



How to Plan a Successful Company Away Day

Incorporating Team Building, Wellness & the Outdoors



A well-designed company away day is more than just a break from the office — it's an opportunity to boost morale, strengthen collaboration, and give your team the reset they deserve. But the difference between a forgettable event and a truly impactful experience lies in the planning.

If you're looking to create a memorable and effective away day that achieves your goals, here are some tips to consider.

1. Define Clear Goals for the Away Day

Start by asking: *What's the purpose of this away day?*

Common objectives include:

- Strengthening team communication
- Celebrating recent wins
- Enhancing inter-departmental relationships
- Supporting staff wellbeing and mental health
- Re-energising after a busy quarter

TIP: Share the purpose with your team ahead of time. It sets expectations and builds engagement from the start.

2. Build a Balanced Agenda

A successful away day strikes a balance between structured activities and free time. Too much of either can diminish the overall impact. Set the scene well with a warm, relaxed entry and welcome over a light breakfast or snack, followed by manageable chunks of activity and breaks throughout the day.

3. Choose the Right Outdoor Location

The venue can make or break the experience. Choose a location that:

- Is easily accessible yet feels like an “escape”
- Has both indoor and outdoor spaces
- Offers breakout areas for smaller groups
- Encourages movement, exploration, and calm



TIP: Avoid overly corporate hotels — the point is to break away from the usual.

4. Prioritise Purposeful Team-Building

Forget the awkward icebreakers. Focus on interactive and meaningful experiences that:

- Encourage collaboration and creativity
- Put people in new pairings or cross-departmental groups
- Challenge problem-solving in a fun way

Activity Ideas:

- Outdoor escape-style challenges
- Group cooking or BBQ challenges
- Collaborative art or mural creation
- Orienteering or treasure hunts
- Build-your-own raft or shelter activities

Bonus: Hire a professional facilitator to guide team-building with purpose and measurable outcomes.

5. Integrate Wellness Throughout the Day

Wellness isn't just a buzzword — it's a proven productivity booster and burnout preventer. A great away day builds in moments of rest and reflection.

Wellness Touchpoints:

- Start the day with guided stretching, yoga, or meditation
- Offer optional quiet spaces (nature pods, hammocks, shaded areas)
- Include nutrition-focused catering (think energy-boosting meals, smoothies, herbal teas)
- Offer wellness workshops (resilience training, breathwork, journaling)



TIP: Give permission for people to opt in or out — true wellness is never forced.

6. Make Time for Reflection and Feedback

Before the day ends, gather your team for a short reflection session:

- What did they enjoy most?
- What did they learn about themselves or each other?
- How can the insights be carried into day-to-day work?

Follow up post-event with a short feedback form. It shows you care and helps you improve future events.

7. Capture the Day

Hire a photographer or assign someone to capture candid moments. These photos can:

- Be used for internal morale-boosting (newsletters, noticeboards)
- Fuel employer branding (social media, recruitment materials)
- Remind your team of a great day shared together



TIP: Be mindful of those who prefer not to be photographed — always ask for consent.

8. Keep It Inclusive and Accessible

Make sure your away day is inclusive in every sense:

- Offer alternative activities for different energy levels
- Consider dietary needs, mobility requirements, and cultural inclusivity
- Avoid alcohol-heavy experiences unless paired with non-drinking options

Everyone should feel comfortable, included, and able to participate at their own pace.

9. Don't Over-Schedule — Leave Space

Allow time for:

- Casual conversations
- Spontaneous creativity
- Natural team bonding

Sometimes the *magic* happens in the unplanned moments: walking between sessions, chatting around a firepit, or laughing over lunch.

Final Thoughts

A company away day should be more than just a day out. It's a chance to reconnect as people, not just colleagues. By blending team-building, wellness, and an inspiring outdoor setting, you can create a memorable experience that builds morale, encourages collaboration, and leaves your team feeling refreshed and re-energised.

Need Help Planning Your Away Day?

If you're looking for a venue that combines outdoor beauty with flexible indoor space, team-building support, and wellness-friendly features, we'd love to chat.

Contact us to learn how we can help you create the perfect company away day [Insert link to Corporate Events page]