

# Laura Lepistö, Kaj Kunnas and Amin Asikainen alongside various other sports influencers expand their field and challenge companies with a fresh take

**Event organisers are in trouble as the COVID-19 pandemic has cleared the event calendar of almost every company up until no earlier than next autumn. Sportspot, a network of sport influencers, fast-tracked ideating and testing a new concept in which the personnel of a company are challenged to complete various different tasks. The results then get edited into the employees' very own TV show.**

The spirits at Sportspot's office were dropping as clients started cancelling event dates already set and as marketing campaigns were rescheduled and cancelled. But after being worried for a while, people at the office decided to take action and consider the opportunities this crisis may open up – although consideration was done remotely for safety reasons.

*– For a week we brainstormed what sort of prospects this current situation may come with. We were convinced that in this crisis also lies potential for giving birth to something new. We simply had to bravely get throwing new ideas around and testing them, summarises the CEO of the company, Teemu Harinen.*

The deliberation produced an idea: could team days be organised remotely? And if so, what would it mean in practice? The first thing to discuss was, what is the outcome of a successful team day. Sportspot's creative director Juho Nenonen, a basketball player of the national team of Finland as well as the Finnish basketball league team Vilpas, lays down the basics of the idea.

*– The goal of a team day is usually to get people to get to know each other better outside the workplace, which makes one more familiar with their co-workers and builds a shared sense of trust. 'Inside jokes' are born - things that bring folks closer together. We started shaping the idea from this basis and finally created a concept that ticks the boxes.*

In the end, the concept is rather simple: during a Remote team day the participants receive assorted challenges into their smartphones from well-known professional athletes and entertainers. With their phones, the entrants then film their own performances and send them to Sportspot. Sportspot composes an entertaining compilation – a bit like *America's funniest home videos*, but starring your own colleagues. The show is broadcasted as a live stream to each partaker. On the show night the contributors gather around their screens to see what all the members of their team have come up with.

But the question is: does this work in practice?

*– I must admit, even I was quite anxious to see whether or not this would work in practice - would people be ready to film themselves and throw themselves into this? But when the first show aired, the feedback we received even just during the show was incredible! And as the feedback forms arrived, the general opinion hadn't changed, says Lassi Hurskainen, the host of the lifestyle show Elixir, who has gathered over a million YouTube views and who stars as one of the hosts of the *Live Team day show*.*

## **Influencers involved in the challenge**

Influencers play a major part in the Remote team day. In addition to Nenonen and Hurskainen, Laura Lepistö, Kaj Kunnas, Amin Asikainen, Henry Manni and Brädi have all designed their own challenges. The diversity of tasks makes it possible for all participants to find something suitable for them to do in front of the camera. Kaj Kunnas is also present in the live show, when the team members get to compete on a quiz revolving around their company and other subjects.

*– I've worked in TV for thirty years, but this is a whole new innovation which it has been great to be a part of. Throughout the programme, people were sending their comments to the chat, and unlike in TV show's in general, here true interaction is generated!*

*– It has been magnificent to see how folks throw themselves into this. These people have hidden talents, notes the grand old man of Finnish rap, Brädi aka. Kapa Härkönen.*

Up to this point the most popular challenge has turned out to be *thank/praise/elevate a colleague*, wherein the contributor gets to give a co-worker, subordinate or superior words of gratitude, praise or another type of uplifting via a video clip.

*– In the midst of all the hustle we often forget to thank each other, and us Finns especially may find it difficult doing so face to face. Now in this challenge everyone gets to lift up the vibes of their colleagues by giving personal thanks, praise or exaltation, explains Sportspot's sales director Jani Piipari.*

## **Remote team day is a Planet Act**

Experts at Planet Company have assessed the Remote team day as an action and declared it to be a Planet Act. In practice, this means that the act further supports sustainable development: it reduces travelling and provides companies' employees an equal opportunity for involvement, irrespective of time or location. This operating model is functional now and in future.

*– For companies, the Remote team day is a good operating model, in which employees can be encouraged to take part in shared invigorating activities - and even so that the employee can choose the time and the place. The Remote team day is future and supports the principles of sustainable development. Because only good deeds change the World, says Matti Miettinen from Planet Company.*

### **Contact:**

Juho Nenonen  
040 7519569  
[juho@sportspot.fi](mailto:juho@sportspot.fi)

Sportspot makes it easy for our clients to find the most influential sports personalities and top experts from the sport scene to take their events, marketing and social media coverage to the next level. Sportspot also creates event and social media concepts in which we provide the influencer/s and the best ideas for collaboration.

Matti Miettinen  
044 023 0979  
[matti@planetcompany.com](mailto:matti@planetcompany.com)

The Planet Company is a start-up that was created for spreading scientifically impactful sustainability acts among companies. We believe that doing good for the planet should be made easy and appealing for all companies. Good sustainability acts that make the world better, have already been invented. They just need to be shared and build upon.