



CULTURE EMULSION

CORPORATE THEATRE

TEAM BUILDING PACKAGES



TEAM BUILDINGS

A TEAM BOOSTER

ONE FOR ALL !

This experience is lived together, jointly. Rewarding, and positive for everybody, it has the thrill and awe of a show, without the stress of a competition.

Co-Construction

At heart of Impro is Doing things TOGETHER. No one can succeed in building stories alone, and the beauty emerges from cooperation. Learning to listen, accept one another, build on others propositions, these are the values of Impro

Learning to LET GO

Because there are rules, and a FRAME, held by the actor, it is possible to experiment the pleasure (and performance !) of letting go ! The stage and the rules actually help to create. And the constraints given by the actor really are a way to help and guide the participants to make a wonderful show.

A More Cohesive Team !

After going through this wild-and-soft experiment, your team has built stronger ties, and sees beyond external appearance of each others. Revealing the best in everyone, it developps listening, adaptivity, and a constructive way to let go.

A REAL TEAM SPIRIT !

TEAM BUILDINGS ?

FROM



TO



TEAM BUILDINGS

OUR METHODS

- Theatre & Improvisation tools
- Role Plays and simulation cases
- Pleasure of learning through playful and informal techniques
- Practicing to be efficient in your own way
- Everybody is Proactive
- Fun to fail, to build the right reflexes
- The art of Teamwork
- Fully adapted to the context & attendees

It's better to have a **great team**
than a **team of greats**



MENU:
1. INSPIRATION
2. MATERIALS
3. ENTHUSIASM
4. ENERGY
5. CREATIVITY

WU



TEAM BUILDINGS

OUR KNOW-HOW | YOUR TAKE-AWAYS

Our proposal, based on several activities

- An **unforgettable** and **unmatched memory**
- **Innovative**, to start and feed a new common story
- Pushing the **team collective creativity** and **fast adaptation** to face **challenges**
- Creating **dialogue** and **interaction** between the attendees
- Being **proud** to be a team ambassador and creating company/team **cohesion**
- Promoting and valuing **pleasure** at the center of teamwork
- Awakening the « working together » for a **common vision**
- **Breaking** barriers between attendees to reinforce their ties or all, to build a **founding event**

Several teambuilding proposals. Some of them can be **combined**.

For each one of them, the content is personalized and customised to your teams, thanks to **upstream audits**, to be sure to meet your needs and goals.

This initial step, will be the key for a successful teambuilding

ENGAGING TEAM BUILDINGS WORKSHOPS



TEAM IMPRO 2 H
To create group cohesion and start building on cooperation and efficient communication reflexes.



TEAM ACTING 90 MIN
To create cohesion, fun and work project management in a new, innovative and stimulating way



TEAM PHOTO 30 to 60 MIN
To have technical talent supporting creativity and cohesion



TEAM VIDEO 30 to 60 MIN
To personify the movie star in you, improve your creativity and your team spirit



TEAM SINGING 30 to 60 MIN
To free energies and bring the group together around a unique and creative hymn



TEAM GRAFFITI 30 to 60 MIN
To enjoy a creative and artistic moment with your team and build a masterpiece



TEAM ARTWORK 30 to 60 MIN
To free your creativity on a surprising material



TEAM TREASURE HUNT 2 to 4 H
To stimulate ability, agility, perseverance, skill sharing



1. TEAM IMPRO

Create good reflexes thanks to theatrical improvisation

Discover the **behavioural techniques used by actors** to improvise, in a detached, playful atmosphere! The participants go through a series of exercises of their usual boundaries where they have to respond to unexpected situations with their imagination. This stimulating experience helps develop active **listening, acceptance, adaptation, the capacity to let go**, and strengthens the team spirit among the participants.

Improvisation is an excellent way to work on communication skills. This is based on **listening, quick understanding** of any situation and how **fast** we react to this situation.

Theatrical improvisation was created in Canada (Quebec) back to the 80es.

This is the most efficient tool to develop soft skills.

