

BACKGROUND

DIAGEO

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, wine and beer categories. These brands include: Smirnoff, Johnnie Walker and Guinness.

Diageo is a global company, trading in over 180 markets around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO).

The company employs over 24,000 talented people worldwide with offices and manufacturing facilities in around 80 countries.

BlueSky Experiences, the award winning team building and events management specialists, have worked with Diageo for a number of years organising their team building events.

The brief was to create a serious team building day with tangible business benefits that the team could relate to but delivered in a fun, unique, exhilarating and rewarding format for the Diageo staff from the grain distilling and warehousing sites in the Central Region. The format of the event had to be exciting as well as engaging and create a sense of anticipation amongst the group prior to the day.

An internal panel of people from Diageo were appointed to manage this brief and they invited a number of event providers, including BlueSky Experiences to pitch for this project, of which BlueSky subsequently won.

THE TEAM BUILDING EVENT

The format of the day consisted of a morning strategy meeting for 80 people at BlueSky's purpose built team development and conference centre near Perth.

Following lunch BlueSky ran a totally bespoke event for Diageo called "Team Formula". A Formula One team is the "ultimate team" having only seconds to work together at their best under extreme conditions to ensure success. Every person in that team knows what each other has to do, where they have to be and the role that they play and how they interact with one another.

Staff were split into eight teams of ten and participated in a number of tasks in order for them to build their own human powered vehicle! Each of these "vehicles" required to be branded with one of Diageo's drinks brands. As well as branding the vehicles, each team had to devise a team identity and race strategy. Each of these



vehicles then had to pass the "BlueSky MOT" where they would be tested and given their MOT certificate.

A series of challenges were set to complete during this process including pit stop tasks, drag racing and driving whilst blindfolded! The teams then progressed into the race stages. Completed over two heats the top two teams met in the final race for a showdown!

This activity was designed to be both hugely enjoyable but very applicable to the business. The tasks carried out enabled the staff to use all the skills necessary to work well as a team. Being the best at what they do is at the core of Diageo that is why this activity was created specifically for them.

BlueSky were responsible for organising the entire event from venue and activities to providing the AV equipment and onsite technical support for the morning meeting as well as catering and refreshments.

Sheila Ralston the event co-ordinator from Diageo commented: *"We were looking for a morning meeting and an afternoon activity that was more fun based than mind bending! BlueSky Experiences are very efficient and flexible; they can tweak their activities to fit with a company's particular needs."*

Sheila added: "Their Formula One event was fantastic and it fitted in really well with our company being an F1 sponsor. Our team had a great day, as always, with BlueSky and we will definitely be working with them again. In fact I have already recommended BlueSky to another part of the business."