



Apprentice Challenge



A fun, enterprising challenge, inspired by The Apprentice and Dragon's Den, where teams must demonstrate their business acumen in a bid to impress the boss and get hired!

Teams begin by inventing a new product. The brief can be anything from a new household invention, game, office accessory – the only limit is their imaginations! To make their product a success, they must excel against their competitors in some business themed challenges:

INNOVATIVE INVENTIONS - Using the materials provided, they must create a working prototype of their new invention.

BATTLE OF THE BRANDS - Teams must turn their product into a brand, giving it a catchy name and logo. They must identify their target market to ensure that their choice of logo and colours will appeal to the right audience as well as having “shelf appeal” against its competitors!

BUSINESS PLAN - Teams must then decide on how they intend to market their product, where it will be sold and how they will attract customers.

COMMERCIAL BREAK - Teams use the props and costumes provided to compose a 30 second advert.

SHOW ME THE MONEY - Resources are priced, so teams will need to negotiate the best deals and keep an eye on their costs. They must then calculate a Recommended Retail Price that will make them the best profit.

PUNCHY PROMOTIONS - As a bonus task, teams can also produce promotional products by painting their own branded mugs, T shirts and tote bags.

PITCH PERFECT - Teams then pitch their product, brand and marketing strategy in a presentation to the judges before performing their advert in a fun finale!



Notes

Cost: £POA

Activity duration: 1.5 - 3 hours

Team sizes: 5 - 8 guests per team

Guest numbers: 10 – 100 +

Requirements: 1 x 6ft round table per team, chairs and 3 x 6ft x 2ft trestle tables for our equipment

APPRENTICE CHALLENGE



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, bronze in 2019 and silver in 2020.
- 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.

Copyright

This document is the property of Firebird Events Ltd. It includes information, advice, recommendations and prices that are of a strictly confidential nature. Therefore the document is tendered on the express understanding that its contents are copyright and that the ideas and recommendations expressed in it are, and remain, the intellectual property of Firebird Events Ltd. It should be understood that no information contained in this document should be divulged to any third party without our prior written consent. In instances where a breach of this copyright is brought to our attention, please be advised that it is company policy to take necessary actions to protect our intellectual property in the event of imitation or any other such use of the content of this and similar documents.