

CLIENT: **TELUS International**

Event: TELUS International goes Ivy League: TELUS Townhall 2010
Date: October 10, 2010
Venue: World Trade Center
Event design: Entitled "TELUS International Goes Ivy League," the town hall event was a venue where the company's senior management, employees and partners gathered to celebrate the success of 2010. Aside from celebrating the company's growth and excellent service, TELUS International also launched its pioneer project, TELUS International University. A separate job fair was also organized during the day, which was attended by more than 400 applicants.

audience and attendance

Almost 4,000 guests attended the event, including VIPs, special guests, managers and team members.

TeamAsia's scope of work

TeamAsia provided turnkey event management for both the townhall proper, as well as the job fair.

- A. TELUS Town Hall
 - 1. Organization, Management and Execution of Event Budget and Plan
 - 2. Venue Coordination
 - 3. Food and Beverage Coordination
 - 4. Mobile Bar Caterer Coordination
 - 5. Creative Development and Production
 - 6. Registration Services
 - 7. Program Conceptualization
 - 8. Talent Coordination
 - 9. Event Layout

- B. TELUS Job Fair
 - 1. Organization, Management and Execution of Event Budget and Plan
 - 2. Venue Coordination
 - 3. Food and Beverage Coordination

Aside from organizing the two events, TeamAsia also conceptualized, developed and produced the TELUS International University corporate video, which was used to officially launch the project. This was played during the program.

results

TeamAsia transformed the World Trade Center into an Ivy League school, complete with fraternity houses, university statues, and drop down banners. A grandiose Parthenon stage towered over the row of frat house murals. Attendees were all dressed in college stereotypes like The Geek, The Jock, The Cheerleader and The Rocker.

Applying the overall thematic of the event, TeamAsia conceptualized a one-hour TELUS Town Hall 2010 program to mirror a pep rally in a university setting. Program components included a drumline, a cheerleading routine, speeches from TELUS executives, the official launch of TELUS International University, and a grand finale in a form of a flash mob dance.

client testimonial

“You did a great job!” – Jeff Purrit, President, TELUS

work sample

