

# Case Study

## Commercial Break American Law Firm

### Brief

A leading American law firm approached Alchemy to design a team event for their new EMEA induction course for lateral hires. The firm wanted to encourage the Associates to explore and engage with their new firm's unique culture, history and brand. They were also keen to provide an opportunity to facilitate inter-office networking and teambuilding in a light hearted and memorable way.

### Concept

Alchemy designed the concept of Commercial Break; an afternoon when the Associates would learn from advertising experts how to create an effective commercial about the firm. Involving "interrogating the brand" where the history, culture and achievements of the firm were examined to discover its unique features, the Associates learnt about the firm's unique selling points in an engaging way.

Once the strategy was in place Associates used their creativity to develop a concept for their commercial, before using the prop cupboard to bring their ideas to life.

The addition of an awards ceremony where the professionally edited commercials

were presented created a real buzz on the final night of the course, and participants were presented with a DVD of their commercials and photos as a permanent reminder of the course.

### Result

In the firm's post-event survey 96% of participants recommended the event for subsequent programmes, and the event is now a key component of the firm's induction courses.

"From initial concept to delivery, Alchemy demonstrated a professional, creative and flexible approach, as well as being fun to work with. They showed a real willingness to listen to feedback and adapt their proposals accordingly. I really value this collaborative approach and I believe that it has paid dividends in the quality of the end product."



Experiential Learning

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