



the devil's in the detail

Client Allen & Overy
Project 'Devil's Advocate' - Global Partners' Conference
Audience 450 Partners

Brief

To devise a refreshing, new approach to this important bi-annual event by maximising the quality of debate and strategic decision-making during the sessions.

Creative Solution

To achieve the client's objectives, we set out to radically reshape the nature of the traditional conference by shifting delegates out of their comfort zones and dividing them into five breakout groups. These teams were then taken to one of five prestigious London venues and in smaller 90-strong groups, encouraged to interact and collaborate effectively together to discuss one of five topics of key importance to the company.

Further collaboration was encouraged by splitting the groups into smaller teams to perform fun challenges loosely related to the key themes. During these breakout sessions, delegates were also asked to elect a representative to sit on a 'Question Time'-style panel, to be hosted by Peter Sissons, the following day.

Focusing more closely on the discussion of key themes, the second day included the much-anticipated 'Question Time' session which provided an extremely effective and engaging forum for debate, allowing delegates to raise questions on critical issues.

The two-day event glamorously culminated in a glitzy awards gala at A&O's brand new offices in Bishops Square. Edited highlights of the previous day's team challenges were screened and winners from each category awarded with themed trophies.

How Effective?

Our creative ideas for the shape and content of this conference delivered a huge success for the firm, not only facilitating discussion of key issues but also creating networking and team-bonding situations that exceeded the client's expectations.

"Collaboration, innovation and team-building have been central to the success of this conference and Cheerful Scout have demonstrated those very qualities throughout the planning for this event."

David Morley, Managing Partner