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Exciting, bespoke, ‘money can’t buy’ experiences? It’s all behind *Hidden Door*

Innovative company launches, taking corporate team building experiences to a new level

2nd April 2008 – Have you ever wanted to experience what its like to be a Fire Fighter? Get backstage passes to the best concerts, shows and sporting events in the country? How about a unique dining experience with a celebrity chef accompanied by vintage Bordeaux wines?

Boutique corporate experience agency Hidden Door has just launched, offering clients the chance to enjoy unique, ‘money can’t buy’ experiences and cutting edge team-building activities.

“With Hidden Door you can access the inaccessible,” said Executive Chairman Michael Jacobsen.

“Hidden Door’s launch comes at a time when the talent shortage continues to hinder staff attraction and retention in the workforce and companies are pressured to differentiate their internal culture, by offering employees more than their competitors. We can help them do exactly that,” said Mr Jacobsen.

Hidden Door gives corporations the opportunity to engage their employees and build strong client relationships by experiencing something new, exciting and memorable.

VIP experiences include bespoke entertainment offerings not available to the public, such as Business Class musical theatre ticket packages where guests are seated in the Director’s Box, get backstage access to the producer, and private onsite dining or the opportunity for private Boardroom performances by Australian celebrities for CEO’s and Senior Executives.

Other VIP experiences include 6-star luxury boat charters and heli golf adventures to private courses, or for the adventurous, how about trekking the Kokoda Trail or becoming a crew member on the next Sydney to Hobart yacht race.

For a fresh approach to team building, Hidden Door lets corporate groups write and record their own rock song at the famous studios of AC/DC, compete in an Italian Job-style race in Mini Coopers, learn the skills and spin the decks as a DJ and shoot and star in their very own short film.

Hidden Door also provide a range of *Express* experiences aimed at clients who have limited time or budget and need an easy but exciting team building solution. With all equipment and instructions packaged in a wooden box and couriered to and from the venue, Express experiences are ideal for conference breakouts or short, sharp team building events.

Hidden Door's experiences are designed to impress and excite participants while they have the chance to network, learn vital team building and management skills and experience something totally different.

The joint Managing Directors of Hidden Door, Adrian Risely and Will Gray are excited to bring their creativity, expertise and experience together to develop the innovative offering available at Hidden Door.

The pair each has over ten years experience working in the travel and entertainment industries, with Adrian Risely also having trained as an Airforce pilot and an adventure sports instructor.

"Investing in your two biggest assets – your staff and your clients - clearly impacts the return on investment for businesses. Hidden Door provides engaging experiences whether it's team-building, staff and client hospitality or rewards," Mr Risely said.

"The majority of current team building and hospitality solutions have been around for over ten years and have been done. The purpose of Hidden Door is to identify and source new experiences and make them accessible to the corporate and business tourism market," Will Gray said.

Hidden Door is based in Sydney but operates across Australia. To view the site log on to: www.hiddendoor.com.au

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