

in2events



gtms

Campaign / Team Building Day
Location / South Coast
Size / 35 people

→ BRIEF

We were asked to provide the complete solution for a team building day but with a unique twist for our client GTMS. GTMS required the day to be a complete surprise for their staff and this required a great deal of pre-event planning as well as a trusted, one to one working relationship with the directors of the business. We presented a number of ideas to the directors for this event but we finally

all agreed on the 'Parmesan Job' as the one that offered most diversity, ability to perform in teams, and team building opportunities across the various divisions of the company.

For the event we were also asked to produce a conference set-up at their HQ and provide on site catering. We were also asked to provide full event management for the day.

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SOLUTION

As per the request and decision of the board of Directors at GTMS We needed to provide a unique option for the staff given the nature of business that GTMS are in, The Parmesan Job offered the solution.

The day consisted of the i2e team greeting all the staff first thing in the morning with tea and coffee, plus various pastries. This was used to keep them away from the surprise conference area that had been built within their warehouse. The team leaders for the day were called through for their pre-event briefing but even at this stage the days activities were still kept under wraps from them. The entire team were then gathered for the GTMS Awards where we provided the AV and relevant support.

Whilst in conference the i2e team took delivery of 11 mini's including a convertible and the new mini clubman. Completely unaware what was going on staff were first introduced to the day by a Michael Caine impersonator and his colleague, the mad professor! A great intro to the day and the surprise began to unveil itself to all. The staff were given some brief instructions and then introduced to a fleet of branded minis for their use throughout the day. The main aim of the day was for a team to collect as many clues as possible around the bespoke route which was tailored made to their location on the South Coast of England. The day included a trip up the Spinnaker Tower



and a blast on the Solent in RIBS in order to gain clues from Spitbank Fort based in the middle of the Solent.

A private lunch was organised for all participants to come together and discuss how they were getting on, what's next, etc followed by the last port of call for the day, the interception of the Paremians Case which contained the code for the safe!

It wouldn't be the same without 'blowing the bloody doors' off which we recreated in their carpark using specialised pyrotechnics, this was followed by an acting display from the 'Italian Job' characters and an awards ceremony.

A great day was had by all and topped off by a private evening function with buffet and drinks at a local venue to GTMS.



In 2 Events have teamed up with OxTreeGen to plant trees in the UK to mitigate the effect of all our activities, and to create In 2 The Woods – our very own woodland.

We are funding 50% of the cost of making your event carbon neutral, and ask for you to do the same.

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CORPORATE EVENTS MANAGEMENT

All exhibition and event services offered are unique, like every one of our dedicated team members, ensuring that you have a personal and bespoke approach to your event requirement. Organising an event or conference can be a time consuming and stressful process. So why not let In 2 Events take the pressure for you?

Whether you're planning an award show, product launch, team building event or exhibition, In 2 Events can provide everything you need to run a successful event – from conception and design to staffing, logistics, equipment hire and installation.

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