

Selina
CONNECTORS
ROAD TRIP



¿Como activar la
marca y atraer
talento en **10**
nuevos paises
simultaneamente?



Selina
Quito, Ecuador

12 DESTINATIONS
12 TRAVELERS
15 DAYS



SELINA ROAD TRIP

THE ULTIMATE GETAWAY!

APPLY NOW!



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12 TRAVELERS
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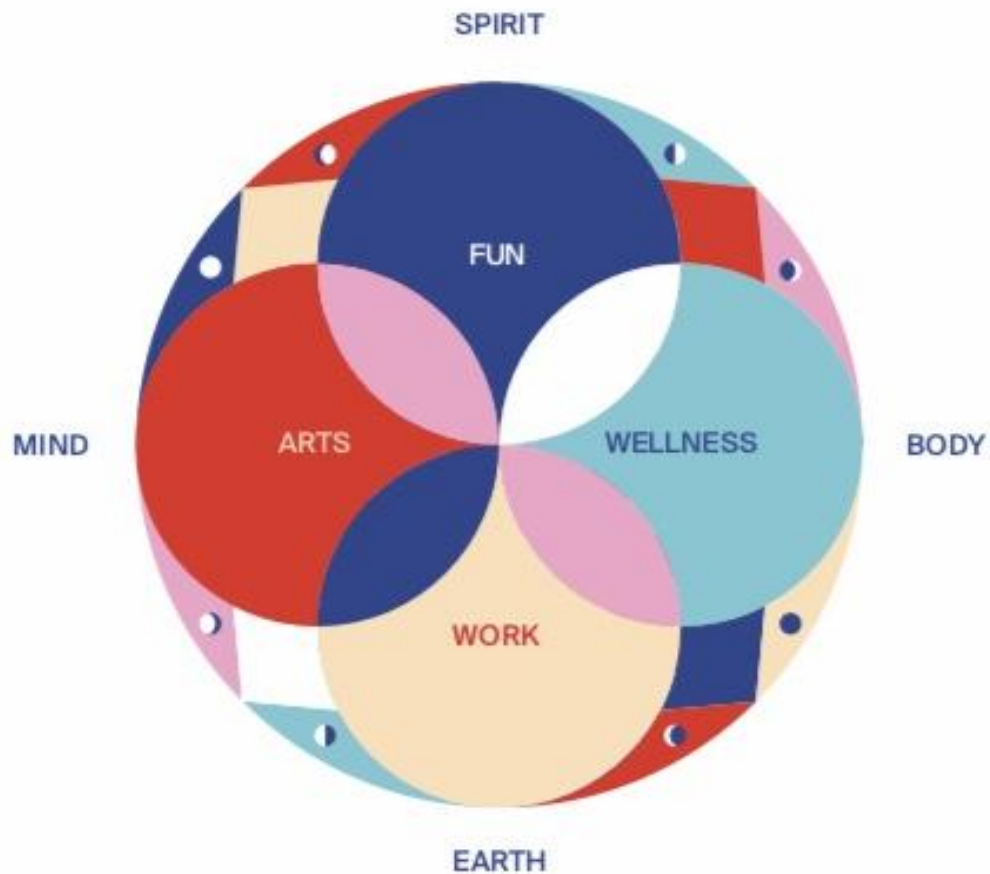


APPLY NOW!



<https://www.selina.com/blog/roadtrip/>

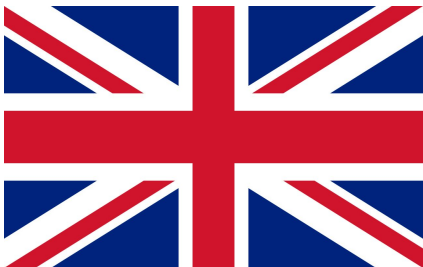




What happens
during the
Experience?

TRAVELERS







Selina
Montanita, Ecuador

3 STAGES

STAGE 1
EXPECTATION

STAGE 1
ROADTRIP

STAGE 3
POST-ROADTRIP

Selina
Jaco, Costa Rica



Selina
CONNECTORS
ROAD TRIP



COSTA RICA **SAN JOSE** **TAMARINDO**
MANUEL ANTONIO **JACO** **PUERTO VIEJO**
LA FORTUNA **SANTA TERESA** **VIDA (MIRAMAR)**
PANAMA **RED FROG** **BOCAS DEL TORO**
CASCO VIEJO **VENAO**



Selina
CONNECTORS
ROAD TRIP

SELINA RALLY

Selina
**ROAD
TRIP**

NOVEMBER 23RD
9 AM

MEETING POINT: COWORK SELINA SAN JOSE
MORE INFO: MARCELAF@SELINA.COM

APPLY HERE



**SELINA TALKS AND DJ
MEET THE
ROADTRIPERS**

TRAVEL & WORK

Roadtrip closing event

○	November 23rd
●	Cowork Selina San Jose
●	6:30 pm



BEACH CLEAN UP!



