

TEAM BUILDING ACTIVITIES IN





Live the exclusive adventure of being a FERRARI pilot! Compete to be the best pilot's team of the Scuderia!!

The participants, organized in teams, will live an unforgettable experience for them in Ferrari Land. Inside this area will enjoy and experiment the process that will convert them the best pilot's team of the Scuderia.

In an atmosphere only suitable for the most competent ones, we propose that the participants, distributed in teams, become the most effective team of pilots. In order to do so, they will face challenges which involve capacity, mechanics, resistance, knowledge, talent and communication. The team that wins more points afterwards adding the results obtained by their pilots after facing the Ferrari Land challenges, will be selected to enter the Youth Talented Ferrari Program.

They will be the protagonists of an amazing immersion in the first Ferrari Land Park in Europe.
Fasten your seatbelts!





Are you capable?

This challenge is located in the **RED FORCE** astonishing accelerator and in the powerful rebound towers called **THRILL TOWERS**.

All members of teams and pilot's aspirants, will be capable of testing their natural capacity to adapt to the strongest emotions. Non like defying these two Ferrari Land rides.

The more times they try these two rides, the more resistance capacity they will show to the Formula 1 power, just like the actual pilots do bearing it lap by lap.

Teams with the most aspirants riding the **RED FORCE** and the **THRILL TOWERS** and as many times as they possibly can, will be the ones adding the most number of points in this challenge!



How much do you know about Ferrari Land?

You can't be a great pilot of the motor-racing team if you don't have enough information about Ferrari's world.

In the Ferrari Experience Building of Ferrari Land, which exterior façade represents typical monuments of the neighbour Italy, you will be able to live two experiences in the rides **FLYING DREAMS** and **RACING LEYENDS**, that will provide you with knowledge you will have to retain to be capable of answering the questions proposed.

In the event app which will contain the activity's content, teams will find those questions that need to be answered in the same app.

The teams whose pilots are more attentive and more willing to live intensively this two experiences, more probabilities will have of answering the questions proposed and for that reason, more points will obtain in this test.



How about your talent?

As we have said, being a Ferrari pilot requires of superlative preparation and dedication. However, there are some inherent qualities that can't be trained and that only the chosen ones have. Are you one of them?

In Ferrari Land's simulators you will have the occasion to show your talent. This experience recreates in the most realistic way, the drive of a single-seated Formula 1, giving you the opportunity of verifying whether you have Ferrari ADN or not.

Pilots who get to do the fastest laps inside the simulator, will add more points for their teams. Teams will have to choose the pilots, (at the expense of the simulator's availability as well as the need of contracting this service in advance) who will be tested in the **POLE POSITION CHALLENGE**.



Has to be a great pilot a Ferrari Land lover?

Of course!

As Sebastian Vettel did time ago laying the foundations and Marc Gené visiting Ferrari Land on the inauguration day, a Scuderia pilot must be a wholehearted Ferrari Land fan.

During this activity we will test and prove the passion teams have for Ferrari Land.

In order to do so, teams must find locations around Ferrari Land which they will find inside the event app that will be exclusively designed for the event and once found, take team pictures with them including team members (known as selfies), as well as to answer enigmas which they will be able to solve only by carefully searching in every single corner in Ferrari Land Park.



Do you have a strong winning spirit?

Sure you do. You cannot pretend to win a Ferrari steering wheel if you don't have an unstoppable winning spirit.

For sure that any pilot that wants to deserve a single-seated of the motor-racing team, puts on his helmet will the only idea of winning the Grand Prix to watch himself in the podium.

This is what this challenge is all about. We propose you, with the full implication of all team's pilot challengers, to record a video using the phone of any member of the team that represents the "handing the prizes ceremony" during a Formula 1 Grand Prix. Originality and interpretation will be evaluated and it can't last longer than 30 seconds.

The videos will be punctuated at the end of the activity by the organization.



Event App FERRARI LAND

The event App will be personalized for the event containing the image of Ferrari Land and the image suggested by the client, as well as the map, the route manual, and all the necessary information so that the teams can develop the activity in the park.

We will provide each team with a link with which, throughout their phones, they can access the app.

With it, teams will be able to answer questions, overcome challenges and follow in real time the activity's development.

TURN YOUR EVENT INTO A UNIQUE EXPERIENCE



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