



WE PRODUCE IT ALL

YOUR EVENT, OUR EXPERTISE

WE TAKE CARE OF EVERY DETAIL
SO YOU CAN FOCUS ON WHAT MATTERS



CREATIVE
CONCEPT



PLANNING &
MANAGEMENT



TEAM BUILDING
ACTIVITIES



SOLIDARITY
PROGRAMS



CULTURAL
EXPERIENCES



INCENTIVES
& MORE




W

Royal Palace Adventure
Artisan's experience
Spanish cocktails competition
Wine & Iberian Ham Tasting
Bernabeu Adventure
Fan painting

Prado Adventure
The 5 Senses of Madrid
Tapas workshop
Wine & Paint
Flamenco workshop

CULTURAL ACTIVITIES



Mystery Murder
Escape Room
Sensory Challenge
City builders
Chain Reaction
Drone challenge
Haka
Car building

Money Heist
Drum Circle
Car Building
Money Heist
Synchronized swimming
Flashmob
Mural


INDOOR ACTIVITIES

W

Madrid Express
Amazing Race
Move on
Tapas Hunt
Mystery in the park
Paella Competition
Mystery in the park
Markets experience

Retro Escape
Ipad Rally
Markets Experience
Photo Rally
Video Rally
Rooftop Hunt
Film Making
Original Routes
The Rosetta Stone

OUTDOOR ACTIVITIES



Bikes
Skates
Charity Food Hunt
Wheelchairs
Sculptures
Wooden doll
houses Electric
Guitars
Super Heroes
Dog Shelters

CSR

W

Flamenco night
Casino
April's Fair
San Isidro's Fair
Mystery Murder
Luau
Halloween

THEMED PARTIES





Las ideas de
Wendy

HERITAGE ACTIVITIES

TO DISCOVER

THE LEGACY OF
MADRID



ICONIC PLACES



HISTORY
AND LEGENDS



ART AND
ARCHITECTURE



DISCOVER
AND LEARN



TEAM BUILDING



CHALLENGES
AND GAMES



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ROYAL PALACE ADVENTURE



Benefits

- Improve teamwork and communication skills
- Learn about Spanish history and royal traditions
- Develop problem-solving and critical thinking abilities
- Encourage creativity through interactive challenges
- Increase cultural knowledge in a fun way

In this activity, participants will explore the Royal Palace of Madrid while solving clues, answering historical questions, and completing team challenges. The adventure combines history, culture, and teamwork in a fun and interactive way, helping players discover the secrets and traditions of the Spanish monarchy.

PRADO ADVENTURE



Benefits

- Interactive learning
- Teamwork and social bonding
- Mental activation
- Mental activation

Following the trail of the movie "The Da Vinci Code" we have designed an adventure in the museum inspired by art. Cultural and exclusive activity. We combine strategy, time management, communication skills and art appreciation.

ARTISAN'S EXPERIENCE

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Discover the authentic side of Madrid through an artisan experience focused on local handmade products and traditional craftsmanship. During this activity, participants will visit artisan shops and workshops to learn about the history, techniques, and cultural value behind some of Madrid's most representative products.

Benefits

- Discover local culture
- Support local artisans
- Learn traditional techniques
- Enjoy authentic experiences

SPANISH COCKTAILS COMPETITION



Learn how to shake, mix and prepare different cocktails in a competition where only the best will achieve glory. Relaxed and fun atmosphere where everyone will contribute their grain of sand. Non-alcoholic options. They will perform mini versions for the whole group, not just their team. All kinds of classic or more modern cocktails. They can even create their own custom or corporate cocktail.

