

# Busk Off

## What is it?

A hilariously inventive team challenge requiring strategy, creativity and the execution of a promotion campaign.

A selection of weird and wacky street performers place their success into your hands. Team members go head to head in collecting the most cash by auctioning entertainers, marketing talent and selecting profitable locations.

It's guitars, props and make up at ten paces as teams strive to win the legendary 'Busk Off'!

## How does it work?

Teams compete to generate the largest revenue for a 'local' street performer. The event is flexible and can take place in a town or city designated by you – whether it is London, Loughborough, Looe or Lisbon!

Prior to the event, each team receive a pre-determined project budget and detailed biographies of a range of 'alternative' street performers. These may include:

- An (apparently drunken) Elvis impersonator
- A talkative mime artist
- A butter-fingered juggler
- A human statue who likes to fidget
- An antagonistic classical guitarist

Whilst each performer has a particular skill, talent levels vary and some performers are easier to work with than others.

Each team confers about which artist they feel has the most potential, and bids for their preferred performer at a 'Busk Off auction'. In addition, specific busking locations are also put to auction – leading teams to investigate the different possibilities for geographical locations in the town/city.

With an allocated performer and location, teams prepare for the Busk Off by formulating effective strategies to promote their act. Any remaining budget can be spent on additional promotional activities.

As the Busk Off approaches, each team meets the performer they won in the auction at their busking location. After some last minute preparation, promotional campaigns swing into action, and at a pre-designated time all performers start busking. The teams have 1 hour to help generate as much money as possible for their performer.

Our special Busk Off referees will be on hand to ensure fair play. The winning team are the one to generate the most money - and after an awards presentation in which every performer can showcase their talents, all proceeds can be donated to a charity of your choice.



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## Who is it suitable for?

- All ages, genders and business backgrounds
- Newly formed teams
- Newly qualified or recruited marketing professionals
- Teams looking for improved co-operation and teamwork
- Teams seeking improved motivation or communication
- Any team wishing to build self confidence

## What are the benefits and outcomes?

- New personal insights and self confidence
- Raised company profile - a valuable PR story
- Improved team morale and confidence
- Time management, organisation and communication skills
- Work towards a common goal
- A memorable and entertaining day for colleagues and audiences alike!

