



AFFORDABLE ADVENTURES **TEAM BUILDING**

EVERYTHING A **SUCCESSFUL** TEAM NEEDS

OBJECTIVE & SKILL

Strategic Planning, Delegation, Mentally Stimulating and Goal Orientated Elements

LEVEL OF ACTIVITY

Light - everyone is able to get involved

LOCATION

Indoor conference room or public area with access to electricity

TIME ALLOCATION

2 hours

GROUP SIZE

Ideal for overall group size of 8 - 200 delegates.

BRAND FUSION

Re-enforce your brand with an exciting activity that will challenge teams to build an advertising campaign around a pre-designated theme. Teams must put their creative hats on in order to build a coordinated campaign across a variety of mediums.

Teams must rack their brains and squeeze out their last drop of creative juices to incorporate their message in an effective and cohesive way. Senses will be tested, perceptions will be measured and concepts engrained as they then measure their efforts against those of the other teams.

Campaigns must include print, radio and TV adverts and must be consistent in their message throughout. The event will culminate in the final 'client briefing', where all will be revealed!