



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



EVENTS case study

Tetra Pak

Event brief

Tetra Pak wished to celebrate their 50th anniversary and reinforce their ethical, stable and environmentally friendly positioning to staff and family. The further aim was to:

- improve the UK based company's team ethic and understanding
- ensure that all employees buy into the new, evolving, customer focused strategy, and understand their role in delivering further success for the organisation

Target audience

750 staff and family in Wrexham, Wales

Overall strategy

- The strategy was to stage a family fun day on Tetra Pak's football pitch in Wrexham, film the day and add this celebration to a 'milestones' video of Tetra Pak through the last 50 years
- The fun day celebration was a free-for-all activity based day, with an 'It's a knockout' challenge, by department, built into the programme. Logistics included:

- Installing a large generator to power all activities
- Installing a complete fun fair
- Creating a catering facilities area to service 750
- Managing an 'It's a knockout' event within the overall day
- Guests were entertained by a DJ, pulsating music, live steel band, side shows, kiddies entertainers and of course the 'It's a knockout' challenge
- Tetra Pak's environmentally friendly positioning was reinforced by the planting of 100 trees that day
- Throughout, a team of cameramen recorded the activities – at rest and play
- Full health and safety was observed with written risk assessment, on site security, on site St John's Ambulance support and fire brigade attendance

The results

A highly motivated management and staff complement, which not only accepted but believed in the company's one team vision.

