



“A learning experience that fully engaged and fully satisfied staff complement”



EVENTS case study

Tesco

Event brief

Many of the managers spend extended time away from the office and this annual summer team-build activity was required to:

- Get the team, working and achieving together
- Have fun
- Celebrate the achievements of the previous 12 months

The stipulation was ‘something different’. Something the group had not done before in 5 previous get togethers. Heavy physical challenges were to be avoided, due to the mixed abilities and ages of the group.

Finally, a BBQ was to be incorporated into the programme.

Target audience

150 managers of a key division of Tesco, at Sopwell House, St Albans

Overall strategy

The solution was to devise a team event day, which was low impact from the participants’ point of view. We therefore structured the day with exciting but different activities in order to engage participants who had ‘done it all before’.

Our solution included the following:

- Camel racing – popular from Saudi Arabia to Australia, these camels can hit a top speed of 40mph and can maintain a speed of 25mph (roughly the same as Usain Bolt) but for an hour
- The Segway challenge – an environmentally-friendly, personal transporter with intuitive lean-steer technology and self-balancing ability
- Pig racing – most popular in the southern United States, pig racing is a novel and highly partisan team attraction

The above and much more besides were combined to hone the competitive edge and make individuals own their part in their team’s success.

The results

The general consensus was that it was the best summer event they had ever participated in.