



What to do??? Everything is GONE! — Mission to Save Your Personal Brand

Scenario Conception and Setup

Items' index

In general:

- Building with multiple floors, rooms or corridors. If a building is not available, you can use any space, which could be divided into different sections.
- A printer
- Scissors, glue and pens
- Sticky notes
- Projector, whiteboard or flipchart to present their ideas.

Phase A:

- Mirror Puzzle, which is conducted using provided cards in **Annex No. 1**. Depending on the situation cards can be adjusted.
- Any code word like "Brand", "Marketing", picture or just any other tool, which would help participants in a fun way proceed forward.



Phase B:

- Hidden clues (username, bio lines, tagline strips). Ideas provided in **Annex No. 2.**
- Profile template sheet provided in **Annex No. 4.**

Phase C:

- Mock social media cards. Ideas are provided in **Annex No. 3.**
- Sorting canvas. This can be magnetic board or any other place where participants could sort out thru provided information.
- Puzzle lock box (or any other tool, like envelope) with next clue.

Phase D:

- Networking profile cards with people and their purposes in Business. Example and explanations are provided in **Annex No. 6.** These can be printed on piece of paper or just written on sticky notes
- Hidden "reference letter", provided in **Annex No. 7**

Phase E:

- Pitching stage (whiteboard/projector)
- Timer/stopwatch



Detailed conception

Mirror Puzzle

Material needed

- Laminated or printed on hard cardboard cards. Example of the cards provided in **Annex No. 1**.

Tutorial

Print, preferably on thicker paper or cardboard, and ideally laminated for multiple uses. Cut them accordingly.

Digital Profile Reconstruction

Material needed

- Pre-hidden envelope clues (username, bio fragment, tagline phrase).
Examples provided in **Annex No. 2**.

Tutorial

Depending on the situation, the list provided in Annex No. 2 can be adapted to propose possible digital profile clues, in the context of the username, bio, and personal tagline. All the clues are split into parts, depending on what kind of social branding presence is being created. All the profiles are separated on different pages for easier printing.



Content Grid Challenge

Material needed

- Social media cards (tweets, posts, captions). Possible examples are provided in **Annex No. 3**.

Tutorial

Print and cut the example posts and place them accordingly for participants to find. The Annex provides 6 examples to adapt, 3 professional and 3 unprofessional, along with a few real posts by European and global figures, which could apply to a general audience.

The best scenario would be to use social media posts from popular online personas or other important people, such as local representatives famous or personalities, in the participants' native language. In this case, find at least 2 professional and 2 unprofessional posts by real individuals. This way, the task will be clearer and more realistic.

Networking Maze

Material needed

- Character cards (mentor, investor, colleague). Examples of the cards are provided in **Annex No. 6**.



Tutorial

Simply print and cut the cards accordingly. To organise this part, information from cards can be used and adapted, or you can take local representative profile from their social media.

The Game Master leads this part by asking them to explain who they are (mentor, recruiter, collaborator, etc.).

Reference letter

Material needed

- Adapted printed letter. Example provided in **Annex No. 7**.

Tutorial

Complete the reference letter template with the information that matches the participants. The letter can be written in a simple form, best representing local traits and connections to the participants. It should highlight key qualities derived from previous phases, such as creativity, leadership, or communication.

It acts as a final piece of social proof to reinforce the credibility of their newly built personal brand and is required for participants to access the final pitch phase. The Game Master can customise the letter for each session.

Print it and provide it when relevant.



The installation of the room(s)

Room 1 (Mirror Puzzle): Mirror Puzzle parts (printed cars and surface to place the cards) placed on a central table.

Room 2 (Clue hunt for credentials): Clues, which are printed on paper are hidden around the room.

Room 3 (Content sorting table): Collaborative table and clear space for teams to work together.

Room 4 (Networking wall): Big white board where participants can stick the social media posts. If not possible, then just a table to put them.

Final Room (Pitching): Presentation space with whiteboard, projector, or flipcharts. A "stage" area for pitches with an investor "judging table". This can be even elevator, which goes between ground floor to the top.

Note: Depending on the location, if the Escape room is being organised in a big building with separate rooms, a corridor or just an open space, all the enigmas can be placed according to the location. All the presented information is a reference, how the Escape room could be set in a scenario where everything is organised in a building with separate rooms and floors. Trainers can adapt this scenario to the available location.



For the next game

Follow the instructions to reset the game for another group of youngsters.

Phase A: Reshuffle the trait cards and redistribute the envelopes.

Phase B: Mix up the social media cards.

Phase C: Refresh the worksheets and erase the pitch boards.

Phase D: Hide the code and letter again.

Phase E: Clear and prepare the final pitch area (fresh whiteboard, clean projector slides if needed).



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