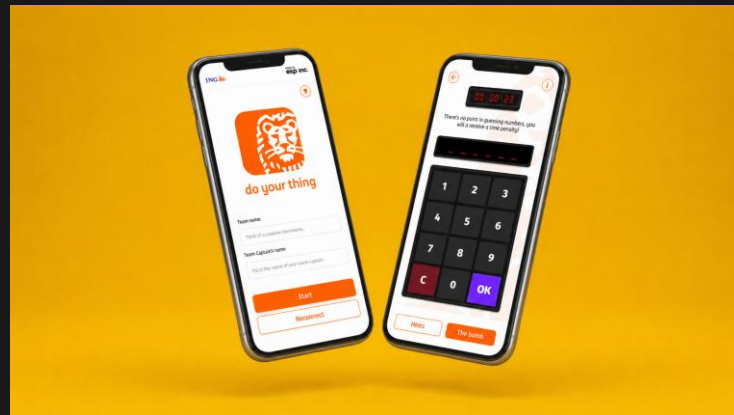


ESCAPE ROOM ON LOCATION

Risk Awareness Comes Alive at ING Belgium

Client: ING Belgium

How we turned compliance training into a high-pressure escape room that engaged 1,000+ ING employees and won an internal innovation award.



AT A GLANCE

The Numbers That Matter

1,000+

Participants

6 Days

On-Location

1

Innovation Award Won

100%

Interactive Assessment

Compliance training, reimagined. From mandatory checkbox to talked-about experience.

THE CHALLENGE

Compliance Training, Without the Yawn

Risk Awareness Compliance is not exactly a topic that gets employees excited. ING Belgium knew this all too well and wanted a radically different approach — not another passive slide deck, but an active, immersive experience.

The goal was clear: combine essential risk awareness knowledge with genuine excitement and a healthy dose of adrenaline. Make compliance training something employees would actually look forward to.

The Brief

**From dry compliance
to an experience
they would remember.**

— *Compliance training, the Helden way.*

OUR APPROACH

An Escape Room on the Work Floor

Compliance puzzles built directly into ING's headquarters — played by 1,000+ employees in 6 days.

1

Built Into the Office

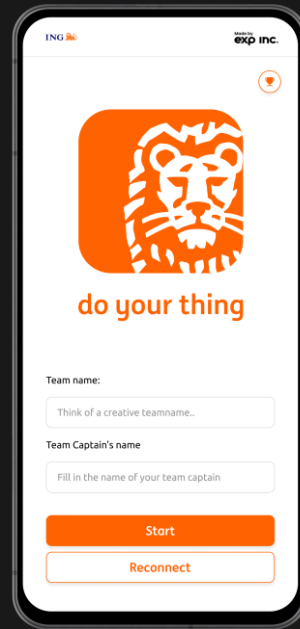
We deployed our Escape Room on Location right inside ING's headquarters. Multiple meeting rooms were transformed into high-pressure game environments where teams faced realistic dilemmas, cryptic security breaches, and strategic risk puzzles.

2

Knowledge Under Pressure

Every challenge was designed to test and reinforce the core principles of ING's Risk Awareness program — not through theory, but through hands-on problem solving under real time pressure. Our professional Game Host team energized every session.

PRODUCT IN ACTION



The ING Belgium Risk Awareness Escape Room

1,000+ employees. 6 days on-site. 1 award-winning compliance program.

THE RESULT

From Mandatory Checkbox to Award-Winning Experience

The Escape Room served as the ultimate interactive assessment — a high-energy format that replaced traditional testing with genuine engagement. Over two rounds of three days each, more than 1,000 employees completed the experience. The impact was undeniable: ING Belgium won an internal innovation award for deploying the game as part of their compliance program.

1,000+Employees engaged
in 6 days on-site**1**Internal innovation
award won

WHAT ING SAID

“

Thanks again for the strong support of you and your colleagues during the preparation of the game and the sessions. We hear a very high number of enthusiastic colleagues who had fun, enjoyed the puzzles and the box tricks, and also learned and refreshed some Risk notions.

— **Sophie Peters, ING Belgium**

LET'S BUILD YOURS

Ready to create your **own experience?**

Helden Inc. designs gamified experiences that turn complex business challenges into unforgettable team moments. From escape rooms to learning events, custom-built for your goals.

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