

## CASE IN POINT “MY ACCENTURE”

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### THE BRIEF

Accenture had 11,000 employees in 2005. The annual day was to bring them together as one large family

Event Objective - **integrate cultures**

- A majority of the employees are hired from other corporates (not directly from campus) and come from **varied corporate cultures**
- The employees are from cities and small towns **spread across India**

Accenture's Approach

- An event done solely by Accenture employees for Accenture employees
- All activities of the event were to showcase the many and varied talents of the large Accenture family

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### CHALLENGES

The 11,000 employees were **spread across**

- 2 cities (Mumbai and Bangalore)
- 7 facilities (2 in Mumbai and 5 in Bangalore)
- 3 verticals (IT, Call Centre and BPO)
- 3 shifts (in the case of the Call centre and BPO operations)

**Proportional employee participation** was expected across cities, facilities, verticals and shifts.

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### PHASE 1'S APPROACH

☐ Coined the phrase “By Accenture, for Accenture, of Accenture” to highlight our approach to the event and ensured the vision is shared

☐ Offer the 11,000 employees **many options to showcase their talents**. The options included:

Contemporary Acts | Bollywood / Power dancing |  
Salsa | Skit | Fashion | Arts & Crafts | Variety Acts |  
Rock Band | Internal MC | DJ

☐ **Organise Auditions** for activities mentioned above

☐ Provide **training by professionals** for the performances (for those selected from auditions) across a month. The professionals included fashion and dance choreographers, costumers, stylists and a theatrical company among others.

☐ Go all out to **maximise participation** (for auditions and performance) through:

Attractive creative collaterals- teasers, audition posters, floor walks, event posters, Monitor Wobblers, E- mail invites, Banners, Pennants etc

Help desk

web site for easy access to information and registration

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### LOGISTICS

#### □ People

Pre-event - 10,000 man hours of labour

Event day- 8,000 man hours of labour

#### □ Transport

For pre-event auditions and training (of those who were selected) transport was organised to bring employees from five facilities (in Bangalore) to the two facilities where training was being organised.

#### □ Communication collaterals

Accenture has **strict guidelines** when it comes to placing collaterals. More than **12,000 communication collaterals** had to be physically placed in co-ordination with facilities managers. In some cases there were facility managers for each floor of an Accenture building.

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### LOGISTICS

#### □ Venue

In Bangalore **two shows were organised back-to-back** as no venue had the capacity to accommodate 8500 employees. This had implications on cleaning up, transport, back-stage arrangements, rest (for performers and crew) and other logistics

An exhibition was organised for **more than 250 arts and crafts** created by employees. Logistics included clearly labelling each exhibit and returning the exhibits (some fragile) in good condition

#### □ Co-ordination

**Co-ordination teams** were set up for Branding, Communication, Internal Acts, Operations, Servicing, Creatives, Transport and Co-ordination with facility managers

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### RESULT

- 1300 (12% of all employees) employees auditioned
- 500+ (about 5% of all employees) participants
- **80% of all employees attended the event** (a record turnout for an annual day)
- The event **(my Accenture) has become a property** and is to be an annual event
- The event has a high level of awareness across IT companies
- An event edit was presented to every employee as a memento. The event photographs became part of a calendar Accenture designed and presented to each employee
- The event objectives of becoming a **memorable and unifying platform** for the employees was achieved