Benefits

- Creative empowerment
- Cultural tasting journey
- Emotional release
- Lasting memories

TAPAS WORKSHOP



Benefits

- Boosted confidence in the kitchen
- Hands-on creativity
- Teamwork
- Joyful memories

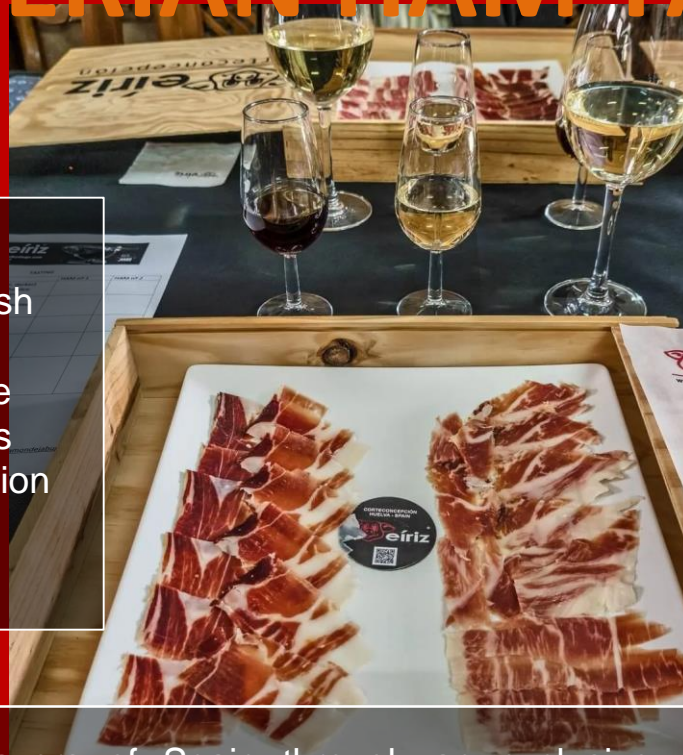
Different dishes according to the nationality of the group. We will divide you into teams and you will have to make enough food for the whole group. Creative activity that improves group communication. We can add, if the group has more time, a culinary gymkhana where we give them the money and they have to buy, through the center of the city, the ingredients with which they will later cook.

WINE & IBERIAN HAM TASTING

W

Benefits

- Discover authentic Spanish gastronomy
- Learn about Spanish wine and Iberian ham traditions
- Encourage social interaction and networking
- Enjoy a premium cultural experience



Discover the authentic flavors of Spain through an exclusive wine and Iberian ham tasting experience in Madrid. Participants will enjoy a selection of Spanish wines paired with premium Iberian ham while learning about Spanish gastronomy, traditions, and regional products in a relaxed and elegant atmosphere.

WINE & PAINT

W

Wine & Paint is a creative and relaxing activity where participants enjoy painting while tasting Spanish wine in a fun and social atmosphere. Guided by an instructor, guests can express their creativity, discover local wines, and enjoy a unique cultural experience in Madrid. No painting experience is needed — the focus is on creativity, entertainment, and connection.

Benefits

- Discover Spanish art and painting culture
- Encourage creativity and artistic expression
- Enjoy a relaxing and cultural social experience

REAL MADRID ADVENTURE



Benefits

- Immersive fan experience
- Motivation
- Cultural pride and identity
- Accessible football fantasy

- Whether you are a football fan or not, this challenge inside the Santiago Bernabéu stadium is impressive. You will be guided through the history of Real Madrid, one of the most successful soccer teams in the world. Along the way, you will see the trophies, the state-of-the-art sensations room, the changing rooms, the press room and from the local team's dressing room, as well as the players' tunnel to the field. While you're there, sit on the benches where so many heroes have sat before. But this is not just a visit. We have prepared a very special challenge. Enjoy with our sports challenge. In 2023 the visits will start again.

FLAMENCO WORKSHOP



Benefits

- Discover authentic Spanish culture
- Encourage teamwork and participation
- Enjoy music, movement, and creativity
- Create a fun and memorable experience

Experience the passion and energy of Spanish culture through an interactive flamenco workshop in Madrid. Participants will learn basic flamenco steps, rhythms, and movements guided by professional dancers while discovering the history and traditions behind this iconic Spanish art form. The activity combines music, dance, and teamwork in a fun and dynamic atmosphere.



