

“Janssen Baltics teater”

Eesmärk

Ülemaailmse farmaatsiaettevõtte grupi Janssen Skandinaaviamaad saavad igal aastal kokku talvisel konverentsil. Seekord toimus sündmus 15. jaanuaril 2015.a Riias. Konverentsi üks eesmärk oli erinevate äriüksuste tutvustamine. Teiste seas pidi kolleegidele end tutvustama Janssen Baltics organisatsioon andes ülevaate ka Baltikumist. Sündmus toimus Exhibit süsteemipõhiselt- 200 osalejat, 11 gruppi, 10 messiboksi. Pärast igat presentatsiooni koguti tagasiside ette antud küsimuste kaudu tahvelarvutitesse.

Janssen Baltics boksi eesmärk oli teistest ettekannetest eristuda ning kolleegidele võimalikult emotsionaalselt meelde jääda. Soov oli, et kõik pealtvaatajad lahkuksid Baltikumi bokstist väga positiivse emotsiooniga.

Teostus

Üks võimalus Baltimaid tutvustada oleks ritta seada kõik tehnoloogilised saavutused ning teised sellega pahviks lüüa. Valiti aga hoopis teine vaatenurk. Ettevõtetes töötavad siiski INIMESED, mitte arvutid ning iga riigi näo, kultuuri ja omapära loovad ka INIMESED. Otsus- ei mingit tehnoloogiat (kui siis minimaalselt), ainult INIMESED!

Seega, tere tulemast Janssen Baltics teatrisse! Iga etendus mängitakse iga kord uuesti läbi, ei mingit hinnaalandust. Olgu see 1. või 11. kord.

Messibokstist ehitati blackbox. Etenduse peasa täitsid humoorika dialoogiga Janssen Baltics kaks enda töötajat. Üks peasaline sai Janssen Baltics tegevjuhi ning teine uuriva ajakirjaniku rolli. Lisaks kahele näitlejale messiboksis sees, toimetasid kolm näitlejat ka seinte taga. Iga sein sai omale eri väljanägemise ning teema. Esimene “pool-elav” sein tutvustas Janssen Baltics organisatsiooni ja Balti riike ning rahvusi. Teine Jaapani varjuteateri sein andis ülevaate organisatsiooni ärist ning tuleviku väljavaadetest. Kolmas sein ehk lava oli kõige eelneva kinnistuseks, ning esitati kaasahaarav laul “We are from the Baltics”.

Tulemus

Messiboks suure tähelepanuga. Kõik eesmärgid said täidetud. Iga etendus lõppes tormilise aplausiga. Teatraalse lähenemisega suudeti rahvas ettekandesse kaasa haarata ning lisaks harimisele, suudeti pakkuda ka meelelahutust.

“Mulle meeldis projektis kaasa lüüa väga. Peamiselt selle tõttu, et see oli parajaks väljakutseks mulle kui täiesti kogenematule näitlejale. Ma usun, et see projekt oli kindlasti arendav, huvitav ja kogemuse poolest põnev. Idee meeldis meile algusest peale. Meeldis ka idee viimistlemises ja lõplikus teostuses aktiivselt kaasa lüüa. Tulemuseks oli sündmus, mille tiimis lõime. Publik võttis meid üllatavalt hästi vastu. Publik oli kaasatud, aplodeeris, naeris, tammus rütmi kaasa. Tagasiside pärast esimest etendust innustas ja iga etendusega läks meie esitus ainult paremaks. Etendus täitis oma eesmärgid – Baltikum jäi ilmselt kõigile meelde kui ettevõtlik, edukas ja kreatiivne osa Nordic regionist. Kõik olulised faktid, mida soovisime selle loo rääkimisega kinnistada olid inimestele väga hästi meeles. Selline viis sõnumit edastada paistab olevat üliefektiivne”- Tanel Siimon, Janssen Baltics turundusjuht, üks etenduses osalejatest.

“SpringConf is an event agency that had total responsibility for Janssen Company Days in Riga on January 13- 16. Baltics booth took this task one step further. With creative innovation they transformed the space into a theater stage, where the audience was highly involved.”- Camilla Carlberger, SpringConf AB, messi korraldaja.

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Goal

Janssen pharmaceutical group holds every year a conference for the Janssen Nordic division- called “Nordic Days”. This year on the 15th of January in Riga, with the main goal to familiarize and introduce different business units. Among others, Janssen Baltics had to present themselves to colleagues, giving also an overview of the Baltics. The system called Exhibit was used- 200 participants, 11 groups, 10 booths. After each presentation, feedback with questions was gathered to tablets.

The goal of the Janssen Baltics booth, was to stand out from other presentations and be emotionally remembered.

One way to introduce the Baltic states would have been to line up all the technological achievements and blow everyone away with that. However, a completely different point of view was chosen. PEOPLE work in the company not computers and the face, culture and peculiarity of the country is also made by PEOPLE. Decision – no technology (only at a minimal level), only PEOPLE!

So, welcome to Janssen Baltics theater! Every show will be performed again every time, no rebate. Whether it’s the 1st or the 11th time.

A black box was built. The lead role of the show was performed by Janssen Baltics employees having a humorous dialogue. One of the lead performers got a role as Janssen Baltics CEO and the other as an investigating journalist. On top of the two actors inside the booth, there were also three actors behind the walls. Every wall got its own layout and theme. First “half-living” wall introduced Janssen Baltics organization and Baltic state and nationalities. Second, Japanese shadow theater wall gave an overview of the organization business and future outlook. Third wall a.k.a stage was for memorizing all the story, actors performed an enthralling song “We are from the Baltics”.

Result

Booth with great attention. All of the goals were completed. Every performance ended with a turbulent applause. With the theatrical approach, we managed to grasp the people into the presentations and on top of education, we managed to offer entertainment.

“I really liked to get involved in the project. Mainly, because it was a pretty good challenge for me, as an inexperienced actor. I believe, that this event was definitely educational, interesting and exciting due to the experiences. We liked the idea from the beginning. I also liked the idea of being able to get involved in the refinement and the final embodiment. As a result, we got an event, which we created as a team. Audience adopted us surprisingly well. The audience was involved, applauding, laughing and pounded the rhythm along. The feedback after the first performance encouraged us and with every show our performance got only better. The show fulfilled its goal – Baltics probably remained to everyone as a venturesome, successful and creative part of the Nordic region. All of the important facts, that we wished to fix with this story, was very well remembered by people. Such a way of delivering a message seems to be super effective”- Tanel Siimon, marketing manager of Janssen Baltics, one of the participants in the show.

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