

AMERICA'S LEADING TEAM BUILDING EVENT AND GROUP ACTIVITY PRODUCER



**AMERICAN OUTBACK ADVENTURES & EVENTS**

# The Apprentice

**Proposal compiled by  
American Outback Adventures & Events**

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## **Introduction**

Thank you for your interest in American Outback Adventures & Events' unique and innovative services as a solution to your team building requirements. A multitude of local, national and international organizations look to us to assist them with a broad range of business challenges. Our clients work with us for a variety of reasons. First and foremost we take a very professional and business-like approach to the corporate event industry. We excel at designing innovative program solutions to meet your needs, thrive on time constraints, are easy to work with, and always deliver what we promise.

Below you'll find a summary of "The Apprentice" an event we feel would be a great solution to your needs. Within this first-draft proposal you'll find an outline of this event and feedback from some of our recent clients.

## **About American Outback Adventures & Events**

Since 1992 American Outback Adventures & Events has specialized in year-round activity-based and non-physical team building events, unique corporate entertainment and exhilarating outdoor adventures. We work with top local, national and international corporations such as Microsoft, PricewaterhouseCoopers, Deloitte, State Farm, Nokia, and Golder Associates and produce events for groups of 15 to over 3,000. We also partner successfully with high quality incentive and destination management companies across North America.

## **The Impact on Your Business**

Continued investment in training, rewards, recognition and other staff development initiatives is recommended to keep teams of employees working at peak productivity levels. Our company and others have found that an investment in programs like ours serves many purposes. In addition to improving communication it often results in improved employee morale, retention and job performance.

Harvard Business Review reported that the use of rewards was the single highest predictor of organizational results. The Gallup organization found that employee recognition was one of the 12 key dimensions of great workplaces. Fortune magazine recently reported the 100 Best Companies to work for in America are all leaders in their own right when it comes to employee recognition - when you remember to take care of this need for employee development, recognition and appreciation, you take strides toward creating the kind of energized workplace you need to succeed in today's business world.

## **Benefits of this Program**

The Apprentice is suited to any location and group size. We come to you and modify the program to your venue or location requirements. This event will take place indoors and we will liaise, on your behalf, with the venue as to logistical requirements. Though some movement is required it is physically inclusive to all.

The key themes this event focuses on are communication, collaboration, problem-solving and strategy, all while being a fun unique experience.



*"The most enjoyable aspect of the Apprentice program was witnessing the energy evolution that took place in the room. Our group really got into the task at hand and started thinking outside of the box and working as a team to achieve a common goal; much like how our co-operative is structured. Feedback from those attending was very encouraging and positive. The team session enabled them to learn from their peers and experience looking at a project from different perspectives. A lot of our members have been in business for many years and doing things "their way"; so the challenge of having to work with and take advice from others may have seemed difficult at first but evolved into a positive and fun experience; this surprised many of them! I feel The Apprentice was well worth the money and I would (and will) recommend American Outback Adventures & Events in the future. Thanks to the entire American Outback Team for a well produced and very entertaining program!"* **Modern Sales Co-op**

### **The Apprentice:**

*"I am very excited to be with you all today. Each one of you represents the best and brightest of your field and each one of you worked very hard to be here today. It takes a special kind of team to work effectively with a group of relative strangers and discover the best way to get strong, winning performances out of everyone.*

*Today, that strong, winning performance will lead one group to victory and earn one deserving team the coveted role of 'The Apprentice'. Your task today is one that has special meaning to me; you will work with your team to build, customize and create an ad campaign for a line of children's bikes. I rode a bike once back when I was a child and I know how special it feels to be presented with a bright shiny new bicycle. Today, you can make a child smile.*

*I expect good things from all of you. Don't let me down" Donald Trump*

This event combines collaboration and team building with a "give-back" component. Each team will build an item such as a children's bicycle (or place space) decorate and theme it, and then provide a PR or marketing presentation as to the features and benefits of their creations. Teams will be donating these items to deserving children (at a charity to be agreed) so the assembled bikes will need to be made with care, in working order and must be checked thoroughly by a staff member before this portion of your task is deemed complete.

Next teams will use the materials provided to enhance and customize the bike and helmet. Be creative and have fun!

Finally, each team will create an original and innovative advertising campaign to sell their custom creation. Teams will use the materials provided to produce a print campaign and must be prepared for a live presentation if asked. The top three campaigns as chosen by the judges will be asked to present a 2 minute TV advertising spot to the entire group. The winning team will be decided by popular vote;

Teams will have two hours to complete the objective. Judging takes place after 2 hours while teams are encouraged to break and view other group's efforts. The live presentations will last for approximately 15 minutes. Deliberation and prizing will be based upon audience feedback.



*Event Timeline & Structure:*

Team's Objective: To build, decorate and create an advertising campaign for a child's bike.

Each Team will receive:

- 1 bike (new in box)
- 1 set of tools
- 1 bin with art and customization supplies & clean up materials
- 1 Team Package with Dossier and Instructions

Event Timeline:

0:00 – 0:15 Event introductions  
0:15 – 2:15 Participants divide into groups, review their goal, assign roles, create a strategic outline and execute the objective(s). Teams will have two hours to complete the objective.