These technics are particularly adapted to working environment behaviours because they:

- ✓ **Stand aside** from the professional life and this allows individuals to leave their usual barriers in a riskless environment.
- ✓ **Are fun**, which is creating a relaxed and efficient area of behaviour skills experiments
- ✓ **Are immediately useful** thanks to role plays and practical cases





2. TEAM ACTING

Create, direct and play a show from start

Become the authors and actors of short theatrical scenes in which you address professional issues in an informal, yet impactful way! In small groups, with the supervision of an actor, you create a sketch from A to Z (writing, staging, performing) on a business subject you will have defined beforehand.

Then it's showtime: each team presents their theme in front of the others. An epic challenge! The coordinators are bringing their experience, dynamism and technical support during the preparation timeframe. These fun moments will open discussions and dialogues

GOALS

- ✓ **Attendees become writers and actors:** they create and write their own plays, as they can/could do in their real life, in a **teamspirit, friendly** and **creative way**
- ✓ Once the themes are selected properly, this becomes a free expression moment, a chance for a **better messaging, without filters** and **boundaries**.

Great things never came
from comfort zones

3. TEAM PHOTO

Create a real photoshoot, be the star of your team!

Participants take part of a professional photo session with a real photographer. They have to deal with a theme and a team project with our supervision. We provide props and accessories to help them make their vision alive.

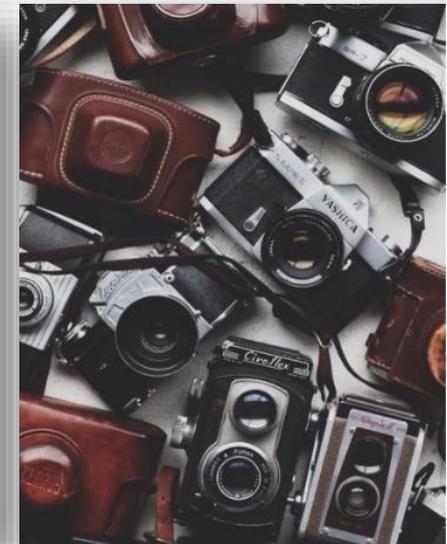
Like for the team video, after the shooting we take care of editing the photo and make a projection later on. They will have to be creative, artistic and stick to the direct lines given by our staff, based on their skills, the team spirit, and the success of their mission.



Adds-on

Shiver to be shooted like a pro!

Understanding each roles as a part of the final picture with enthusiasm.





4. TEAM VIDEO

Directing a movie / video clip on a project mode

Participants make a short film on the specific subject of your choice, like the « vision for the company » for instance.

With our supervision, they have to allocate the numerous among the project and take into account a list of specifications to reach their objective. After the shooting we take care of editing the footage and make a projection later on, with a detailed feedback on their strengths and ways of improvement in building a project together!

They have to split all technical and artistic roles, based on their skills, the team spirit, and the success of their mission.

Adds-on

Utility for the Group

Pleasure to **build a common story**

Understanding each **individual roles** as a key point for a collective success – with a strong teamwork and enthusiasm.

5. TEAM SINGING

Create lyrics and use everybody's talent

Discover a collective musical challenge

One of our pianist trainers builds a musical part and divides the participants vs their vocal ranges, so that they sing in harmony, just like a gospel choir or a musical Broadway show!

In order to push creativity further, and have everybody contribute to the group, we can add optional percussions or have the participants rewrite the lyrics to create an unprecedented, transcending hymn around your theme!

Practicing a song/medley (validated before hands with you)

Revisiting the song with new lyrics linked to the event purpose (to boost their creativity). Indeed they will create the new **anthem of this new joined professional adventure !**

Option to add **drums** to improve the song beat, and give room to those who don't want to sing



6. TEAM GRAFFITI

Develop creativity in an artistic way

Discover your artist side with an exclusive workshop where the teams will have to imagine and build a dedicated tag with the help of the professional painter. You will be challenged to decorate piece by piece a big white panel.

Art is a good way to develop and build imagination and creativity which is key in the business nowadays

This activity is completely unique and always a success.

There is an artist inside everybody!