FAN PAINTING

W

Benefits

- Discover traditional Spanish culture
- Encourage creativity and teamwork
- Create a relaxing and interactive experience
- Take home a personalized Spanish souvenir

Discover Spanish culture through a creative and interactive fan-painting workshop in Madrid. Participants will design and personalize traditional Spanish fans while learning about their history and cultural significance. This activity combines art, teamwork, and creativity in a relaxed and enjoyable atmosphere, creating a unique incentive experience inspired by Spanish traditions.



TEAM BUILDING

— INDOOR ACTIVITIES —

TO STRENGTHEN TEAMS



TEAM COHESION



COLLABORATION
CHALLENGES



PROBLEM
SOLVING



CREATIVITY
AND INNOVATION



MOTIVATION
AND FUN



TAILORED
EXPERIENCES



MYSTERY MURDER

Benefits

- Mental stimulation
- Creative role-playing
- Emotional excitement
- Self- confidence boost

The challenge is to solve a crime by gathering clues, evidence and information from various places and of course from the suspects. Among the suspects are the daring Miss Serrano, Colonel Martinez and the widow Antonia. These characters are played by our own actors.

Through the collaboration between all the team members, you will guess who committed the crime, with what weapon and what was the motive.

W

ESCAPE ROOM



W

Benefits

- Mental Stimulation
- Teamwork and communication
- Adrenaline and excitement
- Sense of achievement

This is a mental game that consists of locking a group of players in a room where they must solve enigmas and puzzles of all kinds to advance in a story and manage to escape before the available time runs out. We adapt it to restaurants, hotel rooms, your offices. We combine physical tests with technology.

SENSORY CHALLENGE



W

Benefits

- Heightened awareness
- Fun through exploration
- Mindfulness and presence
- Enhanced emotional intelligence

You will have to use your 5 senses to succeed in this activity. We combine physical tests with trivia questions and sensory tests of smell, sight, taste, touch and hearing where the simplest activities become a challenge.

CITY BUILDERS

W



A collaborative building experience where teams design and shape their ideal city, boosting teamwork in a creative and fun way.

Benefits

- Heightened awareness
- Fun through exploration
- Mindfulness and presence
- Enhanced emotional intelligence



CHAIN REACTION

Benefits

- Creative solving problem
- Team collaboration
- Sense of wonder and joy
- Patience and resilience

With different materials they will have to elaborate a structure and create a chained effect with the work of all the teams. Apparently simple activity but that requires concentration, trial and error and is ideal as an icebreaker between meetings. It teaches you to think out of the box...



DRONE CHALLENGE

W

Benefits

- Improved Focus and coordination
- Boosted confidence through control
- Accesible innovation
- Hands- on tech excitement

An innovative, very dynamic activity in which the participants feel like pilots for a day. First they have to build their own drone and create a circuit with different materials, thus demonstrating their ability against the competing teams in a fun time trial.

HAKA

W

Benefits

- Empowerment and energy release
- Boosted confidence
- Group unity and connection
- Emotional liberation

The haka is the famous New Zealand war dance that will act as an ice breaker at your event. With this activity we are going to transmit key values for New Zealand culture such as energy, struggle, strength and positivism. It is a Maori tribal war dance. For this, our specialist will give you a welcome greeting, and later we will rehearse different steps to perform a Haka together. When we have rehearsed, the participants will go through an area that we will have enabled for face painting, so that they can put on makeup. And we will do a final rehearsal with everyone already made up and performing the final dance that we will record in a video. We work with a Maori professional.

