**Swapportunity**

Surprise, delight, and energize your team with this creative and motivational annual meeting kickoff.

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| Type | Meeting |
| Purpose | Organizational Team Building |
| Topics | Teambuilding, communication, results sharing, motivation |
| Audience | General audience |

## **About this activity**

According to an article titled “The Value of In-Person Meetings” published by Harvard Business Review, 85% of professionals cite in-person meetings and conferences as essential for building impactful business relationships.

We’ll make the business case that 100% of participants will enjoy your annual company meeting as innovation, camaraderie, and appreciation converge in a meaningful way. Participants will gain enhanced knowledge, renewed enthusiasm, and a shared commitment to achieving your company’s goals and objectives.

Plus, your team will leave with more than just memories. Each participant will take home a company swag item acquired in a high-energy game of Swag Swap that ends with a surprise twist!

The activities and meeting agenda are designed for conducting an annual meeting and are best conducted with groups of up to 75 participants in an in-person setting.

#### Important details

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| Best for groups of | Up to 75 participants |
| Preparation time | 30 minutes |
| Duration | 1.5 - 2 hours |
| Required materials | * Variety of company swag items (to include a single pen)
* 1 “grand prize”
* Company-branded gift bags for swag items
* Numbers for drawing
* Smartphone or camera for group photo
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| Required location | * Indoors or outdoors
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| Noise level | High |

## **How it works**

#### Instructions

Before conducting the activity (10-15 minutes):

The facilitator should read the instructions and familiarize themselves with the opening Swag Swap game.

The facilitator should ensure there is one company swag bag for each participant. There should be a variety of swag items (can be duplicates) of various values but there must be only one company-branded pen, which the facilitator will disassemble to replace the ink cartridge with a photo or description of the grand prize. The pen should be put back together so it appears normal and its swag bag should be placed where it is sure to be picked.

The swag bags should be placed on a table and easily accessible by participants, who will form a large circle around the table.

The facilitator should station a helper at the door to have participants draw a number as they come into the session room.

As participants arrive, the facilitator should play fun, motivational music to create energy and excitement.

Conducting the activity:

Introduction (5 minutes):

The facilitator should provide an overview of the meeting agenda and introduce the opening icebreaker game of Swag Swap.

Swag Swap Game (20-30 minutes):

The facilitator will review the rules of the Swag Swap game, which functions similarly to a white elephant gift exchange.

The facilitator will lead the game and ensure that participants are following the rules. Once the game is finished and everyone has their final swag item, participants should be instructed to return to their seats and it should appear that the game is over.

The facilitator will lead or introduce the keynote speaker who will lead the yearly performance review. Before starting the presentation, the facilitator or speaker should ask the person who received the pen in the Swag Swap to stand. The participant will be asked to unscrew the pen and tell the audience what is inside. The facilitator should allow time for applause and reaction before diving into the presentation.

The facilitator or speaker should connect the exercise in some way to the meeting theme. An example would be to tell participants that this year, they should “expect the unexpected” or be ready to “surprise and delight” our customers.

Yearly Performance Review (20 - 30 minutes):

During this part of the meeting, the speaker will analyze and discuss the team’s performance, review key performance indicators and metrics, and discuss missed opportunities and successes. A slide deck or presentation is recommended.

Setting Goals and Strategies for the Next Year (30 minutes):

During this part of the meeting, the speaker will establish the vision and goals for the upcoming year and introduce and discuss the company’s strategies, initiatives, and action plans. A slide deck or presentation is recommended.

Celebrate Wins (15-20 minutes):

During this part of the meeting, the speaker will acknowledge individual and team accomplishments from the past year, share success stories and highlight exceptional performances, and express gratitude and appreciation.

Wrap-Up (10 minutes):

The facilitator will gather everyone together to pose for a group photo. The designated photographer should take one serious photo, one silly photo, and one photo of everyone holding their swag. The photo should be sent to all participants as a motivational reminder of the annual meeting.

#### Rules

To play Swag Swap:

Participants will form a circle around the swag bag table by lining up in order of the number drawn, from lowest to highest.

The first participant will select a bag from the pile and open it, making sure to show the swag item to the other participants.

The next participant can choose to either pick an unopened swag bag from the pile or steal the previous participant’s swag item. Any participant who has their gift stolen can either choose a new gift and show their item to the other participants or steal from someone else.

There are two additional rules:

1. A swag item can only be stolen once per turn, so participants who have an item stolen from them have to wait to get it back.
2. After two swaps, the turn automatically comes to an end.

After all participants have taken a turn, the first participant gets a chance to swap their swag item for any other opened gift. The person whose gift is stolen may steal from someone else as long as that person hasn’t been stolen from yet. When someone declines to steal a gift, or there are no more eligible participants to steal from, the game is over.

#### Example

None

## **Materials**

#### For facilitator

Numbers for drawing

Smartphone or camera for group photo

#### For attendee

Company swag items and gift bag