

# HELLO!

## IT'S BEEN A BUSY FEW MONTHS HERE AT FUSION...

Drawing on our experience of and background in Hybrid events, we have embraced our new fully virtual world.

**Working alongside our clients, we have virtually delivered:**

### GLOBAL LEADERSHIP FESTIVAL

Designed and delivered a ground-breaking, 'blow-their-socks-off' (client's words, not ours) global leadership festival for a professional services firm

### 1-DAY LEADERSHIP CULTURE CHANGE WORKSHOP

Designed and facilitated a day-long virtual leadership workshop to kick-start a culture change for a healthcare client

### ALL EMPLOYEE MERGER LAUNCH EVENT

Managed the launch of a newly-integrated business for a healthcare consultancy

**Plus, a policy-forming virtual workshop series engaging and capturing young people's views on C-19 and Medical Data**

## GLOBAL LEADERSHIP FESTIVAL

A game-changing virtual event embracing all that Extended Reality has to offer; creating a virtual infrastructure of festival stages, combining virtual and augmented reality, delivered by a global, remote team, to amaze and engage participants.



**Highlights included:**

#### Interactive pre-event crowdsourcing survey

- A digital, interactive crowdsourcing survey, to capture participants' expectations, wishes and content requests

#### The Digital Agora

- A virtual marketplace of best practice sharing, bringing together the best of the firm from around the globe

#### Apart, yet together

- Real-time, full-body, teleportation of presenters from outside the broadcast environment, putting leaders side-by-side on the same stage

*"Thank you to the Fusion Team for the attention to detail, creative and technical genius and sheer hard work that you all put into making our Festival a success."*

- Global Brand & Marketing Director, Professional Services Firm

## 1-DAY LEADERSHIP CULTURE CHANGE WORKSHOP

A day-long virtual Leadership Team workshop (yes, they were engaged throughout) peppered with an array of virtual tricks, aimed at kick-starting a culture change

**Highlights included:**

#### In-the-moment graphic capture

- Our graphic illustrator 'eavesdropped' on all session, capturing key content and visualising the workshop journey

#### Courtroom Drama

- A courtroom-style drama (witnesses and all) encouraging different perspectives on the need for culture change

#### Habit-forming with Nudge theory

- Our game-changing approach to culture change, Nudge21, focused first on role-modelling to spearhead the culture change

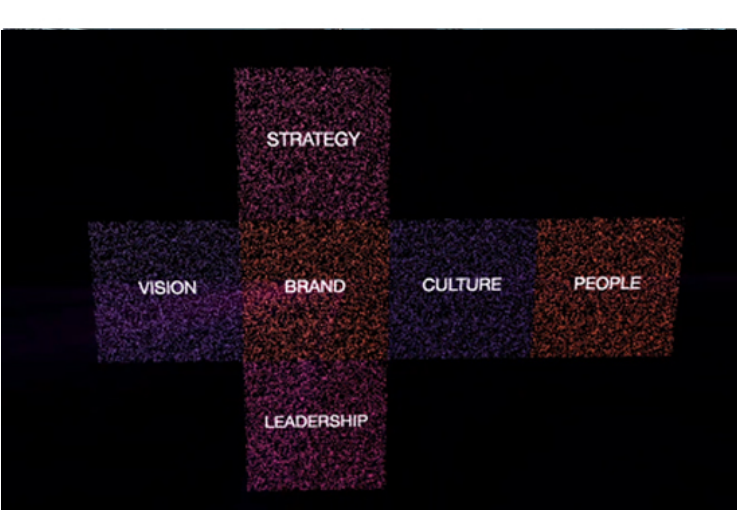
*"We covered so much ground with a wonderful diversity of interactive sessions, in a way I wouldn't have thought possible! Well done to you and the team for pulling it all together so expertly."*

- Marketing Lead, European Healthcare Company



## ALL EMPLOYEE MERGER LAUNCH EVENT

A virtual event to launch the Integration of 4 Healthcare businesses. We used a cube metaphor to explore the key components of a successful Integration



**Highlights included:**

#### Bringing physical into the virtual

- Giant cardboard cubes were home-delivered and used by participants to record their thoughts and actions throughout the event

#### Deep-dive breakouts

- New businesses showcased their 'face of the cube', outlining how the newly-integrated organisation fitted together, enabling participants to deliver a client 'elevator pitch'

#### Driving commercial gain

- Using interactive voting to drive understanding of key messages from the businesses, as this was seen as a commercial driver

*"Feedback has been really positive, so many thanks for all you did."*

- Managing Director, Healthcare Brand Engagement Consultancy

