



Brings values, culture and company messages to life through creative role play.

Comic Comms brings values, culture and company messages to life through creative interactive role play, highlighting that you are one team but with different areas of expertise. The Berrison team will work with you to incorporate the key messages into the event in a way that is specific and meaningful with tangible outcomes. Teams are given their subject matter and a storyboard to help script their comic strip content. SMART devices are used to photograph and film images, write copy and construct role play scenarios. A selection of props relevant to the subject can also be provided to enhance the experience.

How it works

Following a short icebreaker, the Event Director introduces the event. We ensure that teams understand their challenge and that there is also a 'comic' supplement which will involve all of them contributing and is essential to the success of the day.

Planning – Teams are given their subject matter and a planning sheet to help script their comic strip content. Teams will also receive SMART devices to photograph and film the images, and to write the copy and view what they create. A selection of props relevant to the subject can also be provided to enhance the experience.

Workshops – Two members from each team are given an iPad workshop to train the users on the most effective way to utilise the technology on the devices.

Comic Content – Each team will be responsible for creating a comic strip that will ultimately be created on the iPad but we give them a mood board to get the ideas flowing and work on first. They need to take the pictures, and if you choose, make a video and then script the scenario they have been given. They can have one of several scenarios depending on your time frame.

The Final Stage – As the deadline approaches, the Event Director counts down the last few minutes of the challenge and teams are encouraged to help each other across the finishing line. This is then the perfect opportunity for a refreshment break, whereupon the Berrison team will print out the comic strip ready for the team presentation.

- Unique
- Promotes brand awareness
- Fun
- Reinforces company culture
- Encourages creativity



5 - 200



In conference / In the workplace



1.5 - 3 hours

