

Marketing Brief: Team Building Event

Background

- HP Consumer Business Group annual kickoff at Goa Nov'2005
- 100+ invitees
- Successful prev year, plans for next year

- ✓ Arrive day 1 (eve get-together/ welcome dinner)
- ✓ Day 2 (1st half Mgt Address- Review/Plan
- ✓ Day 2 mid half (team building activity)
- ✓ Day 2 evening Celebration Dinner
- ✓ Day 3 1st half open for Goa visit, evening return trips star
- Tough year, great results, new horizons ahead.

Target Audience

- HP Consumer team , mostly under 40
- Most people are extrovert, interact as business teams

Current Perception

- Kick-off is a dull event, I will break out of the event and 'do Goa'
- I know everyone, what team activity do I need to do!
- Dance? Me?
- Have done Goa before, let me relax at the hotel!

Desired Perception

- Great Fun at HP Kick-off
- Involve everyone, instead of letting people fragment into their own thing at Goa
- Recharge team for next financial year
- Create the mood – we are unstoppable as a team, we are the BEST

Single Net Impression

- Team is together for the dance practice on 2nd day ,2nd half (2pm-to-6pm)– no time to fragment away into 'their own thing'
- We are UNSTOPPABLE as a team!