

EVENT INFO

TIME: 1-2 HRS

NUMBERS: 15-500

LOCATION: INDOORS

APPROACH: COLLABORATIVE



The Rock and Roll video like you have never seen it before! On the same wavelength as the music generation of your group.

Pop Promo takes your delegates right back to the 70s and 80s with a challenge to create a music video to one of the pop hits of the time. Glam rock, heavy metal, punk, disco and new romantic – some of the best and most embarrassing tracks from the past must be revived, reinterpreted and recreated for the 21st century.

Pop Promo is a great fun but chart success will not come easily. It will take meticulous planning, detailed storyboarding, imaginative choreography, creative thinking and a star performance to make it. And, given the tight schedule, every detail, down to the last sequin and safety pin must be right before the camera rolls and the teams shoot their video.

Props including wigs, blow-up guitars, make-up and outrageous costumes are all supplied. All your delegates have to do is add imagination, production flare and lip-synching skills to create a **Pop Promo** that goes straight to the top of the charts.

Later that evening the delegates will come together again at a glittering MTV-style awards ceremony and experience something of the rock-and-roll lifestyle. The pop promos are screened and awards given to recognise the best, the worst and the most over the top performances put to tape.

Pop Promo combines a dynamic and creative team challenge with the opportunity for everyone to come together, let their hair down (if they still have any) and reveal a new side of themselves to their colleagues.

BUSINESS BENEFITS

IDEA GENERATION

STRATEGIC PLANNING

ENCOURAGES CREATIVITY

HIGH ENERGY

