

# COMMERCIAL BREAK

Experience the fascinating world of advertising creating an award-winning advertisement from initial brief to final screening.

## How it works

Participants are split into smaller teams or agencies that are given the same brief or a range of objectives to cover different messages. The agencies then have to develop a strategy, storyboard and script before moving on to production. They are provided with all the equipment, from cameras to clapper boards, required to get the idea on screen and the skills to make it happen including make-up and acting lessons. As in the real advertising world, management of time, people and resources will be critical to success.

## Learning outcomes

The commercial can promote your own company, products or services, poke fun at your competitors, or deliver powerful internal messages on team work, values or customer service. This fun and engaging experience is a great way to reinforce your conference goals by encouraging your delegates to think about and interpret, the messages themselves. Commercial Break encourages participants to work closely together whilst utilising all their creative, strategic and project management skills.



## Key business benefits

- ✧ Supports strategic planning
- ✧ Time management
- ✧ Encourages creativity
- ✧ Develops team dynamics



12 - unlimited



Indoors/  
Outdoors



2-4 hours



Competitive

