



CORPORATE ESPORTS

TEAM BUILDING PEOPLE ACTUALLY FEEL

Turnkey Counter-Strike 2 & Dota 2 tournaments that connect distributed teams through shared emotion — not just a calendar invite.

400+

participants engaged

10 years

in esports

100%

Clients want to repeat

THE CHALLENGE

DISTRIBUTED TEAMS. FORGOTTEN EVENTS.

Remote work, distributed offices, siloed departments — your employees share a company name, but rarely a memory.

01

Distributed by default

Hybrid and remote teams rarely share the same physical space — let alone a shared emotional experience.

02

Events feel mandatory

Corporate parties and offsite meetings are often forgettable. Employees show up, but don't connect.

03

Culture needs stories

Lasting team culture is built on shared wins, shared jokes, and shared experiences — not company values on a wall.

THE CONCEPT

PLAYERS PLAY. COLLEAGUES WATCH. **EVERYONE FEELS IT.**

Corporate esports creates shared stories inside your company. Not just for gamers — for teams. Some players compete on behalf of their department. Others follow the bracket, cheer in chat, make predictions, and discuss match results the next morning.

→ **PLAYERS**

Step up for their colleagues

Build teamwork under pressure. New connections across teams and locations.

→ **VIEWERS**

Support from the stands

Follow live matches, back their colleagues, join the Prediction Game.

→ **HR / COMMS**

Measure real engagement

Post-event report, content package, highlights for employer brand.

→ **COMPANY**

Culture in action

A shared company story that people talk about weeks after the event.

Not Everyone
Has to Play.
Everyone
Belongs.

FULL-CYCLE PRODUCTION

EVERYTHING INCLUDED — ZERO OVERHEAD



Tournament Organization

End-to-end bracket management in Counter-Strike 2 and Dota 2.
Formats for any team size. Referees and player support included.



Live Commentary & Broadcast

Professional casters turn every match into a company event.
Colleagues become an audience. Broadcast archive included.



Custom Branding & Design

Overlays, team cards, brackets in your company identity. The tournament looks world-class — inside and out.



Photo, Video & Recap Content

Highlights, best plays, photos and a full post-event report — ready for external comms and LinkedIn.

- Counter-Strike 2
- Dota 2

Other formats on request · We focus on Counter-Strike 2 and Dota 2 — recognized by most corporate audiences

CASE | 2 SEASONS

COUNTER STRIKE 2

BETER

TEAMS CLASH

DURATION	PARTICIPANTS	FORMAT	DURATION	BROADCAST	AUDIENCE
Counter-Strike 2	60	5 on 5	3 Days	30 hours	150+



WE'LL BE BACK IN
11:50

PLAYOFFS

QUARTERFINALS

P1-SUNS 1

MUZ.TV 2

NEGATIVE MARGIN 2

TEAM 67 PALOK 0

SEMIFINALS

LYNX 2

MUZ.TV 0

ANY UPDATES? 2

NEGATIVE MARGIN 1

GRAND FINAL

LYNX 2

ANY UPDATES? 1

3RD PLACE

MUZ.TV 1

NEGATIVE MARGIN 2

SUNSET

BETER

1 VS 4

BETER TEAMS CLASH

WE'LL BE BACK IN
07:43

NEXT MATCH

OVERPASS

ANUBIS

NUKE

MUZ.TV

VS

NEGATIVE MARGIN

WE'LL BE BACK IN
02:13

SCHEDULE

17:00 BEST

ANY UPDATES?

VS

SUNSET

BEST OF 1

18:00 BEST

NAPINJACI

VS

SUNSET

BEST OF 1

19:00 BEST

NAPINJACI

VS

TEAM 67 PALOK

BEST OF 1

20:00 BEST

NAPINJACI

VS

P1-SUNS

BEST OF 1

21:00 BEST

NAPINJACI

VS

ANY UPDATES?

BEST OF 1

POST FROM CHRO AT BETER

"This is what culture feels like. Not values on a wall, but real connection, trust, and energy — across locations, roles, and even game maps."

— Anastasia Pavlusiva, Chief Human Resources Officer, BETER



BOOK A 15-MIN IHTPO CALL

Tell us your team size and preferred discipline — we'll prepare a custom tournament concept for your company.



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