

# Chocolate Factory

## Background and Objectives

One of the largest global financial organisations with offices in more than 80 countries wanted a fun, engaging activity as part of a graduate training networking event.

## Planning and preparation

The event was for 120 delegates in Canary Wharf.

The chocolate factory event was chosen as it requires delegates to interact and work together whilst having fun along the way.

To add a topical spin to the event, which took place during an Olympic Year, delegates would be taking part in the ChocOlympics!

The MotivAction Group planned carefully and provided all materials needed to ensure a smooth set up and delivery.

## The Event

The event began with the introduction of a wealthy entrepreneur, Veronica Verruca, who wanted to make her mark on the world by making chocolate more tasty than Willy Wonka!

Her mission was to present the finest chocolates to the Games committee in order to win the ChocOlympics contract.

In teams, each assigned a different target audience for their delicious chocolates, delegates needed to

work together to allocate roles for planning; research; design; manufacturing; packaging and budget control.

With the planning and research phase complete, attention turned to production as the chocolate and marketing shops open. Delegates needed to buy all of the ingredients from the huge selection available to make their confectionary using company branded 'fun money'. At this point they also obtained all the materials needed to design and create the chocolate packaging.

Once production was complete, the chocolate produced by the teams was sampled with only the top three teams making it through to the final.

With the finalists selected, each team was given the opportunity to present their chocolates to the whole group, who then voted for their favourite. The winning team received a prize for their hard work before teams were given a final task to complete.

Each team was given the opportunity to write and perform a jingle to promote their chocolate. The winners of this section received a bonus prize.

## Results and Outcomes

The event was a success and delegates were given the opportunity to network whilst achieving a common goal along the way.



## Networking activity for 120 graduate training delegates