



## Mad Science North West Team Building Event Case Study

### THE CLIENT' BRIEF

AstraZeneca were looking for something exciting and engaging for their finance team to participate in during break-out sessions from a large scale employee development event. The theme for the HR led programme was 'Science made Simple' with the aim of bringing their non-scientist employees closer to science. Around 130 people from the finance department were to take part during the course of the day.

### WHAT WE DID

We visited the site and met with our client to define the brief. AZ provided a booklet designed for staff to explain some of the principles of molecular biology they wanted us to incorporate in our workshops. It was agreed that Mad Science would develop two bespoke workshops, one with the topic 'Cell Biology' and one 'DNA'. A third workshop made up of tried and tested team building science activities would allow the 130 staff to rotate around the 1 hour workshops and complete them all. Mad Science would be scheduled in between other speakers as part of a whole department team building day. It was important that the sessions were engaging and fun and that presenters would aim to be outgoing and encouraging to help overcome inhibitions whilst keeping a suitable 'grown up' feel to the event.



### OUR FEEDBACK – Our client, Kate Hallam, AstraZeneca.

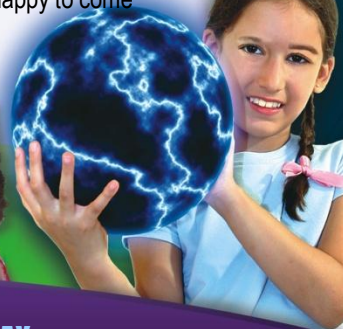


#### Workshops

I would like to say a massive thank you to Mad Science for developing 3 workshops for our Team Building Day, the theme for the day was to get 130 people closer to the science, and the workshops that were created were fun, interesting and interactive and were pitched perfectly for Adults. People appreciated that groups were handled with respect and those who are quieter were not made to feel uncomfortable or put in situations that put them in the limelight (which normally happens). Iain, Kate and Anna were very professional and fun on day and made the sessions intuitive but fun, a great way to learn through fun activities. I would also like to thank Anna for her great organisation and professionalism from the outset of arranging and developing our day as a bespoke day to our business. I would definitely recommend Mad Science for other companies as team building days or adult activity days.

### CONTACT US

Mad Science offers a unique way to amuse, inspire and entertain your delegates at your next annual conference or training event. Our sessions are a refreshing way for colleagues to work together on team building, communication or just to have fun. Our large, friendly and experienced team of staff will work with you to find a bespoke solution for your event. Please call us on **01772 628844** or email [office@experiencescience.co.uk](mailto:office@experiencescience.co.uk) and we'll be happy to come up with some ideas at the Lab!!



SPECIAL  
EVENTS

AFTER-  
SCHOOL  
PROGRAMS

VACATION &  
SUMMER  
PROGRAMS

PRESCHOOL  
PROGRAMAS

BIRTHDAY  
PARTIES

WORKSHO