This technic is perfect for your team building seminary because it is :

- ✓ **Unique in the region**
- ✓ **Artistic**
- ✓ **Everybody can use his own talent**



7. TEAM ARTWORK

Recreate the brand identity with a fun workshop

Make your own piece of fashion with your team. Free your imagination! Present it on the catwalk at the end of the day.

We will provide all the tools for the talented designer you are indeed.

This technic is ideal for your team building seminary because it is :

- ✓ **Exclusive**, new concept here in the UAE
- ✓ **Efficient**, this workshop is a good way to develop team work around the same project
- ✓ **Concrete result**, the attendees will leave with their product finish





8. TEAM TREASURE HUNT

Sagacity, agility, speed, perseverance and instinct

Attendees are subdivided by groups of 4-5. A treasure hunt is an **immersive adventure** which is stimulating team cohesion. Attendees are now dedicated to a quest, and become **the main actors**. Mysteries to find, tests to pass ...

Required skills are instinct, **team spirit** and sagacity! Indications and hints lead to the divine secret, treasure or anything else relevant.

Participants, with the help of their groups, will travel through this hunt to **rediscover their company story**, its organization, its orientations, the past year key facts: a new and relevant way to communicate on on your **key messages**.

Adds-on :

A tailor-made activity which can be mixed up with **additional contests** to insist even more on your targets/concerns

Flexibility and **distinctiveness** : any location and configs

A **deep dive** on what make them a team thanks to questions and games.

NB : This workshop needs a lot of preparation before the event!

OPTIONS FOR MORE CREATIVITY

VIDEO WRAP UP OF THE DAY

Get the greatest memory of your corporate theater experience the same day or few days after.

THEATRICAL FRAUD & IMPOSTURE *30 to 60 min **

Ice breaker and give a motivating tone for the day to come

MIRROR, MIRROR ON THE WALL *15 to 25 min **

To be surprised about our vision of you in a fun way

IMPROVISATION SHOW TIME *30 min to 1H30 **

To relax and entertain all attendees at the end of the day, using the tools (and the trainers) from the workshops



1. Theatrical trick & imposture

Theatrical prank : an ideal way to launch a seminar

The prank is a powerful ice breaker to mark memories positively on the main themes of your seminar. 2 or 3 actors, presented as managers or consultants, hold a serious speech to the audience around the event's red thread.

Their characters go from credible to surprising, revealing progressively all the counterproductive behaviours linked to the theme, until an explosive "finale" which awakens the participants on the stakes of the event. That way they are even more enthusiastic and receptive to the next steps of the seminar!

Adds-on :

About the imposture: a unique, new, surprising, fun and unforgettable way to start your day ! A positive state of mind for the seminar.

About the technics: this shows some of the good and the bad communication tools in a funny and innovative way. This will be used during the day. This has to stay as a surprise: the least people are aware, the better!

To be realistic, the trainers will have to be "officially" introduced as external attendees/presenters

Few slides can be used to make it even more "real"



2. Mirror, mirror on the wall

« Magic Mirror on the wall, what are the key messages of them all? »

The Mirror is a great way to wrap up your event with a strong, emotional, festive conclusion. Our actors make you relive the powerful moments of the seminar through an original, funky theatrical overview.

In the style of a magnifying mirror, this short play written in the heat of the moment, on site, from the observations made by the actors during the seminar, brings an exterior vision to your main messages. Fireworks guaranteed!

Description

Magnifying mirror effect on your company and event, with a show written live in a very short timeframe

Observation, key ideas, special moments, fun parts or emotional times, key phrases, all the **content « alive » from your event**

Then the script/show is written based on this content, and thanks to our Corporate Experience and our Show/Writing/Directing skills !



3. Improvisation show time

Improv' show: a journey in the unknown

Our actors perform situations from YOUR themes! They have no text, no time to rehearse, and must create everything in front of you: the storyline, the characters, the context.

And to increase the challenge, they will be confronted to the craziest constraints (like a Tarantino movie, in rhymes, like a Broadway musical...) and find the freedom to be creative still!

An incredible show to enjoy, customized by and for you!

