

BOLDLY EXPLORING

LEVEL⁵
EVENTS
BY THE EXPO GROUP

BOLDLY

How can a multi-national corporation educate its worldwide top executives about new company acquisitions? In partnership with Level5 Events, engineering and tech giant Jacobs created an immersive experiential tour of their entire worldwide corporation in their Reston, Virginia headquarters.

Boldly Exploring

The Jacobs Global Tech Experience Center “Boldly Explore” started out as a seedling of an idea to support the launch of a new acquisition and kick off an international board of directors meeting. Jacobs asked Level5 Events to turn their ideas into tangible, interactive experiences in their lobby.

Experience Engineering

Level5 had a great time imagining the environment, as well as each of the interactive zones. Knowing the guests would be high-level international leaders who were predominantly engineers, Level5 carefully executed Jacobs branding. Bold use of lines and color brought these renders to reality.

The project was exciting from beginning to end, with a challenging timeline of only six weeks from design to installation. The physical space was less than 60 square feet of irregular area.



Experiential Touring

Starting at the Passport Station, international Jacobs executives moved through a “Boldly Explore” branded hall, following a floor cling path that led to six separate tech zones with demo stations and presentations: Divergent Activation, National Security Station, Transportation Station, Water Station, and the Partner Product Station.

The environment was immersive with Jacobs branded window, floor, and wall clings.



Delivering the Impossible

Jacobs now has an amazing custom designed, hands-on environment full of demo stations, presentations, and displays. So impressed with the branded experience, Jacobs has decided to leave it in place, so that anyone can Boldly Explore for meetings, sales, and recruiting.

Challenging Today Reinventing Tomorrow

As Jacobs says, they are challenging today and reinventing tomorrow. Level5 Events shares this philosophy and is excited to continue the partnership with Jacobs.

