ADMEI Achievement Awards

BEST INNOVATIVE EVENTS under $50,000

Name of Event | Candy Land
Location | Boston, Massachusetts
Date | December 2016
Attendees | 200 guests

Sometimes the largest impact can happen with the smallest of budgets and for a group of children, the holidays shone brighter this year, thanks to an interactive, whimsical Candy Land themed event. AlliedPRA New England created a once-in-a-lifetime childhood and family experience with sights and sounds of the holidays in full swing. From the moment guests arrived, they entered a wonderland of gumdrops and candy castles, peppermint forests and lollipop woods. With activities like story time, caricatures, face painters, crafts and more, the team made this family experience a lifelong memory for parents and children alike, while providing a boost in company engagement. When children leave an event with smiles larger than when they arrived, you know you’ve done well!