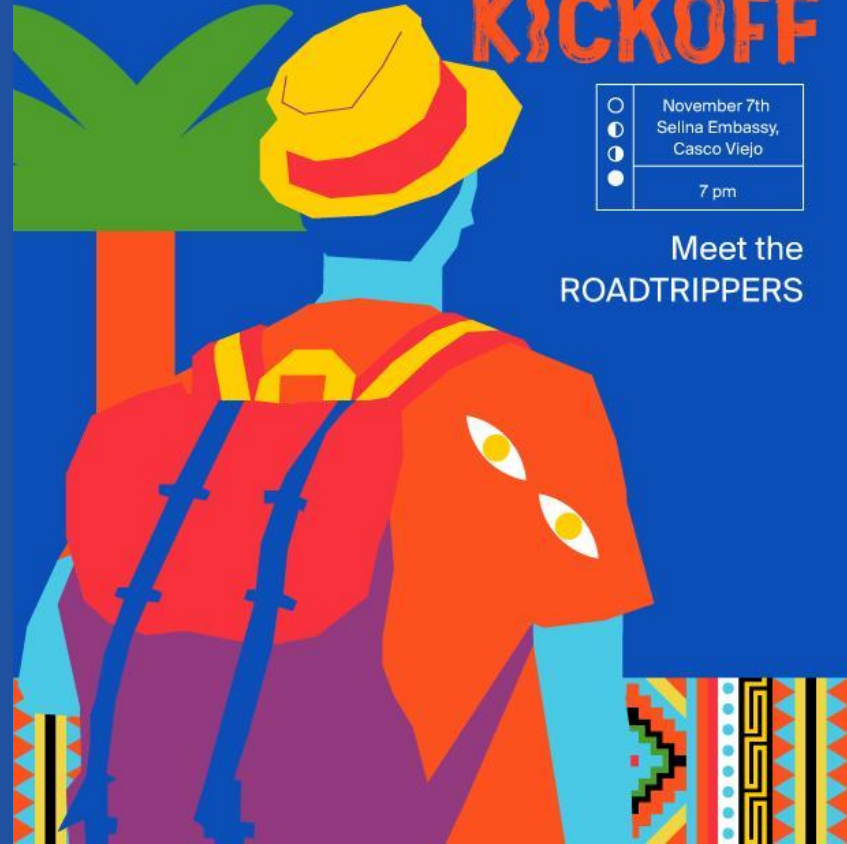
SELINA ROADTRIP		● ● ● ●
MIÉRCOLES 21 DE NOVIEMBRE		<i>Selina</i> — MANUEL ANTONIO
9:00 A.M.	Playa Cocal	

Selina ROAD TRIP

SELINA ROADTRIP KICKOFF

<input type="radio"/>	November 7th Selina Embassy, Casco Viejo
<input checked="" type="radio"/>	
<input type="radio"/>	
<input type="radio"/>	
7 pm	

Meet the
ROADTRIPPERS



Selina
[RED FROG]

Jungle

RAVE

NOV. 10

\$ 10

DJ

HANNES

DJ

JEANKS



INCLUDES ROUND-TRIP BOAT

BOCAS TO RED FROG 7:30PM / 9:30 PM BOAT RETURNS AT 2 AM

15% OFF PRIVATE ROOMS & 10% OFF DORMS



WHAT'S THE GOAL BEHIND THIS ROADTRIP?

It is an initiative that we are doing with **culture and experience** department.

The main idea is to give our staff the same experience our Road-Trippers had. But in a different country.