DRUM CIRCLE



Benefits

- Stress relief and emotional release
- Full-body mindfulness
- Creative self-expression
- Natural energy boost

It is an activity to improve and enhance elements of relationship and synchrony. We will create a favorable atmosphere of union, using music in general and percussion in particular as a central element. It is an intense experience in which you will enjoy the sensation of playing an instrument, of generating rhythms, of playing in a group, in short, of making music. You will be able to perceive the strength of the group and at the same time the power and uniqueness of each particular participant.

CAR BUILDING



Benefits

- Hands on creativity
- Problem- solving under pressure
- Teamwork and communication
- Playful learning and fun

We will provide you with the materials to build a more robust, original and aerodynamic car. You will have to assemble it, paint it, adapt it to your personal style, test it and once finished, test it with the rest of the teams.

MONEY HEIST



By now we all know this famous Netflix series where 8 criminals, recruited and trained by the mastermind "The Professor", take over the Mint to steal billions. We will make a recreation of some parts of the series where the participants will be the next candidates to join the band.

Benefits

- Adrenaline and excitement
- Immersive role-playing
- Team bonding and trust building
- Confidence through action



W

SYNCHRONIZED SWIMMING

Benefits

- Full-body fitness and grace
- Creative self-expresión
- Mental focus and coordination
- Confidence and presence

In the absence of a pool, we are going to create a very fun activity where you will have to create, in groups, a synchronized swimming choreography where everyone's work will be essential for the show to obtain the maximum score. You will have to get in, get out of the water, do coordinated exercises between all the members of the team. Very fun icebreaker activity.

MURAL



MURAL



Beneficios

- Forma física y diversión
- Autoexpresión creativa
- Concentración y coordinación mental

FLASHMOB



Benefits

- Empowerment through performance
- Joyful energy release
- Team unity and shared purpose
- Creative expresión and fun

Hilarious activity in which, after rehearsals full of energy, you will put into practice a few hours later, a dance that will be the surprise of all those who pass through that public space. What better activity than to move the skeleton all at the same time to the rhythm of the music in a place where nobody expects a performance? We record it on video and the client will have a precious memory.



Las ideas de

Wendy

*Learn.
Explore.
Discover.*

OUTDOOR ACTIVITIES

Exploring the streets of

MADRID



Explore



Observe



Discover



Walk



Learn



www.lasideasdewendy.com

MADRID EXPRESS



Benefits

- Competitioss
- Teamwork
- Adventure
- City Exploration



A dynamic team-building challenge inspired by the famous race format, where participants complete interactive missions, cultural challenges, and problem-solving activities across different locations in Madrid. The experience focuses on teamwork, strategy, communication, and competition in a fun and energetic atmosphere.



ESCAPE RETIRO

W

Benefits

- Physical activity
- Immersive experience
- Stress relief
- Cognitive stimulation

In the Prado Museum, one of the most enigmatic paintings has been stolen in one of the maximum security areas. During the thief's escape, he was chased by the police in an uncontrolled race throughout the city, losing track of the suspect in the Retiro Park. According to indications from the police, they believe that the thief could have hidden the canvas somewhere in the park so that he could pick it up later. As expert investigators, you have been for help, to be able to follow the clues that the police have asked discovered and find the painting.

AMAZING RACE

W

A fast-paced urban discovery experience designed to explore Madrid through creative and cultural challenges. Teams follow clues, interact with the city, and complete authentic local experiences while discovering hidden spots, gastronomy, and Spanish culture in a more immersive and experiential way..

Benefits

- Enhanced team synergy
- Creative and physical engagement
- Boosted motivation and confidence
- Unforgettable shared memories

IPAD RALLY



Benefits

- Tech-enhanced adventure
- Mental Agility and fast thinking
- Teamwork and communication
- Engaging, fun and competitive

It stimulates teamwork, healthy competition and gives participants the opportunity to get to know the city better. Games, tests, take certain photos, questions, riddles... all through an ipad per team where, by means of 4G, it indicates the points of the city to which they have to go to pass the tests.

