

Safe event in times of Corona

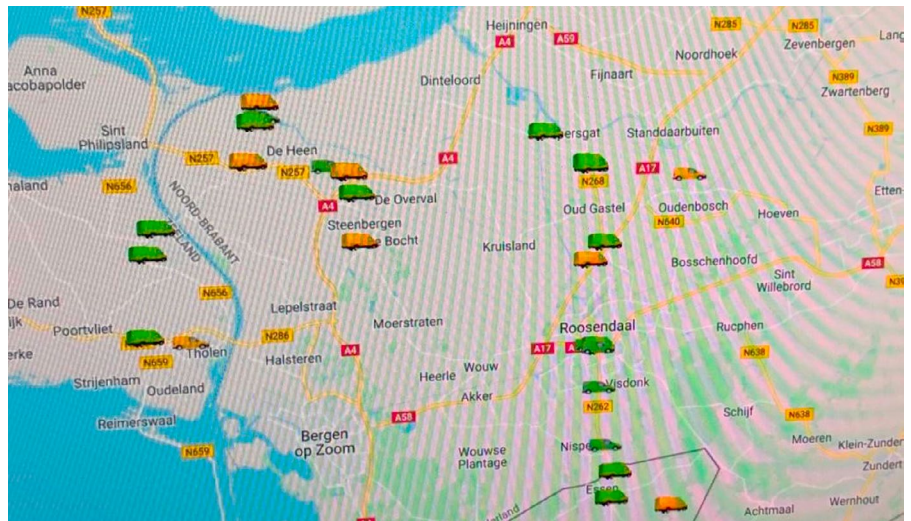
ATF, a construction company specialising in infrastructure works, and mainly active in the port of Antwerp and municipalities in the area – and even a long way further north into the Netherlands – celebrated its 60th anniversary in 2020. Manager Mieke Frijters wanted to take the opportunity to set up an event for the staff, but in times of Corona times this was easier said than done. Together with senior staff member Koen Van Caesbroeck, they came up with an original formula to fill in that planned day in December 2020 in the most pleasant way possible for the staff, to promote the team atmosphere and at the same time thank them.



Since ATF itself has a fleet of some fifty vans and small trucks, with which the employees take the road every day - in pairs - to go to the different workplace sites, they imagined that it might be nice to send everyone on the road following an itinerary that would take them to completed projects that ATF had carried out over the past 60 years. Several stops would be inserted, where a small tent and a mobile toilet were placed. Here, on the one hand,

people could enjoy a snack and a drink and – if necessary – insert a sanitary stop, but on the other hand, the employees received a part of their ‘New Year Gift’ at each stop. This event was also supposed to surprise the staff, and was prepared in utmost secrecy. It was therefore a matter of getting everyone to the predestined places everywhere via a clear and precise ‘roadbook’, and in the provided order. For this, ATF called on ViaFlavia,

which has specialised for years in drawing up and developing personalised roadbooks. The route, departing from the ATF headquarters in Zandvliet, ran in a wide loop via Ekeren, Brasschaat, Kapellen and Kalmthout to the north of Roosendaal and then to the marina of De Heen, in the Netherlands, also one of the places where the infrastructure works were carried out by ATF. From there on it went back west to Zandvliet.



Via the tracking system of the vans, it was clear that all participants were nicely spread over the complete track: mission accomplished!



To keep it all even more safe and to avoid mutual contamination, the participants were not only sent off the track with several minutes in between, they were also led to 4 different “starting places”. This way, not everyone would meet at the different stops at the same time. Although the main route was identical for everyone, 4 different roadbooks were developed, each with a different starting point and a different return route.

The roadbook itself was developed in the classic “tulip” (or ball and arrow instructions) formula, often used at rallies organised by old-timer clubs, but also very enjoyable for anyone who is not familiar with this. This day for

ATF proves that one can follow a mapped itinerary with any vehicle - classic car, modern car or even a van. And because this is an experience to drive as a team (driver and navigator), there is something to enjoy for everyone. While following the roadbook, there was also a contest for which a question sheet had to be completed. The answers could be found by carefully following the route, and by reading the explanations, history and anecdotes that were included in the roadbook. Things that cannot be accomplished with a GPS navigation system...

Finally, it became a very varied route through villages, boroughs, polders, the Antwerp harbor and

the beautiful water landscapes, taking a total of some five hours. In any case, the ATF people were very enthusiastic about it, and upon their arrival, many smiling enthusiastic faces had been seen for a long time.

Curious to find out how this all looks practical?

Contact us through this [link](#) and we'll send you the roadbook of the general route in pdf file format.

Maybe you have an idea for such an event and ViaFlavia can help you develop it? Please feel free to contact us, without any engagement.



Four different routes, elaborated in “tulip” formula in a clear roadbook, with the story of 60 years of ATF on the left page and the route instructions to be followed on the right.