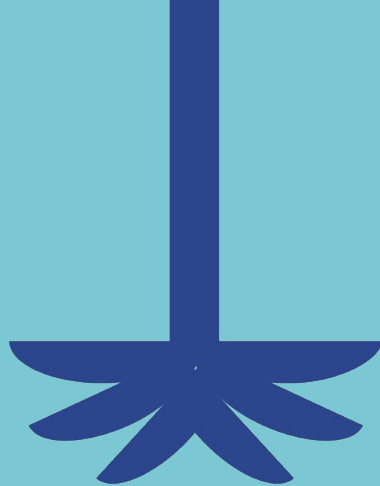
Through a voting system within all the Selinas, we will choose the staff that best represent the concept of **“connector”** and apply it in their daily professional and personal lives, people who not only meet the challenges successfully but also someone who will go back to motivate their teams and spread even more the **Selina spirit**.

Through all the challenges the desired characteristics and values in the **Selina blueprint** will be put to the test one by one.

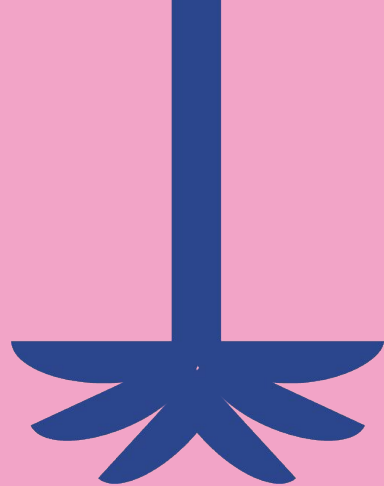
The details of the first challenges will be announced in the next newsletter and a proper explanation about the blueprint will be released in January 2019

Stay tuned for the new updates and for now here is the link where you can start voting and **nominating** the first Roadtrippers! Good luck!

<https://selinaforms.typeform.com/to/Fm9KFf>



POLICY



Selina
CONNECTORS
ROAD TRIP



HOW DOES THE
SECOND ROUND
WORKS?



ANY IDEAS OF
WHEN THE ROADTRIP
WILL TAKE PLACE?



@LauraGriebler

HOW MANY PEOPLE
PER COUNTRY WILL
BE SELECTED?

Remember, you are
the connector bringing our
Selina experience to life.
If you take care, share,
are creative and connect

YOU ARE A
TRUE SELINA
CONNECTOR



@StephanieWald

YOU CAN
ALSO BE A

Selina
/ CONNECTORS /

**ROAD
TRIPPER**

RETOS

Selina
Baños, Ecuador

1. ¿Qué harías si fueras
seleccionado como
CONNECTOR ROADTRIPPER?

2. ¿Qué te hace el
CONNECTOR ideal para unirte
al ROADTRIP?

RETO DE HR

Linkedin update profile/ Content
HR social media Facebook
Referir candidatos a vacantes
Review en Glassdoor
How to promote our benefits



**Andrea Gamboa
Betancourth**

Content Manager en Selina

Ver perfil completo



Andrea Gamboa Betancourth

Content Manager en Selina

1 minuto



Selina

Selina 40.229 seguidores
3 días

"The next generation of travelers are seeking experiences that drive energy and offer collaborative, inspiring, and culturally immersive environments. People are hungry for authenticity, connection and to be part of a global community... Selina is creating a global ecosystem for this growing demand." Rafi Museri, Selina's Founder.

By **Nelson Granados** - Forbes

<https://lnkd.in/gz4KR-F>

 [Ver traducción](#)



RETO DE CULTURE!

What?

Create a 15-60min workshop that encompasses in its theme and experience the 4 Selina CULTURE! behaviors, that will result in a a) trusting, b) learning, c) fun and d) belonging experience.

How?

1. Get inspired and choose a Selina CULTURE!-fit topic (e.g. upcycled food cooking workshop for happy living);
2. Choose a date, time and space to deliver it;
3. Create a promo strategy (mouth to mouth, social media, free tea);
4. Connect with other Selina Connectors and local community and guests to participate;
5. Make an 1) authentic, 2) educational, 3) playful and 4) accepting (=radically inclusive) experience.
6. Take pictures and movies.

Why?

As authentic Selina Connectors, within our CULTURE!, we always look into opportunities to 1) take care, 2) share and 3) connect in a 4) creative way.



Selina
Cusco, Peru

BONUS

¿Cuáles serán nuestras
próximas ferias de trabajo/
Selina's Got Talent?

¿Cuántos connectors somos a
la fecha?

¿Cuántas locaciones tenemos
operando?

Seguir e invitar a otros a seguir
SELINA HR fan page en
facebook.

