

# MAKING THE NEWS

EXPLORING

## EVENT INFO

TIME: 2-3 HRS

NUMBERS: 20-400

LOCATION: INDOORS & OUTDOORS

APPROACH: COMPETITIVE



**Making The News...For two to three hours teams will literally create front page news with a teambuilding challenge that goes beyond the headlines and gets to the real story of your conference messages.**

This fun, fast-paced and energetic teambuilding challenge will take your team out of their comfort zone and drop them into the world of newspaper publishing.

The task sounds simple. All the teams have to do is create the front page of a newspaper that reports on the day's conference. Like a professional news team they will have to identify the big stories and then follow cryptic tip-offs to find vital information and leads. The team's reporters will also have to hit the streets to track down subjects to be interviewed and capture the all-important award-winning photograph based on a set of supplied criteria.

But the teams will have to do much more than just get the scoop. They will have to name their newspapers, complete a number of articles, create a cartoon, design an advertisement and even write a 'business forecast'.

With Making the News, each team will publish a unique and interesting interpretation of the conference messages. These will be printed large scale and displayed for all to see.

This will be a powerful shared experience that will get them thinking and talking about where the business is heading – and one that will stay in the memory long after the event.

## BUSINESS BENEFITS

NETWORKING SKILLS

STIMULATES CREATIVITY

PLANNING

UNIFIES THE GROUP

CREATES BRAND AWARENESS

