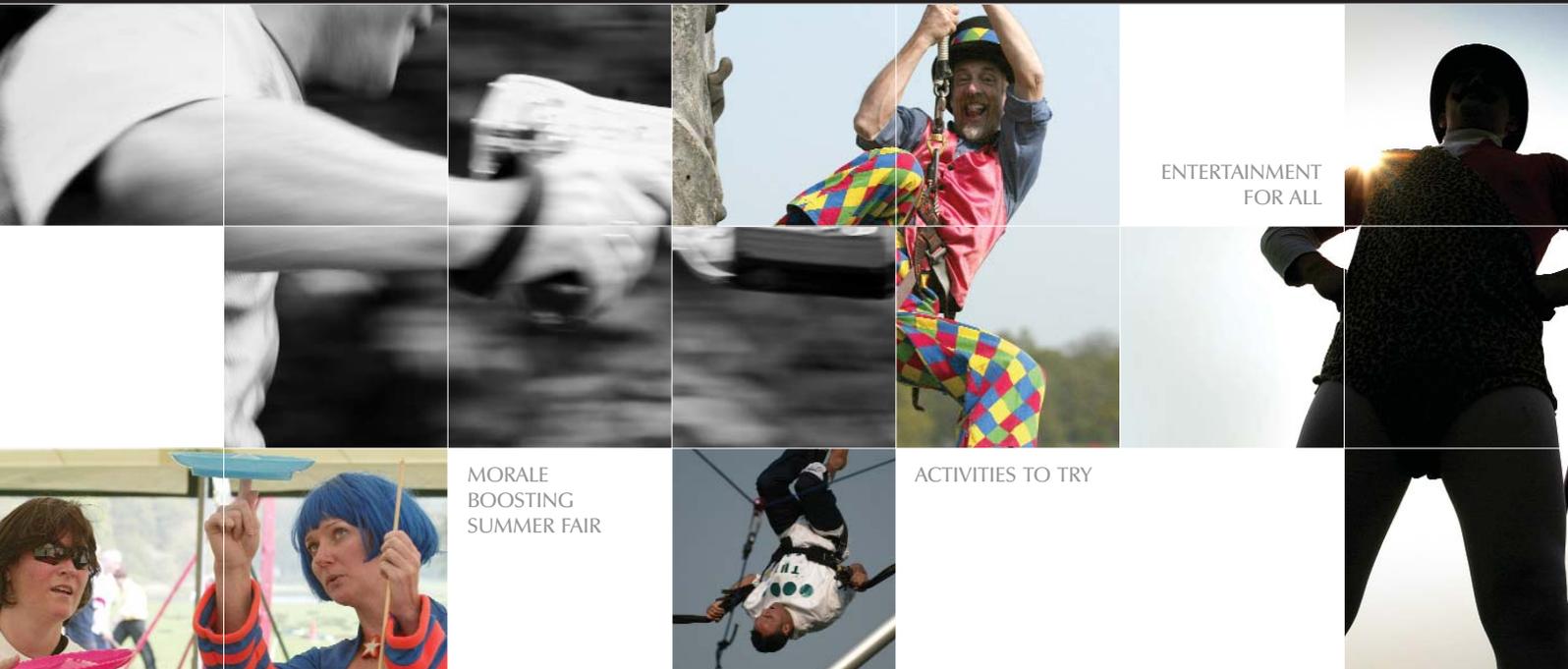


Case study 4: Boots Healthcare International summer fair



Boots Healthcare International

"Unique Solutions as usual pulled out all the stops to produce an amazingly creative day. Every single person found something to interest them from rock climbing to duck herding and line dancing to palm reading – the list was endless," says Communication Manager Stephanie Watts. "As always I sent out feedback forms the following day and can honestly say that they were 100% positive with many people saying it was the best event ever! Another success thanks to Unique Solutions!"

Following the announcement that **Boots Healthcare International** - a leading manufacturer of over-the-counter medicines - was up for sale, staff morale was low and the atmosphere tense. Managers approached Unique Solutions to organise a fun activity day to help motivate staff, lighten the corporate mood and boost confidence in what would no doubt continue to be a difficult and unsettling period.

"In the early stages of planning the event we realised that people would want to take part at different levels: some would want to watch, some would want to participate, others would want to learn, some to be entertained and some to compete," explains Unique Solutions Event Manager Dave Savage. "For the event to be a success and enjoyable for everyone, we had to provide something for all these different groups. So we came up with the idea for a 'summer fair', packed with all kinds of events, attractions and activities." Beach volleyball and cybertag tournaments helped build team spirit. Bands, street performers and jugglers provided more relaxing entertainment. "Have a go" sessions offered an opportunity to try out new skills, such as drumming, balloon modelling, climbing, palmistry, pottery and more. Drinks bins, a BBQ and an on-the-house ice-cream van provided refreshments. Bungee trampolines and a coconut shy added to the fun atmosphere.

"Unique Solutions as usual pulled out all the stops to produce an amazingly creative day."



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+44 (0)1629 691 691
info@uniquesolutions.co.uk
www.uniquesolutions.co.uk
Garner Place, Holt Lane,
Matlock, Derbyshire
DE4 3LY, United Kingdom