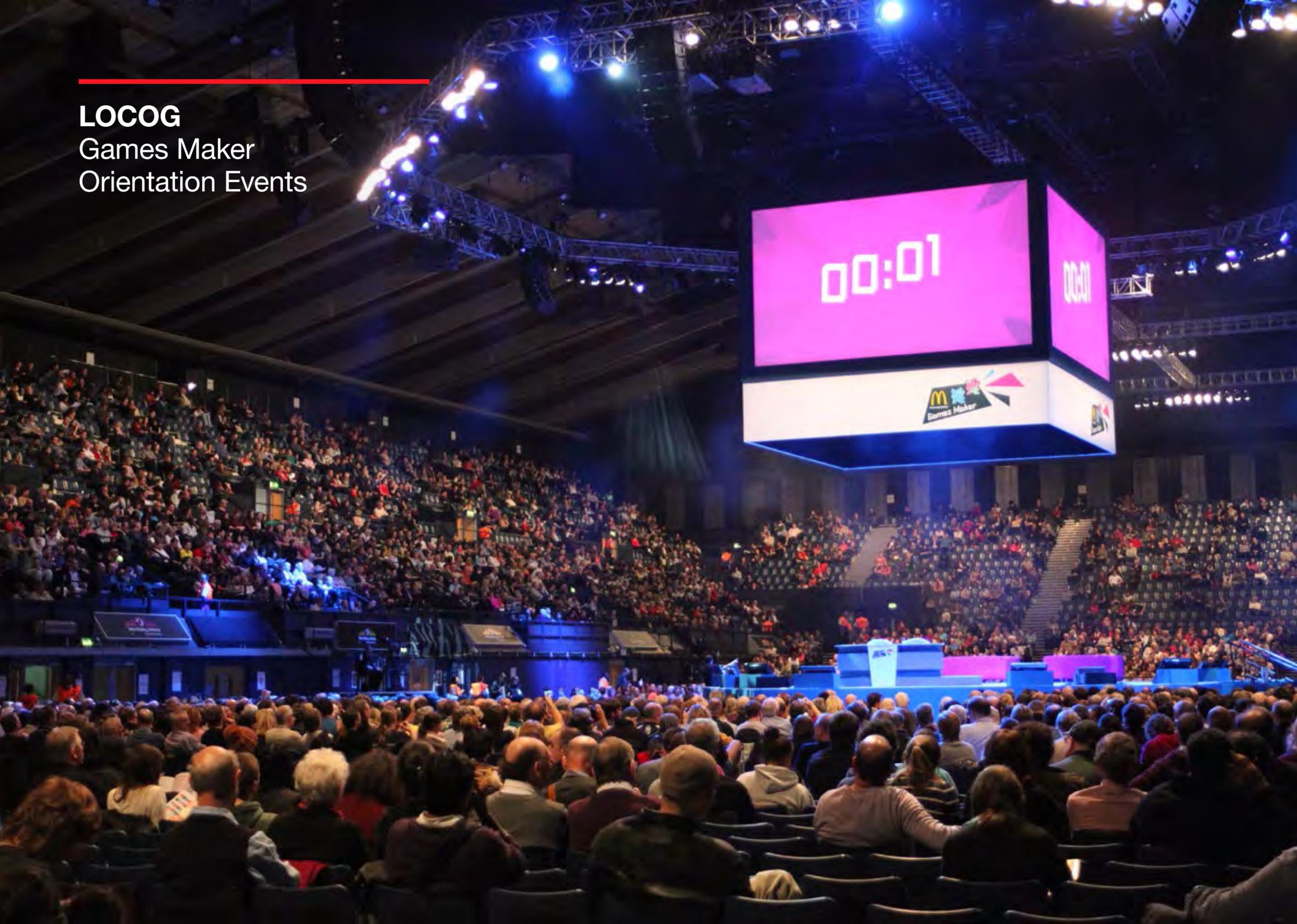


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**LOCOG**  
Games Maker  
Orientation Events



## understand.

LOCOG's Workforce Training team had the job of engaging with 70,000 Games Makers and they were seeking an agency to create an experience that would kick off this orientation and set the tone for the rest of their time as a Games Maker volunteer.

It was crucial that they felt part of one team, understood their role in making the Games a success and were committed to seeing it through. It was a unique challenge not least because of the very large numbers and short time frames that the project dictated.

## create.

We designed a series of six Orientation events at Wembley Arena for 10,000 people at a time, delivering an interactive three-hour event with bespoke multi-media content spanning all 14 functional areas of LOCOG.

We devised and created the event format, scripted and directed the live action, designed and built the environment, and managed the delegate logistics for over 60,000 Games Makers in conjunction with LOCOG.

The regional tour of the event visited six Games cities, hosting up to 900 persons at a time.

## deliver.

An independent survey conducted as an online questionnaire of 9,227 GMs found:

- 95% of Games Makers were excited about performing their role
- 95% understood their role as Host at the Games
- 94% replied positively that either "nothing will stop me from being a Games Maker" or "I'm looking forward to being a Games Maker"
- 87% said orientation made them "feel part of something special"

*"Thank you to for all the hard work, focus and professionalism you have put into making the Orientation Training events a success. Tens of thousands of Games Makers (are) happy and positive, with a very clear view that the London Games value their contribution and will provide the training and support they need to be successful."*

**Jean Tomlin**, HR Director, LOCOG.

