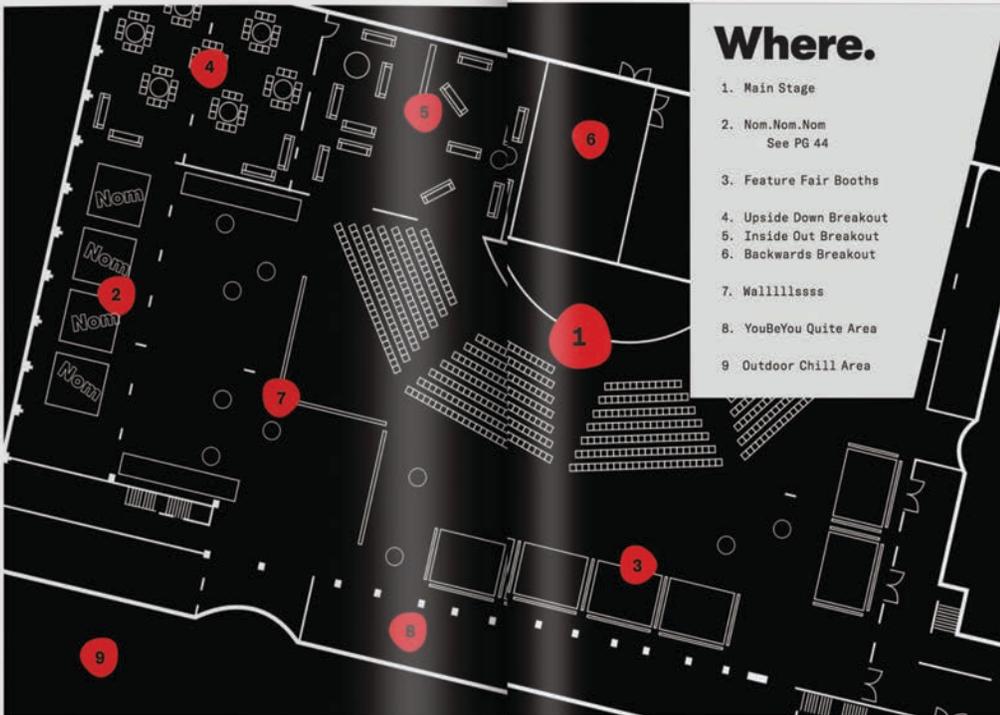
11km

## Funkhaus



**It was a fun way to begin the day...taking a boat to a work event isn't so normal. The coffee on that boat was definitely better than in the office.**

Lucy Wahlsley - Customer Support



## Where.

1. Main Stage
2. Nom.Nom.Nom  
See PG 44
3. Feature Fair Booths
4. Upside Down Breakout
5. Inside Out Breakout
6. Backwards Breakout
7. Walllllllss
8. YouBeYou Quite Area
9. Outdoor Chill Area

## Space.

The goal was to layout a space that can fit 500 people while still allowing an individual to feel like the event was put together especially for them. The attention therefore went into looking at the things N26 employees love and then understanding where and when they feel most comfortable. The learnings showed that attention to food venues, quiet areas and outdoor space was extremely important.

“ Sometimes at events I feel like I am one of hundreds of other people. I'm not sure how this can be fixed... maybe there is something Offbeat can do that makes everything more personal.”

26



### Valentin Stalf



Born in France, Valentin studied engineering and finance at the University of St. Gallen, Swiss University of Applied Sciences and Business Administration. During his studies he worked in a number of fields including **STRATEGIC SPONSORING**, **Business Support** and **Investment Banking** in large corporations. In France, he worked for **Deloitte** and **Investment Banking** in **London** and **Geneva**. He worked with **Deloitte** in **Geneva**, together with **Real Estate Services** in **Geneva**.

Speaking: October 11, 10:00

October 11, 2018  
10:00-11:00  
offbeat.com

### Timothy Leberecht



Tim Leberecht is a former Berlin-based entrepreneur and consultant. He is the former chief marketing officer of the startup **Form Design Ltd.**, created in 2012 and 2013. He now works as a marketing firm, **Leberecht and Partners**, and writes and speaks about leadership, technology, and culture.

