

Groupe Aeroplan: Crack the Crystal Labyrinth

Audience: 210

Location: Down Hall Country House Hotel

Project: Team Build



Background & Objectives

Groupe Aeroplan London is the UK based division of Groupe Aeroplan Inc, a leading international loyalty management corporation. Following on from a James Bond film making activity at Stationers' Hall last year, this year we were briefed to organise something totally different.

In total 210 of the company's UK based employees attended. The event allowed guests the opportunity to mix with colleagues they wouldn't normally work with, and provided the opportunity to bring everyone together for a business meeting. This year, Groupe Aeroplan had just launched their new company values and the company CEO flew in especially from Canada for a short presentation.

After the business meeting, a wide variety of team building activities and a finale were planned to test the mental and physical dexterity of the Groupe Aeroplan colleagues – all inspired by the Crystal Maze TV show.

Planning and Preparation

The brief was to organise a team building activity that was unusual and hadn't been done by Groupe Aeroplan before, and had to be based in London or the Home Counties. A number of different options were put forward and the Crystal Labyrinth theme at Down Hall Country House Hotel, Hertfordshire, was selected.

MotivAction delivered an end to end event solution, including booking coaches from the train station, delegate registration, liaising with the AV production supplier and with Down Hall, as well as organising the team build activities.

A tight schedule and careful planning meant we were able to pack up the AV equipment and set up the Crystal Dome in record breaking speed!

The event team were required to think on their feet when the presentations finished 45 minutes early, but the event manager managed a quick change of clothes and the guests enjoyed an unscheduled break and were none the wiser.



The Event

The group was split into 20 teams, with 4 teams visiting each zone. The extensive outdoor grounds at Down Hall allowed us to maximise the activities we could offer. Crystals were won by the teams, which allowed the top 4 teams to enter into the Crystal Dome to grab their money.

The event highlights included:-

- 5 Crystal Labyrinth Zones
- Building a raft to enable guests to cross the Sunken Temple pond in the Atlantis Zone
- Learning Archery in the Medieval Zone
- Experiencing the thrill of Pilots and Quad bikes in the Industrial Zone
- Delicious BBQ picnic lunch in the beautiful grounds of Down Hall
- Grabbing the cash in the Crystal Dome finale

Results and Outcomes

The event was a great success. Groupe Aeroplan colleagues learnt about their new company values, were given the chance to work as a team during the challenges and also mingle with other colleagues during lunch and the finale. Guests enjoyed the event so much, that we struggled to get them back on the coaches to get home!



Testimonial

This year's summer event was great, definitely one of the best of the seven we've had! MotivAction provided an excellent service all the way through the process, coming up with some great original ideas for activities and their recommendation of Down Hall as a venue was spot on, a stunning and ideal location for a summer's day out. As well as taking care of everything faultlessly on the day, MotivAction's staff are all a pleasure to work with... making my job much easier!"

Debbie Conti, Office Manager, Groupe Aeroplan London

Here are just a few of the overwhelming amount of positive comments we gathered from a staff survey following the event:

"The event was very well organised and the surroundings were lovely. I was also very impressed with the food & drink provided."

"Thought it was a fab day out, well organised, lots of activities so something for everyone."

"Really well organised and unique event. Much appreciated opportunity to spend time with colleagues outside of work pressures."

"This was the best away day so far, full of different activities, excellent food and great surroundings."

"Well structured event carried out in the right spirit! A lot of fun."

"Lets do the same again next year!"

