T Shirt Masterpiece

Been there, done that, designed the T shirt – a creative challenge promoting the conference or company message.

In T-Shirt Masterpiece your delegates put their creative and organisational skills to the test to create powerful, wearable messages that focus on your organisation, its people, shared values and goals.

The teams are provided with a plain white t-shirt for each participant. Their challenge is to develop a creative and impactful design for the t-shirt that promotes their team, the company or its products and services. For instance, the t-shirt design could also be used to reinforce the core messages and themes of the conference, focus on company values or just celebrate success. Importantly, each team must come up with a common approach to their designs with humour, artistic skill and memorable slogans being strongly encouraged.

Time will be of the essence, so it is essential that each team works as one to collaborate on their ideas and utilise the skills and strengths of each individual in the team. When the production stage is reached a range of printing materials is made available, together with advice and assistance from our own team of expert designers.

Once all the shirts are completed, and if time allows, a catwalk fashion show can be staged where the teams parade their unique creations and display their messages.

T-Shirt Masterpiece is a fantastic way to engage your people in your conference themes and provides a unique and wearable reminder of a successful event.

Key Business Benefits

Supports strategic planning » Visualising the future » Creates brand awareness » Changes attitudes » Develops networking skills » Offers review and reflection » Reinforces creative thinking » Fun!