MOVE ON

Fun race in the streets of the city with vintage cars, the Retiro Park boats, metro tickets and bicycles. The teams will rotate while enjoying different means of transportation. An activity full of adrenaline and with a goal to meet.

Benefits

- Improve teamwork
- Boost communication
- Encourage creativity
- Create memorable experiences



TAPAS HUNT

Benefits

- Cultural flavors in every bite
- Curiosity and surprise
- Fun-filled culinary exploration
- Social bonding

A different way to discover the gastronomy of the city, its curiosities, corners, traditions and history. The group will be divided into teams and each of them will receive a map, a roadbook and will be encouraged to participate in an exciting game. Through a set of clues they will have to discover curious places, find objects, interact with people, pass tests of all kinds and reach the goal in the shortest time possible. During the tour they will make four stops at different bars where they will taste delicious tapas. What we usually include is 4 tapas and 4 drinks but we can add or subtract depending on the time available. For international groups, tapas are typical Spanish food, and for Spanish groups, pinchos and modern tapas.



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MISTERY AT THE RETIRO PARK

Through a game of clues about stories and legends of the park, you can relive the history of the gardens while you take a nice walk through the park.

With clues provided by the police and those that you can find in the trees and monuments of the park, you will cross places such as the Parterre, the monument to Alfonso XII, the Palacio de Cristal, the gardens of Cecilio Rodríguez and much more.

The murder of Mr. Cezon cannot remain like this.

Benefits

- Immersive storytelling adventure
- Mental Agility and problem solving
- Cultural Discovery through play
- Team synergy and communication

PAELLA COMPETITION

W

Bring your team together through a fun and interactive Spanish paella competition. Participants will cook their own traditional paella guided by local chefs while enjoying teamwork, creativity, and authentic Spanish gastronomy in a unique and memorable experience.

Benefits

- Creative culinary expresssion
- Shared joy and team spirit
- Confidence in the kitchen
- Delicious reward and celebration

MARKETS EXPERIENCE



Benefits

- Interactive and tactile learning
- Joy of exploration and curiosity
- Connection and social engagement
- Cultural Discovery through the senses

Visiting Madrid's bustling food markets is one of the best ways to experience the world famous tapas culture and Spanish culture in general. Even without eating anything, each market is a unique experience, for example, San Miguel is a vibrant market, which first opened in 1916, combines the beauty of its iron structure and the modernity of its gastronomy and shops in the heart of the old town Try new dishes, unexpected tapas, delicious regional wines and tasty sweets!

PHOTO RALLY

W

Benefits

- Enhanced observation skills
- Playful exploration and Discovery
- Teamwork and shared creativity
- Personalized visual memories

Animated photographic activity where the groups go through certain points of the city in search of the photo that we indicate in the roadbook. They will have to reproduce it and add some more component that differentiates them from the rest of the teams. They are instant photos that will have to be pasted into the document.

FILM MAKING



Benefits

- Creative expression
- Team collaboration
- Technical skill development
- Problem- solving and adaptability

We provide you with professional cameras, clapperboards, tripods, storyboards... Divided into teams, you are going to create your own film. You will distribute the functions: main actors, secondary actors, director, screenwriter, stage manager, make-up artist, camera... Once we have recorded the videos, we take care of editing them and send them to you a few days later. If there is enough time, you can view them at a dinner days later. If you opt for dinner, we can have an Oscar gala with a red carpet and awards for best actor, director... Very fun activity where you will feel the magic of cinema in your own flesh.