And the country hosting our first ever

Selina
CONNECTORS
**ROAD
TRIP**

is

ECUADOR

MARCH

19th - 31st



BERTHA PINEDA

Nicaragua, Sales & Marketing
/ Experience



YORGINA UREÑA

Costa Rica, Community Supervisor



LIELE BERMAN

Israel, HR & Recruiter
/ Selina Technology



**DORINA
LLIOPIDOU**

Greece, Country Assistant



YOUSEE HERRERA

Panama, Market Research
/ Strategy



VICTOR LARIOS

Colombia, Ops Manager



RONALD RAMOS

Ecuador, Front Desk



YELDERY RONDON

Ecuador, Housekeeping



CARLOS LOOR

Ecuador

ARTURO PARDO

Costa Rica, Marketing



**NATASHA
NASCIMENTO**

Brazil, People Specialist



NITSAN RIBAK

Israel, CRM Manager
/ Digital Marketing



ANDREA GAMBOA

Colombia, Digital Content Manager
/ Selina Media



PABLO LINARES

Mexico, Surf & Explore Supervisor



BIANCA CHAVES

Brazil, General Manager



PAOLA MENDOZA

Guatemala, Experience Manager



JUAN FLORES

Ecuador, Chef



COMING SOON

Ecuador

Selina CONNECTORS ROAD TRIP WINNERS

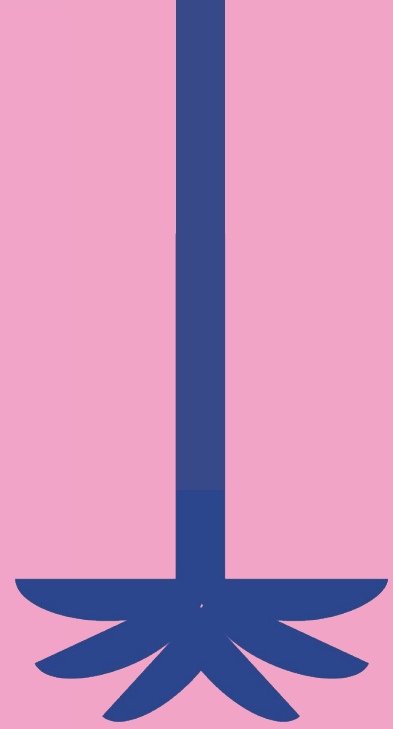
Selina
CONNECTORS
**ROAD
TRIP**



Ready for the adventure?

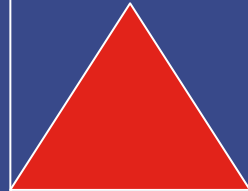
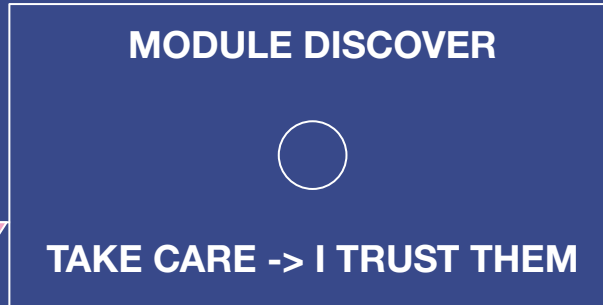
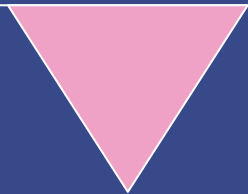


ANNOUNCEMENTS





CROSS THE LINE

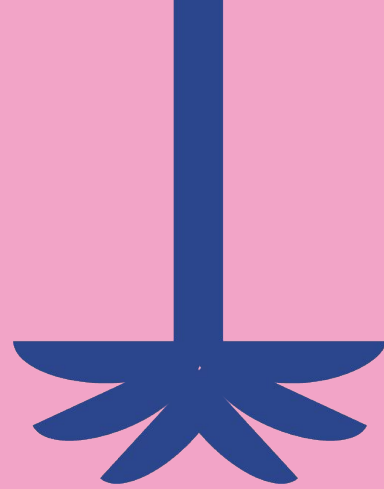




TENA

Jenga time





THE BENEFITS

Create a Pipeline where candidates not selected for the Road trip could apply for our open positions in their country.

Connect and attract potential hires to our brand in employer-based or industry leading events.

Activate speaking engagements and media around our employer brand.





Penetrate countries with strong PR and **Word of Mouth.**

Position brand and visibilize locations.

Create future Selina employees that are on-brand and culturally fit once Road Trip concludes.

Market and promote the host count locations.

Create differentiated and incredible content for the brand and several department.

Give our employees **reasons to be proud** and **pump up** future host locations.



TIMELINE





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