



Case Study 4

A global telecommunications company contracts Silvercube to bring its corporate conferences to life.

Example A: We are contracted to become a rolling creative resource over a 2 day conference. Scripts are written based around a news programme format. The actors act as news presenters and pepper the day with newsflashes based on the learning. We have a scriptwriter and director on site to re-write sections at the end of day 1, to be performed on day 2.

Result: Delegates experience relevant & topical dramatisations inspired by their input and discussions. They love the humour of the piece.

Example B: We brainstorm with the client about what they want to achieve from the conference. What do they want their delegates to change, feel and do after this conference ? We script, cast and rehearse a 15 min piece of drama that holds a mirror up to the organisation. The delegates break out to discuss the scene and an actor joins each group to absorb the learning points and desired change. We come together in plenary and the scene is replayed, having been modified with delegate input, to the delight and amazement of the audience.

Result: Delegates have ownership over the piece and the opportunity to interact with the actors. Debate and discussion is provoked: the first steps to change.