

Case Study

City Challenge

Ashurst LLP

Brief

How do you excite and unite your nervous new graduate recruits on their first day in the office? Ashurst commissioned Alchemy to create a half day event to break up the first day of the firm's induction course. Their aims: introduce the trainees to the main commercial areas around the office; encourage them to work as a team; and create a fun environment in which the trainees could get to know each other.

Activity

Alchemy created the Ashurst City Challenge, a light-hearted team based event taking place on the afternoon of the trainees' first day in the office. The trainees were split into teams of 8 and competed against each other over a series of three challenges located in different local areas.

Each challenge was designed to acquaint the trainees with locations and amenities which would be useful for them in their new jobs. The locations covered sites of legal interest such as the Royal Courts of Justice, as well as locations of day to day use such as local restaurants and services.

Result

"The Ashurst Urban Challenge was excellent - it was tailored to our specific needs and suited the trainee induction perfectly. It was extremely well organised, very well run on the day and fantastic fun! I look forward to doing many more! Thank you Alchemy."

Katherine Elam, Graduate Recruitment and Development Officer, Ashurst.



Team Energisers

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