



OPERATED BY CULTURE AND PLAY LLC · CALIFORNIA, USA

• COMMUNITY ENGAGEMENT SOLUTIONS FOR PUBLIC AGENCIES

We turn public programs into experiences people *understand, participate & remember.*

We help public agencies and private organizations increase participation in programs through interactive experiences that improve understanding and create measurable impact.

- COMMUNITY OUTREACH
- EDUCATIONAL PROGRAMS
- WORKSHOPS & TRAINING
- INTERACTIVE TECHNOLOGIES
- PUBLIC ENGAGEMENT
- WORKFORCE DEVELOPMENT
- VIDEO & CONTENT PRODUCTION
- MOBILE EXPERIENCES

DESIGNED FOR PUBLIC AGENCIES, UTILITIES & COMMUNITY
ORGANIZATIONS
COMMUNITY ENGAGEMENT · EDUCATION · WORKFORCE

LOS ANGELES · MIAMI
SERVING U.S. + LATIN
AMERICA

WHAT WE REALLY DO

We don't just produce events. We *educate, engage & inspire.*

”

We transform public policies, educational programs, and complex technical messages into *experiences that people understand, enjoy & remember.*

THE REAL CHALLENGE

The biggest challenge public agencies face isn't *creating programs.*

It's getting people to participate in them.

WHERE WE COME IN

If you already have a program, *we help people actually participate in it.*

A campaign, a workshop, an awareness initiative — we make the experience the part communities choose to engage with.

RESULTS WE DELIVER

We measurably *increase:*

+

Participation

More residents engaging with the program, not walking past it.

+

Dwell Time

From 2-minute glances to 15-minute interactive sessions with the message.

+

Information Retention

Behavioral understanding that lasts after the activation day ends.

+

Community Engagement

Stronger trust, follow-up action, and ongoing community participation.

60-SECOND INTRODUCTION

A note from the founder.

FROM THE DESK OF EZEQUIEL LACHMAN

We help public agencies and private organizations
increase participation in their programs
through interactive experiences.

Instead of traditional outreach, we design **community outreach programs, public engagement initiatives, customer education, workshops, video production, and interactive community experiences** that increase participation and make complex topics easier to understand.

Our team brings more than **20 years of experience** delivering large-scale programs across the U.S. and Latin America — including projects for **Volkswagen, Shell, Aventura Mall**, and major community engagement initiatives.

Today, we're introducing this work to public agencies — utilities, county governments, school districts, and community organizations — to support community outreach, educational initiatives, workforce development, and public participation programs.

Ezequiel Lachman

FOUNDER · CREATIVITY TO BUSINESS TEAM · CULTURE AND PLAY LLC

IN ONE LINE

You already have the program.

We make people **actually participate in it** — understand it, remember it, and act on it.

20+

YEARS OF LEADERSHIP EXPERIENCE

US + LATAM

MULTI-REGION EXECUTION

EN · ES

BILINGUAL BY DEFAULT

CA-based

LOS ANGELES + MIAMI

PAST ENGAGEMENTS INCLUDE

- Volkswagen Shell Aventura Mall
- Mercedes-Benz Samsung
- Disney · ESPN

WHAT WE DEVELOP & PRODUCE

Programs and formats engineered for *community participation.*

Our goal is always the same: helping organizations connect with people in a way that's engaging, inclusive, and memorable. Each format below has been delivered in the field — and is fully bilingual, scalable, and culturally adapted.

CAT / 01 Community & Outreach Events

4 FORMATS

- **Community fairs and outreach events** — multilingual on-the-ground activations
- **Public awareness campaigns** — multi-touch, multi-channel coordination
- **Family and community engagement programs** — intergenerational design
- **Youth engagement programs** — designed with educators and community leaders

CAT / 02 Educational & Workforce Programs

4 FORMATS

- **Educational exhibits** — for museums, malls, public buildings
- **STEM education activations** — for K-12, libraries, and community centers
- **Interactive workshops and training** — facilitated, measurable, scalable
- **Workforce career pathway experiences** — connecting communities to opportunity

CAT / 03 Interactive & Immersive Experiences

3 FORMATS

- **Interactive exhibits and installations** — touchscreen, sensor-driven, gamified
- **Mobile experiences** — units that travel directly into communities
- **Immersive experiences** — simulation, VR, and interactive technologies

CAT / 04 Media & Content Production

1 FORMAT

- **Video and multimedia content production** — multilingual storytelling, animation, and educational media supporting any program above

FEATURED PROJECTS

Selected programs delivered across brand, public & *community contexts.*



CASE 01

PRIME CONTRACTOR

Volkswagen + Shell — AgroActiva 2025

Interactive brand experiences combining simulation technology and audience engagement for a multi-day agricultural tradeshow audience.

