

Case Study

Commercial Break

ASE Consulting Ltd

Background

A combination of rapid company growth, and the fact the majority of ASE's consultants are client based, meant the company was keen to use its annual away weekend in Gleneagles to both recognise the success of the business and kick start important new initiatives.

Brief

ASE invited Alchemy to design and deliver an afternoon event that would fulfil both team building objectives, and also engage and involve the team in reconfirming the key areas of expertise that ASE delivers to the market place.

Activity

Allocated into teams according to their experience and expertise, Consultants were challenged with researching, planning and shooting promotional videos that highlighted ASE's many business strengths.

Result

"Alchemy understood our requirements and designed an event with us to better understand our various areas of expertise and to invigorate the start of a company wide development plan.

The event itself was very successful and achieved the businesses' objectives of bringing together disparate teams to focus on our business. It was thoroughly enjoyable with the screening of the promotional videos the high point – the whole company (and partners) were enthralled at the humorous output which made the event a roaring success and one we will remember for a long time. Congratulations Alchemy!"

Robin O'Connor, Director ASE Consulting Limited.



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