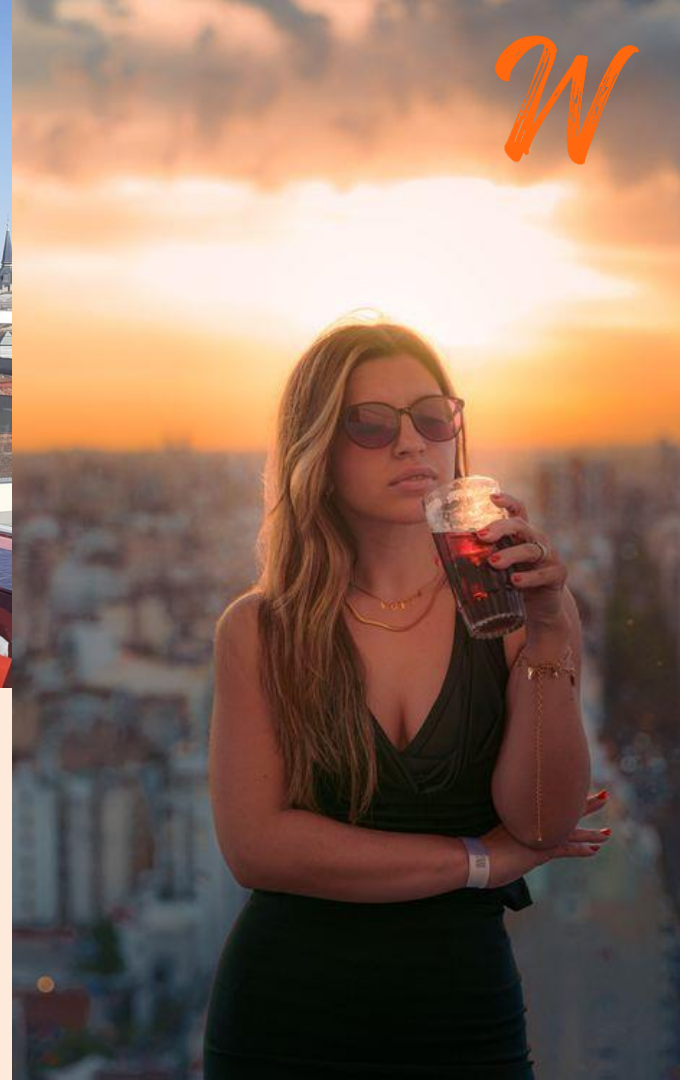
ROOFTOP HUNT



Benefits

- Unique exploration
- Cultural experience
- Relaxation and enjoyment
- Friendly competition

This activity is an opportunity to discover the city from above and from another very interesting point of view.



ORIGINAL ROUTES

W

We can offer you the typical routes to the Prado Museum, the Royal Palace, through the Austrias neighborhood... but apart from that, we want you to be original with your clients and we bring you:

The Madrid of Cervantes

Almodovar's Madrid

The Madrid of Ernest Hemingway

Goya's Madrid

Gourmet Madrid

The soccer Madrid

The artistic Madrid

The legendary Madrid

Medieval Madrid

Centenary Taverns of Madrid

Route through pastry shops with tradition

Dramatized historical routes



THE ROSETTA STONE

W

In the 1960s it arrived in Madrid as a gift from the Egyptian government, a temple that went unnoticed for thousands of years, but hides a secret that few people know.

Few archaeologists using the Rosetta Stone have deciphered the hieroglyphs of said temple, without being able to conclude why unknown symbols are found.

You will have to continue the investigations, resolve the meanings and the true reason for meeting in Madrid.

Benefits

- Intellectual challenge and curiosity
- Collaborative exploration
- Sense of wonder and connection to the past
- Cultural Discovery and historical depth



