

# MANAGEMENT MEETING 2020

## Report from the Management Meeting

This year's Management Meeting took place between the 27th of February and the 1st of March 2020 in Dubai, UAE. This location was chosen to symbolize Httpool's expansion from Europe to APAC, representing a middle point.

With over 50 participants from all Httpool Offices and IMS management, the meeting opened on the first day with the Overview of the group in 2019 and global plans for 2020, followed by the overview of key Regional Plans. The second day was dedicated to Central Functions Initiatives (Marketing, Public Relations, Research and Development, Legal, Finance and Human Resources) and Representations by product (Facebook, Twitter, LinkedIn, Spotify, TikTok). Day 3 consisted of one-on-one meetings that allowed all Regional and Country Managers to exchange information and ideas with different members of the Central team. Presentations of the Creative Shop, Wise.Blue and the Customer Success Function were delivered on the last day. The meeting concluded with an open session where challenges and concerns of the team were addressed and discussed.

The Management Meeting was also a great opportunity for some employees to meet in person for the first time, as well as an occasion for informal talks and team-building.



The meeting was not just an information exchange but a way to inspire. Throughout the meeting the management team lived all the core values Httpool stands for - Passion, Transparency, Entrepreneurship, Results, Innovation and Partnership.



## The Desert Saga

What happens when you have a bus stuck in a desert.

The story is just too good not to share (again and again) so I took the liberty of writing a few lines that I hope will have those that were stuck in a desert together relive the experience, and amuse those that were observing from afar.

This was my first Httpool Management Meeting and the experience was overwhelming. Not only because of the skyrocketing productivity during the meetings, the incredible organisation and an overwhelming attitude of “everything is possible”, but also because of that part, where I got to actually meet everybody in person, listen to the story of Httpool and the experiences of Httpool people. And just like in any society, the Httpool tribe also seems to have an Induction ritual, which consists of a certain Regional Director narrating certain stories from the past.

On Day 2, everybody was nicely easing into the routine of the meetings and relaxing in the company of colleagues. But what we did not know was that getting to know each other will be achieving a whole new level during Day 3, when the plan was to hold afternoon meetings in the desert outside Dubai.

Everybody was punctual for the departure of the bus and excited to go for a working adventure. Following Julia’s clear instructions, we were all carrying jackets and were dressed appropriately for the Arabian sand. The ride would take approximately 1h30 and people started to relax and happily chat with their neighbours (those that weren’t prevented from that by a certain annoying PR person asking questions ;)). After over an hour, there were camels outside the windows, less road and more sand. And then, there was even more sand. And some more. Hills on the left and dunes on the right. And sand. Finally, there was simply too much sand. Too much for our bus and its load anyways.

The rest is history (and wonderfully captured in this [video](#), courtesy of Bianca).



But what I've observed is that the company values that made it to the top 6 and were presented at the meeting the previous day are certainly the correct ones:

**1 - Passion:** Noone has ever seen people pushing the bus with such passion and dedication, taking things into their own hands to solve the situation as a team.

**2 - Transparency:** Everybody's emotions were clearly expressed during the 2-hour long wait in the hot sun but the ultimate transparency of communication was achieved by Julia explaining to the jeep drivers what they did wrong.

**3 - Entrepreneurship:** Capitalising on the situation to understand that clients can be found anywhere, right Sarunas?

**4 - Results:** Not only did we get out of the situation and reached the camp, but we also got a free dune ride and a much better bus for the way back.

**5 - Innovation:** Figuring out ways to get out of the situation by ourselves through proactive moves, including carrying a very big rock, climbing a hill, trying to drive the bus and debating whether "the Sheikh would sell us a camel".

**6 - Partnership:** I mean seriously, if the whole team pushing a bus is not partnership, then what is?

After being rescued by sand jeeps and jumping over the dunes to finally reach the camp, I am sure that this story will make it to next year's Induction ritual.

And finally, on the very last day of meetings when we discussed issues around internal communication, the morale of our Desert Saga became clear: You should never judge a colleague too soon for not showing up to the camp in time. They might be stuck in a desert, trying to push the bus out of the sand.

Sincerely,  
Your PR Manager