



**DMCNETWORK
COMPANY**

THE DETAILS

END USER
SKINCEUTICALS

PROGRAM
FUN, FASHION AND PHILANTHROPY: COLLEAGUES CONNECT WITH EACH OTHER AND THEIR HOST CITY WITH A UNIQUE TEAMBUILDING ACTIVITY

LOCATION
NEW ORLEANS, LOUISIANA



DATE
FEBRUARY 2, 2011

ATTENDEES
220

OUR PLAN

Exceeding our client's expectations was our goal. We were able to create a teambuilding activity that would unite and excite the attendees while giving back to the community. We engaged the local Dress for Success Chapter as the non-profit partner and developed a motivating teambuilding activity that would appeal to the fashion sense of the attendees. The group was placed in teams and each team selected a model, each model selected clothing from the donated racks of clothing and put together their most creative outfit. A point system was established based on the team members' donations. Models took to the catwalk and a winner was named. The event concluded with an inspiring talk by a Dress for Success board member bringing tears to the eyes of many as she told her story.



SKINCEUTICALS
PROJECT RUNWAY SCORE CARD

	Team 1	Team 2	Team 3	Team 4	Team 5	Team 6	Team 7	Team 8
Creativity								
Best Accessories								
Best Walk								
Best Attitude								
Overall Style								

**2012 ADME
ACHIEVEMENT
AWARDS**

THE CHALLENGE

Our challenge was to bring the attendees together to give back to the community in the name of fashion and fun. Picture a completely empty ballroom transformed into a fashion show atmosphere based on the popular TV show, Project Runway, with a center runway, dressing rooms and racks of donated garments. Filling this raw space was a challenge in itself, but the biggest challenge we overcame was to incorporate the "community spirit" aspect of this event without actually getting out in the community. We were able to leverage our connections in the community to bring in a local charity and engage them in helping us execute a successful teambuilding activity.



OUR SOLUTION



The Project Runway teambuilding activity event was built upon the principals of reusing, recycling and repurposing gently-used business clothing that was in turn donated to Dress for Success. Not only did the activity build camaraderie between meeting attendees but it fostered a sense of community spirit by giving back to the host city through a high-energy, creative activity that appealed to the fashion-forward nature of the attendees.

CREATIVE EVENTS BEST TEAMBUILDING