

## A GREAT BLUESKY DAY FOR COCA-COLA ENTERPRISES



### BACKGROUND

Coca-Cola Enterprises is responsible for manufacturing, selling and distributing over 80 different soft drinks products across Great Britain - equating to around 250 million cases every year. This is done for brands owned by The Coca-Cola Company and for other premium brand owners too.

The company has six manufacturing sites and eight distribution centres throughout the UK and employs over 4,000 people.

BlueSky Experiences, the award winning team building and event management specialist have worked extensively with Coca-Cola Enterprises over the last four years to create and run team building away days.

### THE BRIEF

BlueSky were asked to organise a conference and team away day for the Coca-Cola Enterprises Scotland Region, involving 150 employees from their sales force. The objective of the event was to roll out the company's new vision and values to the team in a creative and interactive manner as well reward the sales team for a strong performance in 2008.

### THE CONFERENCE AND TEAM AWAY DAY

The event commenced with a strategic presentation by the Regional Director for Scotland on the company's new corporate vision and values. The message was reinforced by a briefing from the company's US president via video link. The team then broke out into sub groups for individual sessions on what the new vision and values would mean for them.

The morning session took place in BlueSky's purpose-built conference centre near Perth, where they were responsible for organising all the AV equipment and provided on-site technical support.



After lunch the group prepared for the reward and team building element of the day – the “**Great BlueSky Multi Activity Afternoon**” throughout BlueSky's 700 acres activity centre. The group split into teams and took part in a range of exciting activities including, **quad bike trekking** through some of Scotland's most stunning scenery, high octane **hovercraft riding**, the ancient sport of **falconry**, **mountain bike** agility as well as **human table football**, gladiator dueling and sumo wrestling (in giant inflatable suits)! To add a hint of mental agility some **puzzle challenges** were also thrown into the mix! These activities were completed by all teams on rotation and the group were able to meet their tight departure time of 4.30pm.

James England, managing director of BlueSky Experiences commented: *“We were delighted that Coca Cola chose BlueSky as both the event organiser and venue for such an important event. The format of the event enabled us to really showcase the very best that our facilities have to offer.”*

Elaine Codona, HR Manager for Coca-Cola Enterprises commented: *“Having worked with BlueSky in the past we had no hesitation in giving them this project. Their communication skills are outstanding and they provide a very professional service - they keep delivering excellent events.”*

Elaine added: *“The feedback from the staff post event has been extremely positive; it enabled several members of the team to meet colleagues who they wouldn't normally come into contact with during their day-to-day job and to discuss common themes. We will definitely be using BlueSky again.”*

BlueSky Experiences, the award-winning specialist in team building, team development, corporate entertainment and event management throughout the UK was founded in 2001.

Based near Perth, Scotland the company counts some of the country's leading corporates amongst its clients including Royal Bank of Scotland, HBOS, Shell, BP, Norwich Union, Scottish Power, William Grant and Diageo as well as a number of SME's.

The company prides itself on providing training which is that little bit different and creative whilst

still keeping corporate goals and objectives firmly in sight.

BlueSky Experiences has dedicated high quality venues throughout the UK as well as its own purpose-built team development and conference centre in Perth. The company has made a six-figure investment in the centre which boasts 700 sq metres of team building/conference space. The centre is set in 700-acres of land which provides a mountain bike track, rope climbing and a puzzle zone offering what are believed to be the best team-building facilities anywhere in Scotland.

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