



ACTINGBUSINESS Programme

voicebusiness uses acting techniques specially adapted for the business environment. Actingbusiness uses these techniques to entertain, inform and sell ideas in an innovative, memorable and effective way.

- Do you have a new product to sell to your clients?
- Do you have new guidelines or changes to communicate to staff?

If so actingbusiness can help!

By using actors to perform short humorous sketches in more formal reception or conference situations, you can lighten the mood as well as inform in an entertaining and memorable way.

Actingbusiness - interfacing with clients - KPMG

KPMG changed the format of their annual Budget Night Receptions in Glasgow and Edinburgh to intersperse comedy sketches with their more formal presentations. 80% of those who had attended previous receptions preferred the new format. Here are some reactions:

Congratulations on the most different, creative and colourful budget review ever seen in Edinburgh. Certainly positioned KPMG well.

I found the acting scenes an excellent idea and very entertaining.

I can truly say that this is the first time I have attended a budget seminar with such an injection of humour.

Actingbusiness - within your organisation – Scottish Executive

voicebusiness was commissioned to write and produce a 15 minute opening play for the Scottish Executive's 'Delivering Change' conference for senior managers. The brief was to provide a strong kick-start to the event, to raise substantive issues of the day in a light and humorous way, so allowing the participants to appraise the agenda of 'Delivering Change'.

It was decided that the best way to achieve this was to have a play which displayed a parallel world, in this case, the Roman Empire. This allowed the concept of relative improvement to be explored; even the classically superb Roman road can be subject to some improvement given the right environment and attitude!

Sir Muir Russell, when Permanent Secretary at the Scottish Executive commented:

I thought the play was great fun. I thought it fitted in very well with the sorts of things the organisation needs to do as it looks itself in the mirror. And it gently, but firmly, showed us how we can sometimes appear and the opportunities there are to work with the people out there in order to do things better.

Contact us to discuss your requirements.