

# Case Study

## The M Factor

Marcol International Asset Management Ltd

### Brief

Create a fun and entertaining evening for the Marcol staff to develop their inter-office relationships further and have fun in a non-work environment. Marcol was also keen to build on the successful formula of past events with a new and exciting concept!

### Concept

Take Marcol's love of music and entertainment to the next level - the "M" Factor! Assisted by some of the best session musicians in the world, we transported Marcol staff into the world of music legends when we asked them to write, compose and record their own original pop anthem.

### Activity

To create a sense of excitement, on the morning of the event 'band kit' was delivered to all the budding pop stars. Each band was named after a music legend and the band kit was themed accordingly, with beehive wigs for Amy Winehouse and spiky mullets for Tina Turner causing much amusement in the office.

On arrival at the venue participants were greeted by the sound of live music and were immediately split into their 'bands' and allocated a professional musician to help them compose their masterpiece.

One hour of creativity later and the bands were ready for their debut. Supported by a full crew of session musicians, each band took to the stage and performed their song in front of colleagues and a panel of judges. The competition was stiff, but with the aid of pithy comments from the judges, a number one hit was chosen and sung by the whole company to create a professional recording. With everyone on a high after performing the winning song, the judges handed out awards and the band kicked off again so everyone could dance the night away.

### Result

"M Factor was one of the best events that we have done as a company - the concept was ingenious. The Alchemy team coordinated everything brilliantly and everyone (from the CEO down) thoroughly enjoyed it."

Victoria Kane, Group Operations Manager,  
Marcol International Asset Management Ltd.



### Team Energisers

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