

TEAMBUILDING FUN FOR INVER HOUSE DISTILLERS

BACKGROUND

With five highly regarded malt Scotch Whisky distilleries, Inver House Distillers is a significant producer of quality malt Scotch whisky within the Industry. Taking advantage of such solid foundations, the company has extended its expertise into a wide portfolio of single malt, blended & blended malt Scotch whiskies, gins, vodkas and liqueurs.

Inver House Distillers has consistently invested in its people and its resources. The result is a customer orientated marketing, sales and administrative system that promises customers around the world a uniquely dynamic and responsive service. This service is supported by world-class warehousing facilities and worldwide distribution networks.

The Airdrie-based business contacted BlueSky Experiences, the award winning team building and event management specialist to organise a team building day. The purpose of the day was to strengthen their corporate culture by demonstrating the value of working as part of a cohesive team and to celebrate their recent award win – ICONS of WHISKY Distiller of the Year 2008.

The company was looking for an event to be held onsite at their Head Office based in Airdrie for a team of 120 people. The event had to be fun but with tangible business benefits included.

THE TEAM BUILDING EVENT

The creative team at BlueSky Experiences visited the client's site in advance to complete a site survey and determine what event formats were possible. The event was made possible with BlueSky being able to erect and floor a 10m x 15m marquee within the grounds of Inver House.

The team building day consisted of a morning session that included events which linked directly with the company's vision. These included an alcohol awareness session, a brand awareness session and team-working activities provided by BlueSky Experiences in the 'Puzzle Zone'.

Following lunch in the marquee provided by BlueSky, the group prepared for the afternoon event. Including three Zones promoting fun, challenging and collaborative team and individual activities. 'The Big Picture Zone' a creative and interactive activity that teams work through to complete a visual representation of the client's vision or strategy through designing and painting individual pieces of a bigger picture.



Fun Zone included Sumo Wrestling and Gladiator Dueling where contestants don inflatable life-sized suits and battle it out! The zone also included laser clays, where team members had the opportunity to hone their shooting skills. There was also mini bungee jumping.

Scottish Zone consisted of a bespoke mini-highland games for the Inver House group. The teams were able to put their "Scottishness" to the test and compete in the legendary 'BlueSky Highland Games'. Activities included 'Haggis Hurling', 'Tossing the Caber' and the 'Tug O' War'.

As a finale to the day all the individual pieces of the 8' x 8' Big Picture were brought together on an easel to reinforce their business strategy and key messages. On this occasion the final image included a collection of Inver House brands as well as the company's recent award. This image was fundamental to their key message in creating an award winning company.

The day was made complete with a prize giving ceremony and barbeque in the evening, where there was a music performance by the local secondary school.

The entire event was organised, project managed and run by BlueSky Experiences.

Samantha Kirk, HR manager with Inver House Distillers commented: *"We had used BlueSky experiences previously for a company event and were absolutely delighted with them. We put our event out to pitch and BlueSky won hands down. They knew exactly what we wanted from the brief we gave them. They came up with a day that suited all levels of fitness and they were quick to answer any correspondence from us – very professional and easy to work with. Our event was structured, different and fun. The idea for the big picture was great as it was something we could use to get the message of the day across and keep afterwards as a reminder of the day. The organisation on the day could not have gone better. BlueSky's attention to detail was superb and they met our company objectives 100%. The feedback following the event was extremely positive. We would definitely use BlueSky again and we have actually passed their details on to another company within our industry."*