

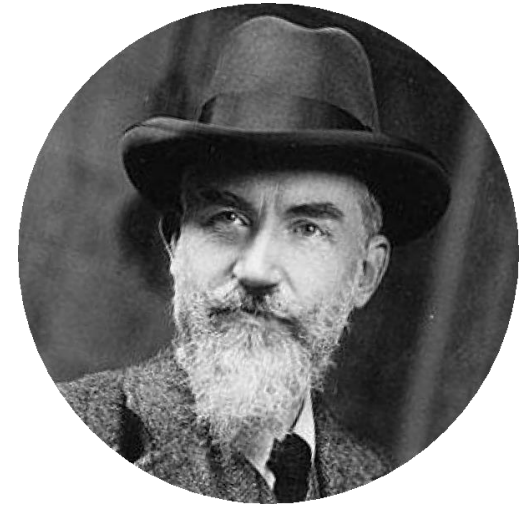
playtactic

network



Info Guide

"We don't stop playing
because we grow old;
we grow old because
we stop playing"



George Bernard Shaw



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Overview

1. What is Play Meetup?

Play Meetup is a social initiative established in 2018 in Doha to help adults connect and make more meaningful connections. It's gamified networking!

2. How does Play Meetup work?

It's based on a methodology called LEGO Serious Play (LSP). Adults meet in a safe space where they build metaphorical LEGO models around a theme topic, share stories about them and connect with others through discussion and reflection. This carefully designed human experience transforms "strangers" into friends" and makes networking more fun & meaningful.

Overview (continued)

3. Who can attend Play Meetup?

Any adults (16+) can apply to join. We have diverse participants varying in age, professions, cultures and interests. However, children are not allowed.

4. When and where does it take place?

It's run monthly at our venue partner, **Nestwork** in Msheireb M7.

5. Why Adults Join Play Meetup?

Many reasons explained on the next slide ...



Why Adults Join Play Meetup?



Experiential
Exploration



Social connection
& networking



Personal & Creative
Development



Fun & Joyful
Recreation



Community
Engagement &
Contribution



ACHIEVEMENTS

Since 2018

7+

Years of Play

60+

PLAY MEETUPS

600+

STRANGERS connected

60+

Theme Topics

2

Super Play
Meetup Events

3+

International Events



Smiles





TESTIMONIALS

" Honestly, today I had so much fun playing LEGO with strangers. In the beginning it might sound a bit weird. It's nice to feel connected and comfortable with people you are meeting for the first time. They listen to you without any judgement, or mockery, paying full attention to every word you say! Even the closest people wouldn't do that. "

Aya

" I loved the creativity and how LEGO can be used to connect to people in a creative way! Plus it is a lot of fun!! And Emad makes it even more fun! "

Ali

" I was pleasantly surprised of how deep topics can be and how meaningful the conversations can become. What I enjoyed the most were a warm atmosphere and interesting people "

Alena

As this was the 1st time I participate in a LEGO serious play workshop, I have to say that it was very interesting experience and it is remarkable how it helps in expressing thoughts, feelings, and overcome some of the drawbacks of conventional discussions. Thanks @Emad Saif for smoothly and interestingly facilitating this workshop. Looking forward for more.

