

Artworks

Brief

To provide a fun session which will:

- Bring together 100 senior delegates from 4 different continents
- Reinforce our clients new mission statement
- Provide feedback from the delegates on how the new Mission Statement will affect the business.
- Promote networking and communication within the group

Solution

We devised a session based around Artworks that focused heavily on the four areas above. A bespoke picture was designed which represented the clients brand and focused on their position within the market. The picture incorporated 11 blank circles, which were used to allow the guests to feedback on their mission statement.

At the start of the session teams were asked to discuss their new mission statement and asked to write down how they perceive living up to the statement will affect the business. Teams were then encouraged to visit three other teams and present/give feedback on each others thoughts.

At the end of the session, the teams were asked to take the information they had written and using the feedback given produce an image that represented their view on how living up to the mission statement will affect the business. These images were incorporated into the empty circles of the artwork and revealed to all the teams at the end.

“It was well thought-out and seemed almost fool-proof, which I'm sure took a lot of planning. We were very pleased “

