

Company: Syniverse
Nomination Submitted by: Gregory FCA
Company Description: Syniverse connects networks, devices, and people to unlock the full power of communications. Our secure global tech powers top carriers, Forbes Global 2000 companies, and billions of daily interactions. For 30+ years, we've led innovations in 5G, CPaaS, and IoT, enabling intelligent connectivity worldwide.
Nomination Category: Event Categories
Nomination Sub Category: Corporate & Community - Corporate Event
Nomination Title: Syniverse Sales Kick-off 2025



1. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

Total 525 words used.

More than 200 professionals from 34 countries. Five cross-functional teams competing for glory. When Syniverse, a telecommunications technology powerhouse, united its workforce for its annual sales kickoff event in December, it skipped the standard PowerPoint marathon and built its own Olympics instead.

The event, held in a ballroom with floor-to-ceiling windows atop the Walt Disney World Swan Reserve, reimaged what a global sales gala could be.

Driven by the goal of delivering an inclusive experience, four months after the Paris Olympics ended, Syniverse leaned into the Olympic motto of "Higher, Faster, Stronger —Together" to foster collaboration.

Representatives from each country— often "unsung heroes" rather than leadership— carried their flags in a parade of nations. High jumper Chaunté Lowe, an Olympic bronze medalist who overcame an aggressive form of breast cancer, delivered a moving keynote address on resilience and redefining success.

The agenda was divided into four segments, each based on one of the Olympic motto's key principles. Speakers selected an Olympic sport and built presentations around it. They used humor and props to engage colleagues and bring dry content to life. The technology team used a sailing metaphor to explain how to handle rough seas. The operations group performed a synchronized swimming skit to discuss training new employees. Every team brought a different approach, and friendly competition emerged to deliver the most memorable performance.

Pre-recorded "athlete backstory" videos added humor and continuity. Regional sales leads portrayed themselves as Olympic hopefuls in training, each representing their team's spirit and goals. Europe's sales leader, for instance, adopted the persona of a rugby coach and discussed what it would take to be successful next season. These clips, aired between sessions, allowed each leader to highlight regional achievements.

The awards program was also restructured to match the Olympic format. Instead of acknowledging President's Club winners in a lengthy evening gala, honorees were spotlighted in segments throughout the day. They stepped onto an Olympic-style podium, received gold medals, and gave "post-victory interviews" about reaching goals, expanding client relationships, and collaborating across departments. Each department had at least one honoree, and the effect was personal, dynamic, and emotionally resonant. One winner even teared up while speaking.

The most distinctive element was the "Syniverse Olympics" competition. Five teams, each wearing a color of the Olympic rings, were formed to mix regions, departments, and seniority. They competed in a series of physical and mental challenges that encouraged collaboration and sparked pride. The Olympics even featured Chaunté Lowe, who was so inspired by the event that she returned on her own time to compete, socialize, and join “Team Red” in their breakdancing victory.

Employee feedback following the event confirmed its impact. Multiple longtime professionals —some with 25 years at companies like Cisco and Microsoft— described it as the best corporate event they'd ever attended. Attendees left feeling reconnected, energized, and delighted to work at Syniverse. Team Blue’s group chat has remained active for months, and team slogans continue to echo in the halls.

By combining strategic business content with deliberate team-building elements, Syniverse created an event that energized its global workforce and reinforced its core value of "reimagining possibilities."

That's gold-medal event planning.

2. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:
3. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:
- Essay of up to 525 words
4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

Attachments/Videos/Links:

[Syniverse Sales Kick-off 2025](#)

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