Teams will be judged on three components;

1. Assembling a functional, working bike
  2. Unique and creative customization of the bike
  3. Creation and presentation of ad campaign.\*
- \*the top three teams will advance to the live presentation round\****

2:15 Teams break and present to Judges. Teams are encouraged to view other group's efforts during this time.  
2:30 Top 3 teams present a 2 minute advertisement to entire group  
2:45 Presentations complete  
2.50 Group Judging / Event Wrap Up / Award Ceremony  
3:00 Event Complete





### **Investment:**

- The Apprentice 3 hour event program
- Complete event coordination, incl. coordination of charitable donation and liaising with venue
- American Outback Adventures & Events Hosts
- Build item, tools, and customization materials
- Staff to inspect the build item
- Design, set-up and break down of event components
- Team achievement and awards recognition

Investment, based on your group, is located in the body of the respective email.

- Rates depend on your group size, location of the event and customization.
- An additional per person charge may apply if your group size increases.
- AOA & E retains the right to increase the per person unit price if your group size decreases.
- Quote excludes any applicable site or venue rental fees.
- If the charity is unable to transport the finished item, this will be the responsibility of the client.
- Quoted rate valid only when confirmation is received more than 21 days prior to the event date.
- Once confirmed, if you make any changes, modifications or customizations to the event, the date or the location may incur additional charges.

### **Summary**

Thank you for considering American Outback Adventures & Events as your teambuilding partner.

The benefit of this program, is that it focuses on collaboration, strategy, creating a common bond and subsequently morale building

This is a first-draft proposal therefore if you have any questions whatsoever, or if new decision criteria, budget issues or other factors enter the picture, please do not hesitate to contact me. I may be able to assist by adjusting the solutions to fit in better with your requirements and budget.

Please find on the following pages a list of client feedback from recent events. These are all examples of organizations that appreciate our very professional and business-like approach to the corporate event industry, and the level of satisfaction they found working with us. We can also provide verbal references. Our objective is that following your event we'll be able to add your comments to this list.

Thanks and kind regards,

### **American Outback Adventures & Events**

Live Stories Worth Telling.

1-800-713-7238

[info@americanoutback.net](mailto:info@americanoutback.net)



## Recent Client Feedback

"I really want to thank you for the great job your team did with our 350 person The Apprentice event. WOW!!! I had a debrief meeting today and the entire team thought that the event was a huge success. We're really going to have to have a lot to live up to the next time around. Thank you for all of your hard work, as well as your team that was on-site for the day. I do hope we get the chance to work together again."

### **Deloitte Management Services LP**

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"Everything was great. The staff was both professional and well organized. The event ran very smoothly and they adjusted things where necessary. I really appreciate your patience with the development of this program and I hope to work with you again."

### **Cantrav**

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"Thank you for doing such a great job for us during the two meetings we hosted last week. Both team building functions went off without a hitch. Your dedication to excellence, commitment, desire and professionalism all came through in your work and we gained from it. Thanks again for a great job."

### **Freightliner**

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"The most enjoyable aspect of the Apprentice program was witnessing the energy evolution that took place in the room. Our group really got into the task at hand and started thinking outside of the box and working as a team to achieve a common goal; much like how our co-operative is structured. Feedback from those attending was very encouraging and positive. The team session enabled them to learn from their peers and experience looking at a project from different perspectives. A lot of our members have been in business for many years and doing things "their way"; so the challenge of having to work with and take advice from others may have seemed difficult at first but evolved into a positive and fun experience; this surprised many of them! I feel The Apprentice was well worth the money and I would (and will) recommend American Outback Adventures in the future. Thanks to the entire American Outback Team for a well produced and very entertaining program!"

### **Modern Sales Co-op**

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"The response to the event was fabulous. It was extremely well organized, and the fact that we split the group onto two separate events was a smooth and seamless process. The staff took every step to make sure it was timed perfectly for the rafters to enjoy what the Iron Chef's had prepared, and it was perfect down to the second. Thanks again to all of you who work with our groups, you were all outstanding."

### **Hub International TOS Limited**

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“What I liked most about the event was that it was really interesting to see how people were challenged to step up to the plate and take on more active roles than they may be used to in a professional setting. On the flipside, the same goes for how our upper managers had to take a more backseat role (and some were happy to relax into this) and let others take control. It forced us to step out of our comfort zone and that was good because it helped us grow as a team! Something like this is priceless when you get a group of people who are used to only discussing deals and talking dollars running around like kids again! I will certainly refer anyone I can to you.”

#### **Warner Bros.**

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“I just wanted to thank both of you for making our recent group retreat a very memorable one. We had such a great time participating in the race, it was so well organized and your staff was very professional and loads of fun. You have a great thing going and we would like to look into another one for next year.”

#### **Investor’s Group**

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“I just wanted to send my sincerest thanks and appreciation for yet another wonderful AOA & E experience. Believe me, I am already one of your biggest advocates but it doesn't hurt to be reminded of just what amazing adventures are out there to promote to the rest of my business or personal community! I look forward to bringing as much new business to you all again, soon!!!”

#### **Ernst & Young**

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“American Outback Adventures went the extra distance to make sure our company retreat suited our budget and itinerary needs. We received five-star treatment from your hard working team. If you, your family or your company is looking for an outdoor adventure to remember and expect exceptional service, I highly recommend American Outback Adventures.”

#### **MCSI Consulting Services**

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“Our experience with American Outback Adventures & Events was Amazing... everything is turn key – no detail goes unnoticed. They surpassed every fear I had and made the experience one that we will always remember! Their Operations staff was incredibly resourceful and came down in advance to educate themselves about our goals, the lay of the land test the event so that all would go smoothly... I was very impressed with their communication throughout the development process, the time leading up to the event, the onsite experience and the follow up ... truly an enjoyable experience.”

#### **Los Angeles Inc**