1,480

PARTICIPANTS

4-day

ACTIVATION



CASE 02

IMMERSIVE EXPERIENCE

Volkswagen + Shell — La Rural 2025

Immersive experiences designed to educate and engage visitors through interactive simulation and AR over an 11-day public activation.

4,100

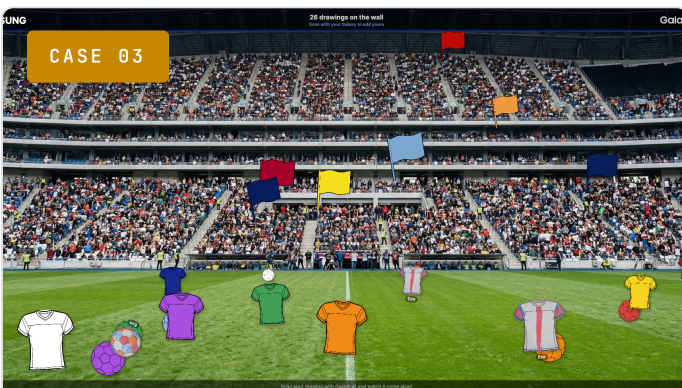
SIM SESSIONS

1,900

AR INTERACTIONS

11-day

ACTIVATION



CASE 03

PUBLIC EXHIBIT

Aventura Mall — 100 Years of Soccer

Large-scale public exhibit celebrating the history and culture of soccer through immersive storytelling and interactive experiences.

13,000

SQ. FT. EXHIBITION

Public

ENGAGEMENT



CASE 04

COMMUNITY ACTIVATION

Wynwood Fan Fest

Community-focused activation combining entertainment, content, and audience participation for a multicultural Miami audience.

30-day

ACTIVATION

Multicultural

AUDIENCE REACH

WHY US

Built to deliver across languages, cultures & *communities.*

/ 01 - FLEXIBLE

Adaptable to any project

Solutions tailored to each community, audience, and program objective — from one-day pop-ups to year-long rollouts.

/ 02 - SCALABLE

Partnership-driven

A vetted network of partners that lets us deliver projects of any size without compromising quality.

/ 03 - MULTICULTURAL

Diverse audiences

Deep understanding of multicultural audiences and inclusive engagement strategies built into every program.

/ 04 - BILINGUAL

EN & ES by default

Content and experiences designed to connect with communities in multiple languages from day one.

/ 05 - OUTCOME-DRIVEN

Built to perform

Designed for measurable participation, retention, and behavioral change — not for show. Technology is the medium, not the product.

/ 06 - COMMUNITY

Built to strengthen

Committed to experiences that strengthen relationships, build trust, and create lasting impact.

Strategic partners & *delivery network.*

VRacer

Simulation technologies and immersive driving experiences — sim racing, RC POV systems, and interactive platforms.

Experiential Vehicles

Mobile environments and experiential infrastructure — bringing engagement directly into communities.

Lime Media

Experiential production, fabrication, and out-of-home solutions for large-scale activations.

Creative Network

Video production, design, animation, and multilingual content development specialists.

Subject-Matter Experts

Educational consultants, community engagement professionals, and industry specialists engaged per project.

In-House Operations Team

Bilingual staff for live operation, audience facilitation, and on-site logistics across U.S. and LATAM markets.

LET'S DESIGN THE NEXT PROGRAM TOGETHER.

You already have the program.

We make people participate in it.

Whether you're a utility, county agency, school district, or community-focused organization — we support your community outreach, public engagement, customer education, and workforce development programs from design through field execution.

FOUNDER · MANAGING MEMBER

Ezequiel Lachman

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TRADE NAME

**Creativity to Business
Team**

ALSO KNOWN AS · C2B TEAM

The commercial brand under which Culture and Play LLC operates client-facing programs and activations.

LEGAL ENTITY

Culture and Play LLC

CALIFORNIA, UNITED STATES

OFFICE Los Angeles · Miami

REGION United States + Latin
America

LANG. English · Spanish

