

Multi City Large Format Event - EY GDS Townhall 2018



CHALLENGE



- Organize a Townhall event for EY across 4 cities in India – Trivandrum, Chennai, Bengaluru and Gurgaon.
- The agency had to take care of all logistics in all 4 cities, the event theme and designs. Creating pre-event excitement at the office locations. Employee engagement activities at the event.
- Ideas, activities and event design to help one and all in connecting with EY's 2020 Vision and help them foster good memories.
- The event was attended in Trivandrum by 500 people, Chennai 250 people, Bengaluru 2000 people and Gurgaon 1000 people.

SOLUTION



- The event drew inspiration from the FIFA Football World Cup that was being held in Russia in 2018.
- The evening was curated to reflect the sporting spirit of football.
- The theme for the event was – UNLEASH YOURSELF. Sprint. Dribble. Run.
- The agency created a logo for the theme that had a very sporty look and feel. This was carried through the décor and styling for the event.
- Even the set design reflected and celebrated football.
- EDMs were designed to focus on the Townhall and get participants excited.
- Fun installations were placed in the common areas of the EY offices.
- A pre-engagement football trivia game was created to enhance the theme of the event.
- The entry arch was designed in a way to make the employees feel they are walking into a stadium – SoundFX was used to create the euphoria.
- An AV was scripted and edited to kick-start the event.

IMPACT



- The event was an overall success.
- The employees were totally involved through the EDMs and the pre-event hype that was created by the agency.
- Were impressed with the professionalism shown by the agency.