



BEST RECREATIONAL ACTIVITY

Challenged to create an event for John Hancock that showcased the best of Boston to two offices that were merging into one, a local DMC developed the first event of its kind in many years on Boston's famed Copley Square. With a compressed planning timeline, the DMC successfully arranged for permitting with Boston's independent Police, Fire and Public Health departments, not to mention a for 2,500 guests. The block party was an enormous success with specialty entertainment, games, and hyper local catering options not only highlighted the tenants of the host's industry, but the neighborhood that employees would call home.

