

# PETERKA PARTNERS

YOUR CEE LAW FIRM

All ten PETERKA PARTNERS offices gathered in Bulgaria for a strategic team-building event with a global vision...

The international law firm PETERKA PARTNERS opened additional offices in Ljubljana, Slovenia, and Rzeszow, Poland last year and also celebrated a quarter of a century since its founding. Over those 25 years, PETERKA PARTNERS transformed from a local firm into a strong brand in the entire CEE region. This anniversary became an opportunity to organize an exceptional company-wide team-building event in Burgas, Bulgaria, which brought together more than 160 colleagues from 10 offices in 9 countries. Anna Kalbarczyk, Marketing Manager for Poland, and Magdalena Oleszycka, Head of Global Projects at BD and the Marketing Department of PETERKA PARTNERS, explain the global strategy, professional programme, and organizational background of the entire event to *legalweb*.

## **25 years of existence is a symbolic milestone for any organization. What was the most important aspect of the anniversary project for you?**

**Magdalena Oleszycka:** Our office was founded with the aim of creating an organization based on a long-term vision, not on short-term goals. For us, celebrating our 25<sup>th</sup> anniversary was not only an opportunity to look back on the successful years of building an international law office with Czech roots, but above all confirmation that we are ready for the next decades of development in the region.

**Anna Kalbarczyk:** Part of this strategy was also the organization of a five-day team-building event for our entire team. We wanted to come together as a fully international team, strengthen our mutual relationships, and at the same time demonstrate that PETERKA PARTNERS today operates as a unified organization regardless of country or local market. We organized the first such event in Sopot, Poland, and the one in Burgas, Bulgaria was its continuation.

## **The event also coincided with the opening of new offices in Ljubljana and Rzeszow, right?**

**Anna Kalbarczyk:** Yes, it was an important moment for us. The opening of offices in Ljubljana and Rzeszow is the next step in our regional strategy. Rzeszow has a specific meaning for us, as it is a dynamically-developing business and technology centre and at the same time a natural point of contact between Western and Eastern Europe.

That is why we wanted the annual meeting to be not only an integration event, but also a platform for discussing innovations, internal cross-border cooperation, and the future.

## **What language did you speak there?**

**Magdalena Oleszycka:** The main language was English, which of course functions as our common language throughout the company. Of course, many national languages could be heard in the corridors, which only underlined the diversity of

our team. However, from a project point of view, it was crucial that all workshops, presentations and working sessions be held in English, which ensured uniform communication.

**The programme of the event certainly differed significantly from regular integration meetings. What was its main idea?**

**Magdalena Oleszycka:** From the very beginning, the global management's intention was to create a team building event that would combine the atmosphere of a private luxury holiday – which, according to much of the feedback we received, we managed to achieve – with a well-thought-out and interesting programme. Based on this concept, we devoted two mornings to intensive working sessions, presentations by teams from individual offices and structured workshops that supported the active involvement of participants and the development of joint strategic thinking and cooperation across the company.

**Anna Kalbarczyk:** We prepared a varied, professional programme that included strategic presentations, videos from our branches and also the main presentation of the global team. Magda and I moderated each workshop together, and the entire programme had a central theme: what direction we are heading in as an organization and what role each local team plays in this.

**By the way, how well do your people across countries and specializations know each other?**

**Anna Kalbarczyk:** Thanks to such events, it is definitely improving. The heads of individual departments have the opportunity to meet in person, organize smaller group meetings, brainstorm, and then plan the next steps. The hotels we choose usually have one large conference room for the main professional programme and smaller lounges for meetings of smaller groups or dozens of people.

**What was the “Theatre of the Senses”, which you also participated in?**

**Magdalena Oleszycka:** It was a very intensive and completely unique form of networking, prepared for us by artists from Sofia Theatre. In an unconventional way, we developed mutual trust, communication, mindfulness, and concentration – skills that are essential for our daily practice.

**This is the second international event organized by the same team. How did Burgas differ from the first team-building event in 2023, which you organized in Poland?**

**Anna Kalbarczyk:** In terms of scope, complexity, and the level of responsibility. The project in Burgas was at least three times more demanding than the event in Sopot. We gathered in truly impressive numbers.

Among the countries represented were, for example, the Czech Republic, Slovakia, Poland, Bulgaria, Romania, Ukraine, Croatia, Slovenia, and Hungary – all countries where we have our own offices. This clearly shows the scope and international character of PETERKA PARTNERS, but also the organizational challenges

associated with such a large event.

Magda and I coordinated the project across borders, from Poland and the Czech Republic to Bulgaria, and we were fully responsible for it practically since November 2024.

### **What did this mean in practice?**

**Anna Kalbarczyk:** Coordination of such a project means cooperation with a hotel, restaurants, and an event agency. We are talking about more than 160 participants, 10 offices from 9 countries, language barriers, cultural differences, and a large number of unexpected situations. From budget creation, through negotiations with individual suppliers, to overseeing the schedule, and logistical challenges which came up only two days before the event.

In addition to all that, internal communication with marketing and office managers from eight countries. Magda and I organized all of the professional content, led workshops, moderated meetings, presented the gala evening, and responded to ongoing ad hoc changes.

### **Did the project end with the departure from Burgas?**

**Magdalena Oleszycka:** Quite the opposite, because for us the end of the event marked the beginning of the evaluation of such a multidisciplinary project. It is not only about follow-up communication, and thanking and preparing references for partners, but also about the financial closure of the project and building important internal know-how.

### **Are you planning something similar for next year?**

**Anna Kalbarczyk:** We clearly see great value in such meetings. The next will definitely take place once again in one of “our” countries, those where we have an office, probably in September 2027. It is too early to assess whether the next event will be exactly the same in scope, but there are plans to expand the concept. It should also be emphasized that the direct costs associated with such a company-wide event are an excellent investment in the development of the firm and its team.

**Magdalena Oleszycka:** Organizing two such large-scale corporate events also confirmed to us that when people feel like they are part of something important, friendships naturally develop among them and bonds are strengthened, which is subsequently positively reflected in our results. The concept of our law firm operating as one company regardless of the country in which we provide legal services is also reflected in this form of joint team-building, intended for all employees regardless of their jobs or level of seniority. The chosen destination is naturally always one of the countries where we have our own offices, because we also want to support local communities and the economy in the countries of Central and Eastern Europe which co-create our corporate identity.