



Rolling out the red carpet for Phoenix Group colleagues at a secret cinema event

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We have a very creative internal team at Phoenix, and only look for external support if we feel someone can take our communications to the next level. Words&Pictures delivered in terms of ideas, creative design, and working with us to plan the launch event and surrounding campaign.

Paul Morris
Internal Communications Manager
Phoenix Group

EVENTS

Words&Pictures Case Study

Whether launching a product or introducing a new strategy, a growing number of companies are using events to engage the minds and emotions of their people. At Words&Pictures, we've been helping organisations with event engagement for several years, providing the creative thinking, materials and support to deliver powerful, shared experiences to achieve client goals.

In the case of Phoenix Group, our challenge was to develop an experiential event that would create a buzz around the launch of an updated and improved intranet. Unlike the previous functional system, this new intranet was designed to change how colleagues work, collaborate and share knowledge. The client needed an event to reach all colleagues, ensuring they would log on to the intranet and directly experience the benefits.

After listening carefully to the client's needs, we developed a 'Secret Cinema' event, complete with red carpet, branded popcorn cartons and soft drink cups, life-sized cardboard cut-outs, event videos, banner stands and T-shirts.

We recruited colleagues to 'star' in three trailers and the main feature film, which were shown in the main foyer of the company's offices. Colleagues threw themselves into the task, adding a humorous edge to the recognisable film genres used to highlight the new intranet's benefits over the frustrations of the previous one.

As a result of the screenings, 86% of Phoenix colleagues logged into the new intranet on launch day alone. The internal communications team have been delighted with the all-round benefits of the cinematic event.

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What event support do you need?

- ▶ Event concept
- ▶ Presentation design
- ▶ Toolkits and guides
- ▶ Animations and film
- ▶ Reporting (editorial/design)
- ▶ Photography & event filming
- ▶ Experiential
- ▶ Cascade materials...

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The game is a fast-paced journey through the easyJet customer experience and it genuinely helps people here see things through the customers' eyes.

Kate Connolly
Head of Internal Communications
easyJet

Continued... > Events with impact – the right event for your message



easyJet: customer experience conference board game



Mercedes-Benz: colleagues travelled along an evolution timeline



easyJet: conference presentation



Direct Line Group: colleagues preparing to be filmed at their launchpad event



New Look: leadership event digital publication

easyJet – Customer experience conference

To help easyJet engage with colleagues during their annual Customer Experience Conference, we created a tool enabling colleagues – from baggage handlers to flight crew – to interact, share views, embed learning and clarify actions from the day. In the form of a board game, this presented different scenarios connected with delivering great service. It worked so well that it continues to be a powerful tool for easyJet more than three years later.

Mercedes-Benz UK Financial Services – 25 years of MBFS event

Capturing the past, present and future of Mercedes-Benz Financial Services in one event was always going to be a challenge. We did this by taking colleagues on a journey. We created an interactive room that told the story of the company's growth and development, using a range of branded materials and tools to aid participation. The room took colleagues on a walk through past, present and future moments, exciting colleagues about the vision and future at Mercedes-Benz UK.

New Look – Leadership event

How do you engage and involve the entire workforce in a dynamic, new strategy when they can't all attend the leadership conference? To help managers share key messages with their teams immediately afterwards, a creative team from Words&Pictures attended the event to report on the key presentations and messages, creating a user-friendly interactive presentation to share with all colleagues the next day. The presentation featured summaries, engaging photography and video content.

This was the first event of its type at New Look. The executive team were so impressed that they immediately commissioned another for later in the year.

Direct Line Group – Launchpad event

At a 'Launchpad' event to communicate Direct Line Group's new strategy, Words&Pictures attended and provided live reporting using a mixture of Tweet-like posts, photography and film. We also created a rocket concept to support the event and help position their strategy in an exciting, engaging way. It has proved to be one of Direct Line Group's most talked about events.