

CASE STUDY: ‘We are Unilever’ one-day conference and teambuilding event held at FIVE

“We are Unilever”, attended by some 900 UK and Ireland employees was held at the FIVE venue in November 2008. The conference was designed to bring staff from Unilever’s numerous brands together and for some, it was an opportunity to meet new colleagues as two offices were to merge and relocate the week after. The one-day event comprised a morning conference with Dave Lewis, Unilever Chairman and other Board members as keynote speakers, plus an afternoon of teambuilding including Unilever branded hamper-packing and the very glamorous and authentic “Unilever’s Got Talent” competition.

TAG Farnborough Airport



With a considerable staff contingent based in Ireland, it was essential for Unilever’s chosen venue to have easy air access. 150 employees were flown in on specially chartered Boeing 737s to TAG Farnborough Airport, the subsequent transfer to FIVE taking just a few minutes. This unprecedented facility—to fly people in directly to the venue and out again the same day—is one that is exclusive to FIVE and is ideal in ensuring that no valuable time is lost in transferring from a London airport, or on a long car/train journey.



The venue was divided into two areas; one half a specially designed, branded auditorium (above left) and the other half (above right) providing space for product displays, break out areas and extensive catering which included many of Unilever’s own products creatively incorporated into the menu by chefs from Seasoned Events, FIVE’s on-site catering partner. A quirky triangular marquee was erected next to the venue providing tailor-made space for teambuilding activities. “Unilever’s Got Talent” - based on the popular TV show “Britain’s Got Talent” - saw several groups of employees take to the stage to entertain their colleagues and compete to win, before the day drew to a close. The convenient local road network surrounding FIVE enabled delegates to be swept away in a fleet of coaches deployed to return them to their regional offices, whilst the Irish contingent hopped back on their aircraft waiting at the terminal for their homeward journey.

For further information on events at FIVE, please contact:

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