CREATIVITY is the WAY I SHARE
my SOUL with the WORLD

Brene Brown



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SALES EFFECTIVENESS

CREATIVITY & BRAINSTORMING

MASTER OF CEREMONY FOR LARGE EVENTS



CUSTOMERS REVIEWS

“ The teambuilding activity proposed by Culture Emulsion was instrumental in breaking the ice from the beginning of the seminar. It allowed to bring together a wide team from different horizons, nationalities and geographies that didn't know each other - or barely- prior to that meeting. Following this teambuilding activity, the team members were at ease with each other's and interacted much more smoothly. Definitely an amazing kick-off to my annual marketing meeting! Thank you Culture Emulsion!

ELIF DIERICKX, Marketing Director
BIC Middle-East & Africa, Dubai

“ We had a fantastic experience with Culture Emulsion on their corporate theatre teambuilding day. Their “serious games” were the perfect in bringing the team together in a fun way yet still relating to a professional environment. Our activities were custom made to our requirements and the hosts integrated the key messages we wanted to pass onto the teams extremely well in the group workshops. Most importantly, everyone had fun! We couldn't recommend them more.

SABRINA KAUPP DURAND
Partner Strategy & Development, ELECTRA, Dubai

“ Culture Emulsion intervened on the occasion of one of our Store Managers Meetings for the Region Middle East Africa & India. We defined all what was our problem and the constraints inherent in such a project (our Headquarters had directed us to follow a very strict expense).

Culture Emulsion, along with their teams, were able to understand, analyze and adapt their resources to propose a project combining training and team building around the theme of "Morning Briefing store." Our 80 Managers have all been able to speak, alone or in groups around many games of actors and small sketches.

Fun, learning, tailored, are the words that come to mind when I look back at that time. I hope soon to be able to rework on the theme "Engaging the Customer through a non-selling conversation"

FLORIAN DUBOIS, Human Resources Manager
Middle East Africa & India
GUCCI (Luxury Goods Gulf), Dubai

“ Thank you to you and your team for a truly unforgettable day. It was all I expected and more. Look forward to working again very soon.

REMA NELSON,
Division manager, DOLCE & GABBANA, Dubai

CUSTOMERS REVIEWS

“ The team was very professional and accompanied CHANEL well in our requests and needs for this seminar. We had a specific brief and ideas in mind for our workshops, and the CE team managed to adapt to our vision and create a good energy in the Fashion team, making sure the whole experience was smooth. Working with Culture Emulsion was an interesting experience for us as they brought the theatrical world to us, as we created a link with the client servicing and the theatrical environment

MARIE-NOUR NUBLAT, Marketing Manager,
CEDRIC RAYNAUD, Fashion Director,
CHANEL Middle East & India

“ A very big THANK YOU to you and your team for the wonderful day yesterday! Please know that everyone, from the front line to everyone here at the office, enjoyed it IMMENSELY!

FRANCOIS JABBOUR, Marketing Manager
DOLCE & GABBANA, Dubai

“ As General Manager of Tiffany UAE, I came to the point that my retail sales teams were excellent on the product knowledge side but the customer experience and storytelling parts could be improved and made more consistent. I always compare the the shop floor as a stage, the team as performing actors and the opening hours as a showtime so Corporate Theatre technics imposed themselves to be the best tools to help the team to deliver consistently outstanding emotional journey to consumers throughout the day.

The missions we gave Culture Emulsion and their team were around the welcoming of clients as guests, qualitative interaction and the tools to romanticize the brand. We did 3 sessions with Culture Emulsion over the past 18 months, the 1st one in training rooms with all staffs (4 sessions of 15 attendees), then the 2nd one as a refresher with a store visit, and the last one with only face to face trainings at store level across the UAE. They clearly understood our needs and targets and over-achieved our expectations to level up the teams expertise and skills.

STEPHANE DE PALMAS
General Manager, TIFFANY UAE, Dubai

THEY TRUSTED US





CORPORATE THEATRE

INTELLIGENCE is the **ABILITY**
to adapt to **CHANGE**

Stephen Hawking



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