Website: [www.leberecht.com](http://www.leberecht.com)  
Speaking: October 11, 10:00

October 11, 2018  
10:00-11:00  
offbeat.com

### Chenny Xia



Chenny is an award-winning designer and professional business strategist who helps entrepreneurs build their business from scratch through strategic marketing, branding, and content creation. She has worked with clients in various industries including technology, healthcare, and education. She is also a frequent speaker at industry conferences and events.

Website: [www.chennyxia.com](http://www.chennyxia.com)  
Speaking: October 11, 10:00

October 11, 2018  
10:00-11:00  
offbeat.com

### Dan Gilbert



Harvard graduate Dan Gilbert was named **Entrepreneur** magazine's "2017 Franchise 500" winner. He is the author of the book "The Franchise 500" and has been featured in various media outlets. He is also a frequent speaker at industry conferences and events.

Website: [www.dan-gilbert.com](http://www.dan-gilbert.com)  
Speaking: October 11, 10:00

October 11, 2018  
10:00-11:00  
offbeat.com





- 22 hours**
- 507 employees** (PG 1)
- 48km on a boat**
- 18 speakers** (PG 4)
- 31 skill shares** (PG 5)
- 7 awards** (PG 6)
- 48 new product ideas** (PG 8)
- 14 actionable steps** (PG 9)
- 9 follow up items** (PG 12)
- 8 buckets of paint**
- 3012 photos taken** (PG 15..some)
- 1982 coffees**
- 1010 club mates**
- 2657 beers** (In the evening...mostly)



N26 Summit  
10.11-12, 2018

Funkhaus Berlin, Germany

# **Analysis Conclusion**

The research and design of Offbeat Summit can be seen as an extension of the literary work that has been studied because it tangibly takes emotional design and communicates it towards employees. The event uses Service design as a method, seeing the before, during and after as a holistic experience.

I chose to embark on this project with the mindset that I needed to have a straight-forward objective. Through research the objective became clear: to build an event that humanised the company and created individual value for employees. The balance between event layout, speakers, food choices, transportation and visual event elements creates a over-arching message that supports the two objectives.

Throughout the design and research many difficulties arose. These, I continued to remind myself are a part of the process, no one persons process is the same and I needed to learn how mine works. One of the biggest difficulties apart from the visual branding of the event was how to tangible showcase the entire event as a single piece of work. How to share both the behind-the-scene work into event naming, scheduling and layout. I looked into creating a newspaper or multiple tangible event elements. In the end, I decided that a concept book best shares the emotional, human-element that I wanted to bring to the work.

As I look at the work that has been produced I know that there is a need for this in a communication field. I believe that we often view design as only visual communication, but the way individuals experience the before, during and after event is often just, if not more important. I wanted to push myself and others to look into the whole experience.

**Aknowledg-  
ments**

**Declaration of  
Work**

# Acknowledgements

I would like to express my gratitude to Professor Volker Pook and Professor Daniel Henry Bastian, my research supervisors, for their enthusiastic encouragement of this practical thesis. I would also like to thank Christian Hertlein, Head of Design at N26 GmbH, for his patient guidance and useful critiques throughout the research and design process. My grateful thanks are also extended to the People (HR) and Design teams at N26 GmbH who have encouraged me and supported me throughout my bachelor thesis.

## Declaration of Academic Integrity

Hereby, I declare that I have composed the presented paper independently on my own and without any other resources than the ones indicated. All thoughts taken directly or indirectly from external sources are properly denoted as such.

This paper has neither been previously submitted to another authority nor has it been published yet.

## Eidesstattliche Erklärung

Hiermit erkläre ich an Eides Statt, dass ich die vorgelegte Diplom- / Bachelor- / Masterarbeit selbstständig und ohne Benutzung anderer als der angegebenen Hilfsmittel angefertigt habe. Gedanken, die aus fremden Quellen direkt oder indirekt übernommen wurden, sind als solche gekennzeichnet.

Die Arbeit wurde bisher in gleicher oder ähnlicher Weise keiner anderen Prüfungsbehörde vorgelegt und auch noch nicht veröffentlicht.

Place: \_\_\_\_\_ Date: \_\_\_\_\_

Signature:

**Taryn Niesena Plugers**

University of Applied Sciences Europe  
BTK University of Art & Design

© Copyright 2018