



Talent Show

TALENT SHOW

Cost

Management hours minimal, the only cost is to upload each video or update content pages with new entries, 1hr set up. OPTIONAL EXTRA: Email and site comms to advertise the launch at £200

Audience

Online audiences on all types of programmes, but mainly focussed on recognition

Timescale to implement

2-3 days from sign off, no downtime needed

Objective

Encouraging site logins and user engagement

Mechanics

The idea would be to put the spotlight on employees and make the programmes more personal. The video widget could be utilised for people sending in video clips of their talent, be that singing or anything. The idea is that they are 'famous for 15 minutes' (or any length of time 2-3 days) on the site. You could run a live poll to see who gets voted the most talented, but essentially this is about singing the praises of your talented colleagues and getting to know them better within the values of the company.

Measurement

We would expect to see an increase in the amount of new and repeat users logging into the site, including an increase in the amount of engagement with modules.

Reward

No prize necessary, just like social media, the prize is for the 'fame'. However, the option of a prize for most talented is definitely an option.
