

ENTER THE DRAGON'S DEN

WHAT CAN IT BE USED FOR?

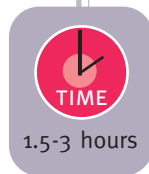
- Departmental Away Days
- Conference Ice Breaker
- New teams or merging teams
- As part of a training or recruitment programme
- A fun teambuilding afternoon or evening

WHY DO THE DRAGON'S DEN?

- Excellent team bonding opportunities
- Hands on event
- Dynamic, creative event
- Multi task event with lots of options
- Different skills required by team members

ALSO CONSIDER:

- Masterpiece
- Film Making
- Rollercoaster
- Cerebration



Are you brave enough to enter the Dragon's Den, to pitch your new concept and take straight forward feedback from the entrepreneur? Very much in the style of the popular TV show this is a dynamic, creative and entertaining corporate version of that show.

Teams choose which challenge they wish to undertake and will typically take about 1-1.25 hours per challenge. Once ready they "pitch" their new idea to "The Dragons" who will give them feedback and award them fun money based on their achievements. At the end the money is totalled up and the winners announced.

- Create a cover for a new comic book for a specific market sector
- Develop a new perfume; mix up your own scent and develop a cunning marketing strategy
- Rebrand the local Italian Restaurant Boticellis
- Chocolate Box – create and market a box of chocolates
- T-shirt design – create a new logo/strap line for your company and create a set of team T-shirts accordingly
- Bath bombs – start a new venture and make luxurious bath bombs
- Corporate Image – create an edgy/wacky/trendy new look for your company uniform
- Create point of sale literature and marketing plan for a flagging but well known men's after shave, creating a new positive and dynamic brand image

