

crossing language barriers

Client Allen & Overy
Project 'Babel Fish' - Senior Associates' Conference, Brighton
Audience 400 Senior Associates and Partners of Allen & Overy

Brief

To develop a highly engaging conference to involve delegates in a debate about their future whilst building relationships and trust between the firm's Partners and their valuable senior staff.

Creative Solution

We set out to enable delegates to drive and shape their own conference by creating a visually-stunning and intensely interactive environment in which they could collaborate and address key issues and concerns.

To achieve this unique arena of debate, we applied our bespoke software to capture delegates' thoughts and opinions via voting handsets. The voting data was instantaneously analysed by a backstage team of experts and systematically fed to key speakers and presenters to keep discussions fresh and directional.

For the first time ever, the Partners' Selection Committee revealed the key attributes they sought in applicants, and the delegates were asked to rank the attributes according to importance. The results of the votes were instantly presented in an engaging graphical format and interpreted by a panel of experts.

Different demographic groups were compared and individuals were identified via their handsets and challenged about their opinions.

Delegates were also asked to work together in teams to devise a practical solution to drastically improve communication between Partners and Senior Associates before pitching it to the room. The pitches were scored by the delegates themselves and finalists were then grilled by a panel of Partners.

How Effective?

This IVCA Gold Award winning conference brought about radical changes within Allen & Overy and the wider law profession. Senior Associates are now much more involved with the management of the firm and collaborate more closely with the Partners.

Furthermore, a Senior Associate now sits on the main board each year – a winning idea generated at the conference. These changes were seen as extremely significant and forward thinking by the wider legal community.