THEMED PARTIES

UNFORGETTABLE EXPERIENCES

TAILORED TO YOUR TEAM



CREATIVE
CONCEPTS



IMMERSIVE
ATMOSPHERES



TEAM
CONNECTION



CELEBRATE
TOGETHER



UNIQUE &
MEMORABLE



FLAMENCO NIGHT



W

CASINO





APRIL'S FAIR





SAN ISIDRO'S FAIR





W

MYSTERY MURDER DINNER

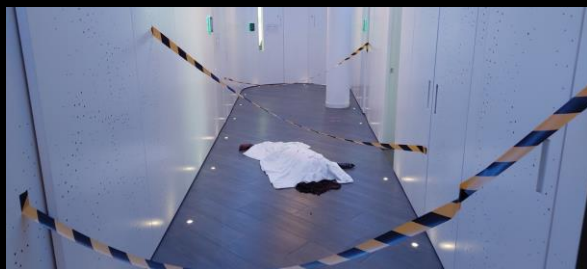


LUAU





HALLOWEEN





SOLIDARITY ACTIVITIES

TO CREATE A BETTER TOMORROW



SUPPORTING
COMMUNITIES



SOCIAL
IMPACT



TOGETHER
WE CAN



SHARING
AND CARING



BUILDING A
BETTER WORLD



BIKES

W

We are going to provide you with the different pieces of the bikes separately and through games you will have to get all of them to be able, in teams, to assemble them and create children's bicycles that we will later donate to a children's association.

Benefits

- Teamwork and collaboration
- Hands- on learning
- Community impact
- Sense and accomplishment

SKATES

Benefits

- Solidarity
- Social interaction
- Fun and recreation
- Skill development

We are totally involved with children, that is why we carry out different options for children with different types of difficulties. This activity develops creativity and teamwork. On the one hand they will have to decorate blank skateboards with their best designs and later they will have to assemble them safely. At the end we donate the scooters to the association.



CHARITY FOOD HUNT



Hunger is a global problem that affects men, women and children and crosses lines of race and gender. This statistic is not only unfortunate, but unacceptable. And that's where your team comes in! We offer attendees the opportunity to make a tangible donation while enjoying the city. We will carry out a gymkhana in which they will earn points that will be converted into money that can be exchanged in supermarkets. All those food and hygiene products will be donated to a local food bank.

Benefits

- Community building
- Promoting well-being
- Encouraging generosity
- Sustainable impact

WHEELCHAIRS



Benefits

- Social inclusión
- Mental well- being
- Enhanced mobility
- Educational and workplace accesibility

The goal of this activity is not only to build relationships with your team, but also to donate suitable wheelchairs for those with reduced mobility who lack the necessary resources. Skills like organization, delegation, collaboration, and some basic mechanical skills are required for this challenge.

SCULPTURES



Do you dare to design and build something amazing using canned food? This is a CSR activity that will challenge your team's creativity and ability to produce results quickly.

Benefits

- Creative expresión
- Cognitive development
- Emotional well-being
- Fine motor skills



Benefits

- Imaginative play
- Fine motor skills
- Social and emotional growth
- Cognitive development



WOODEN DOLL HOUSES

We are going to provide you with different pieces and instruments so that you create illusion in children in disadvantaged situations. Great activity to do before Christmas. We take care of sending it to the association. Paint, assemble, pack... you will be wonderful Santa Clauses. If you are a large group, we add wooden toys to part of the dollhouses. Then we will wrap it as a gift and give it away!

ELECTRIC GUITARS



Benefits

- Creative expression
- Cognitive development
- Social connection



This activity offers the opportunity to provide young people hospitalized or at risk of exclusion with the powerful positive effect of learning to play a musical instrument. Teams are tasked with building high-quality electric guitars. The finished guitars are donated to struggling teens.



Benefits

- Empowerment and inspiration
- Community engagement
- Creativity and fun
- Educational value



SUPER HEROES



Are you willing to become superheroes for a day? If you accept the challenge, you will have to make costumes for children in difficult situations to join your team. Are you more of Thor or Superman?



Benefits

- Providing safe haven
- Reducing stress and anxiety
- Encouraging adoption
- Supporting animal welfare

As animal lovers, this activity will focus on decorating and setting up shelters for dogs currently living in animal rescue centers, helping create a warmer and more comfortable space for them until they find their forever home.



eventos@lasideasdewendy.com

+ 34 744 609 917

Beatriz