



Case Study – The Fuller Life, Employee Engagement

Company: A global player in technology services and consulting

Workforce size: 2,000

The Business Need

The client wanted a day where they could involve the families of all employees and familiarise them with the work culture and people of the company. This was an opportunity for the company to ensure a day of fun for the employees along with their families.

The TFL Business Solution

TFL suggested a family day, an evening where all employees are invited to spend the day with their families at a common venue and have a good time. TFL suggested a cultural evening where employees get a chance to showcase their talents in various fields such as dance, music, acting etc. This would ensure the entertainment quotient needed for the evening along with an opportunity for the employees to connect with their colleagues and other families in a lighter and more fun environment.

Execution

- TFL managed the entire event end to end and was the single point of contact for the client.
- All logistics such as finding a venue, decoration, transportation and set up was managed by TFL.
- The task in hand was to manage 2500 people on the final day. This was done by ensuring that the security and screening of entrants is kept tight and there are no infiltrators. Crowd management was the key here and was entirely managed by TFL; we managed this by having enough ushers who controlled the crowd and directed them when required.
- Stage management was also entirely managed by TFL. This included stage and lights set up, managing the MC, lining up all participants and ensuring they are aware of the schedule.
- TFL also managed the entire communication and involved employees in online activities such as an online quiz, jumble and a spot the ball competition. This was to build up the excitement about a family day coming up and reminding them about the family day.

Results

- Due to adequate communication and hype created about the event we received great participation, the numbers on the final day matched the expected number of people.
- The total strength of the number of people present (employees + families) was **3,500**.
- The event went on very smoothly due to a lot of advance planning.
- All employees with their families went back home happy and saw a lot of value and effort put in by the company to ensure a day of fun for them and their families 😊