Wafaa

Partnership



Organizes and delivers
monthly Play Meetup sessions

+



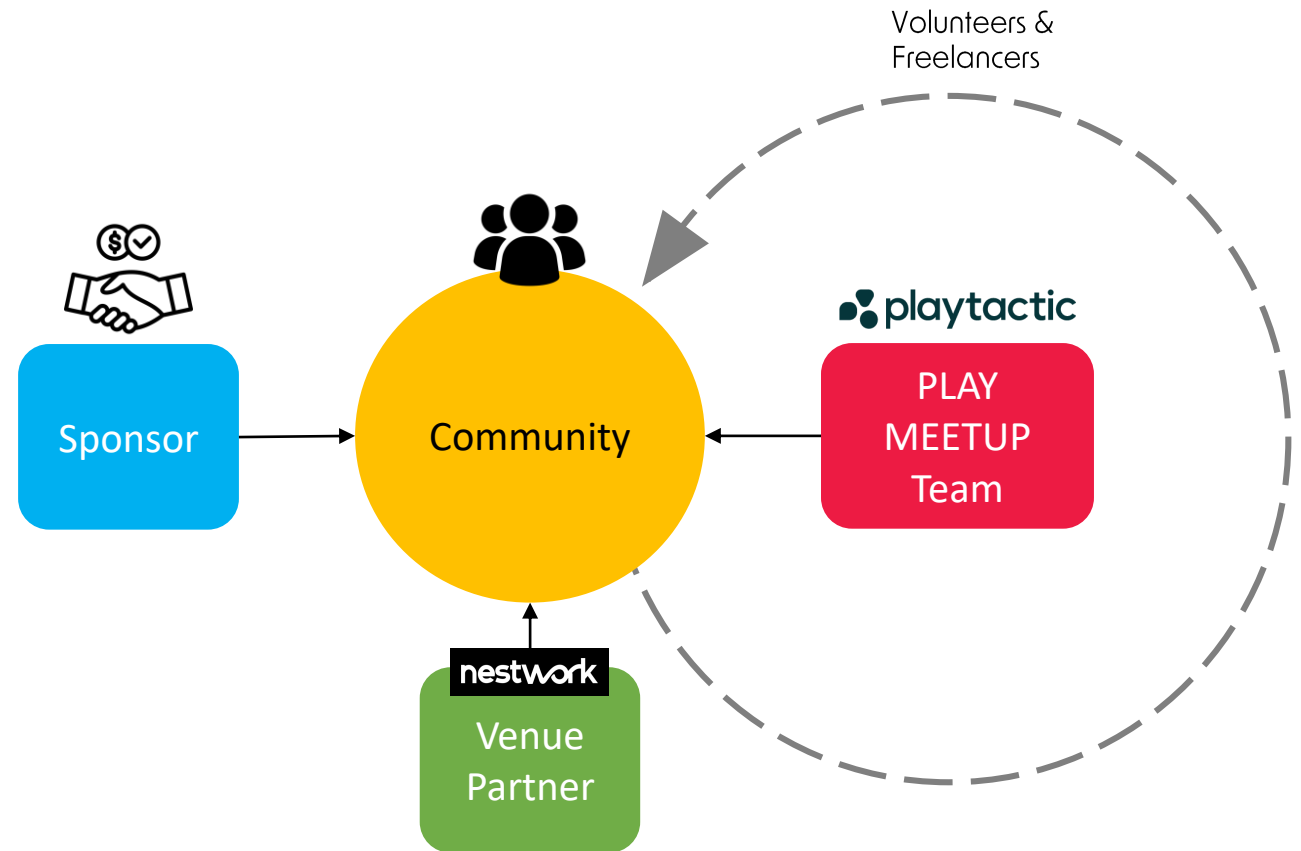
Provides venue and
community support



Value Model

We believe in collaboration and a win-win model for all

- The **community** enjoys a safe space to play, learn and create meaningful connections
- **Playtactic** enjoys engaging and giving back to the community
- **Nestwork** drives traffic to its venue and meets its community objectives
- **Sponsors** support impactful CSR initiative and positive exposure
- **Volunteers & freelancer** contribute to the community and build their network and brand



Sponsorship: Why Sponsor Us?



Support
Meaningful
Causes



Brand
Visibility &
Exposure



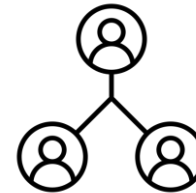
Achieve CSR
Target



Community
Engagement



Learning
Experience



Networking
Opportunity

Sponsorship Packages

	Kickstarter Sponsor 3,000 – 4,000 QR	Trailblazer Sponsor 5,000 – 9,000 QR	SuperHero Sponsor 10,000+ QR
Event Opening Mention	✓	✓	✓
Social Media Mention	✓ (1 post)	✓ (2 posts)	✓ (3 posts)
Share Professional Photos		✓	✓
Reserved Seats at a Play Meetup Session of choice		✓ (1 seat)	✓ (2 seats)
Company Roll Up Display Opportunity at Event		✓	✓
Website Mention		✓	✓
Certificate of Recognition			✓
Exclusive Brand Interview			✓

Sponsorship Usage

Your sponsorship helps cover our costs, appreciate our community and keep us going!

	Kickstarter Sponsor 3,000 – 4,000 QR	Trailblazer Sponsor 5,000 – 9,000 QR	SuperHero Sponsor 10,000+ QR
Freelancers & Volunteers Reward	✓	✓	✓
Operational & Marketing Costs	✓	✓	✓
Attendees Gifts		✓	✓
Snacks			✓

Volunteer / Freelancer

Photographer

Take professional photos

Helping Hand

Help in setup and pack-up

Videographer

Produce video highlight

Catering

Contribute yummy snacks

Social Media Warrior

Social media coverage

Other?

Other contributions

Join our team



The Facilitator

EMAD SAIF

Founder & lead facilitator

- Certified facilitator in LEGO® Serious Play® (since 2017)
- Professional corporate & government trainer
- Former University Lecturer with 12 years of academic experience
- Certified Innovation Professional (CInP)
- Design Thinking (DT) practitioner
- International speaker
- Founder of PlayTactic and Play Meetup



Media Coverage

TEDx Talk: Playing with strangers

Emad Saif steps on the TEDx stage at Qatar University to share how his Play Meetup journey transformed his perspective on connections and why adults should embrace the power of play.

[Watch the full video](#)



play meetup

Play with Strangers





Play with Strangers



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www.playmeetup.com

Connecting the community
one brick at a time

