



# Apprentice Challenge





# APPRENTICE CHALLENGE

The Apprentice meets 'Dragon's Den' in this exciting and enterprising team building activity. Testing skills and business acumen, teams go head-to-head to impress The Boss and get hired.

The brief is to invent a new product that will blow the competition away! Teams are tasked with being creative, understanding the customer and their needs, staying within budget, and most importantly, working together as a team.

Each team will complete a set number of challenges with a different 'apprentice' leading the way. The number of challenges depend on you and your time available.

## The challenges are:

- Innovative Inventions - Using materials provided, create a working prototype of a new invention.
- Battle of the Brands - Teams must turn their product into a brand, giving it a catchy name and logo.
- Marketing Plan - Teams must decide on how to market their product or brand - where will it be sold, and how to engage with and attract their target market.
- Commercial Break - Teams use props and costumes provided to compose a 30 second advert.
- Show Me the Money - Teams must then calculate a Recommended Retail Price that will make them the best profit.
- Trashy Fashion - Teams design and create an outfit out of bin bags, ribbons, tin foil and other craft materials.

At the end of the session each team will be Pitch Perfect - pitching their product, brand and marketing strategy to the judges before performing their advert in a fun finale!

The debrief - teams are given the chance to answer the judges' questions before THE BIG BOSS makes a decision. Be prepared for some criticism as teams are 'sacked.' Finally the team, or individual, who has impressed the most, will become THE APPRENTICE!

Apprentice Challenge improves communication, inspires creativity, innovative thinking, business skills, budget control, time management, sense of achievement, team spirit and most importantly – it's fun!

## Notes

Cost: £POA

Activity Duration: 2 - 3 hours

Guest Numbers: 10 – 100



## Why Firebird Events?

- Our fantastic team are creative, knowledgeable, experienced, friendly and fun. Thanks to our drive, dedication and attention to detail, we will deliver you an unforgettable event experience.
- We listen. We can provide you with great ideas, bespoke solutions and reliable service, helping you to create an event which suits *your* needs and objectives.
- Well established within the industry since 2000, our reputation and fantastic relationships have enabled us to work with an array of clients, including many large corporations and top UK venues, time and time again.
- We can provide everything from a single activity, to an entirely produced event, providing first class team building days and corporate events.
- Our hard work has been recognised within the event industry, winning awards in the category of “Best Event Provider” at the M&IT industry awards – silver in 2018 and bronze in 2019.
- Firebird Events are covered by a minimum of £1 million Public Liability Insurance.

## Notes

- All prices are subject to VAT at the current rate.
- All prices are subject to availability.
- Prices may be subject to change.
- All prices where an event set up fee is stated are subject to the relevant per head fee on top.
- Some services or items may be subject to minimum order fee.
- Prices may be subject to travel and accommodation charges.
- Full payment will be due 30 days prior to event date (unless a credit account has been agreed in advance).
- Soft or hot drinks (weather dependent) should be provided for our team throughout the duration of the event.
- Depending on length of the event, hot food may be required for the team.

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