

Barchester is Building on Solid Foundations

Case Study



Background and Objectives

Barchester Healthcare is a fast growing company providing high quality personal and nursing care homes. The client was looking to organise a repeat annual conference for 300 delegates consisting of general and care home managers as well as members of the support and nursing teams.

The objectives of the conference were to be creative whilst inspiring the leaders within the business. Barchester wanted to share the key messages of continual growth and improvement within the company. They were also looking to focus on areas of customer experience and develop work practice approaches.

Planning and Preparation

The MotivAction team tackled the project imaginatively, and using a series of sketches and designs constructed the conference identity. This was to be 'Built to Last'; with echoed themes of pyramids reflecting the solid foundations of the business in addition to its future prosperity and growth.

From concept to completion, the MotivAction team developed a strong identity for the event and a wealth of design collateral was prepared in-house. A web registration site to collect attendance data was also created and maintained by MotivAction, with email campaigns sending invitations and reminders to all conference delegates.

The Event

Barchester 'Built to Last' was a three day event held at the Celtic Manor in Wales. A diverse mix of creativity, entertainment and company messages, the conference was based on the pyramid concept – with repeated shapes used in banners, collateral and props. Four metre high LED screens in the conference room also allowed a range of effects throughout the event.

Alongside business messages embedded using internal and external speakers, highlights of the event included:

- A pub themed night with matching props and decor, pub games including air hockey and giant table football, and pub-branded stalls serving traditional 'pub grub'
- A video horse racing event hosted by our own 'John McCririck', with Barchester donating £2000 to the winning table's charity of choice
- A drum workshop to reflect the company's own use of musical therapy
- MotivAction's 'Leaders on Trial' breakout activity
- Customer Experience and employee relation workshops
- An elegant evening gala dinner with chocolate fountains, silhouette artists, magicians and members of the welsh national opera
- A stunning surprise reveal of Abba tribute band Bjorn Again emerging through a fully mechanised 16ft high pyramid to pyrotechnics effects before a disco evening featuring a multi-lit dance floor

Results and Outcomes

A runaway success, Barchester's Built to Last conference got the specific messages of continual growth and improvement across effectively. The guests were absolutely thrilled by the whole experience, and left thankful, smiling and appreciative.

Testimonial

"MotivAction picked up on our values & our approach really early, and created an event which really blew our managers away. It was also a real blast to work with the team and we're already thinking of how to top it!"

Human Resources Director, Barchester Healthcare

