



## **Case Study – Family Day**

**Company:** A large banking and financial services company

### **The Business need**

- Client has an annual day, which is a mix of sports and fun catering to employees and their families.
- The annual day should see participation of maximum employees. Hence, hype to be created over a month.

### **The TFL Business Solution**

We suggested a course of action that involved

- Building hype by conducting activities both online and offline (rather than only mailers and posters).
- An overall theme to make the annual day more inviting
- To create a sense of competition, all employees were divided into 4 groups. The groups competed against each other in various competitions. This also enabled employees from different teams to interact with each other.
- Larger theme to be sports but build up to include culture and performance based activities as well.
- This would create hype and bring in the fun element as well.
- There were multiple activities happening in parallel, the broad range of activities made sure there was something of interest for every employee.
- Sending options of activities, calendarizing the activities and executing the plan from start to finish.
- Weekly status reports with participation levels.

### **Execution**

- Activities were designed and deployed across various media (online competitions, floor, desk, cafeteria and outdoor locations).
- Larger sports tournaments like Football, cricket were conducted in different locations before the annual day.
- Final day included finals of many outdoor games complete with fun activities like the pentathlon, karaoke, tug-o-war, dance performances and fireworks!
- Tracked numbers through with fortnightly reports.
- Managed all vendors and payments.

### **Results**

- Over 4195 employees were engaged.
- 741 employees participated on the final day
- A good time was had by one and all 😊