



## **Corporate Events Case Study 1**

### **Issue**

Our client wanted a way to engage their employees in the company strategy, departmental goals and objectives for the coming year .... and at the same time have loads of fun! *Strategy* and *fun* ... not often two words that sit easily together!

### **Solution**

We managed to solve this with a highly creative solution that was based on a movie award ceremony ... but first, the teams had to make the movies. They were split into groups and sent off with cameras and sound equipment around the streets of Brighton to film short movies about how their department was going to fulfil its goals in the coming year. The catch was that each movie had to be filmed in a different genre - Carry On, James Bond, Period Drama, Horror etc.

On return, the movies were played out and awards presented for various categories. The end results were incredibly creative and certainly helped to share goals and increase understanding of the contribution that each individual department makes.

Our attention to detail and creative solution resulted in a truly memorable day - from the red carpet arrival (with TV cameras and live interviews) through to the credits at the end.

The movies themselves became not just a legacy of the day but a record of the commitments made by each department.

### **Client comments**

*"We have had so many people coming down this morning to tell us it was the best Away Day ever and I personally thought it was as well. Everyone had a marvellous time and the atmosphere today at work is so improved – it's all everyone is talking about – it has really done our office and culture the world of good at a busy time of year.*

*I just wanted to say thank you so very much - I know you don't get to see the impact of your work but I can assure you, we feel it so positively here after these events and it really is appreciated."*  
Director of HR

*"Wow, what a fantastic day! I think it is probably the best all employee Awayday I have ever been on. Thank you so much for all your hard work and efforts in making it such a success. From start to finish it was a great day and everyone I have spoken to really enjoyed it. I think people felt the balance between business message and fun was spot on and the filming was brilliant."*  
Director of Communications

### **Find out more**

To talk to us about how we could create a similar buzz around your organisation please contact us.

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