

Case Study: Team Building

Location:

Winter Garden, Eastbourne

Client Type	Financial
Event	Annual European Sales Conference
Requirements	<p>As part of their annual sales conference, this financial institution wanted to challenge their European sales force, with an afternoon of team building.</p> <p>Being that the event took place in the British winter, inclement weather needed to be considered; as did the various age groups and physical abilities.</p>
Solution	<p>Working in partnership with our professional suppliers; we ran with the chosen conference theme of 'Performance Zone'...</p> <p>Delivering an 'urban' extravaganza of street dance, graffiti art and 'Stomp' style percussion workshops; led by some of the leading performers & tutors in the UK.</p> <p>We selected the Winter Garden theatre and conference venue, just two minutes walk from the Grand Hotel, as the ideal location for the delegates to stretch their creative muscles.</p> <p>Split into three groups, the delegates rotated around the three 'performance zones'. In each, a fresh challenge and unexplored, never-before-experienced activity was 'mastered'.</p> <p>Street-style refreshments were offered, with tea urns, paper cups, crisps and chocolate bars on the menu. This, in total juxtaposition to the luxurious cuisine experienced at the Grand Hotel, added to the mental separation from the conference and took delegates into a completely new 'zone' in their minds.</p> <p>At the end of the afternoon, all three elements were brought together to create a fun and spontaneous 'performance' - on stage, under the lights and on camera!</p> <p>The delegates had created a huge graffiti'd stage set and t-shirts, a street style dance-troupe routine and a 'stomping' drum percussion performance</p> <p>This grand finale really illustrated how much they had learnt in one afternoon; revealing how they had come out of their individual shells to make new friends, learn new skills and mostly importantly, join together as a refreshed, inspired and motivated European team.</p>
Result	<p>"I had a great day... I learnt a lot... most importantly about myself. I learnt not to judge a book by it's cover, and also to relax and have a go... I will remember today for a very long time – thank you"</p>

