



Teambuilding in Beijing

Discover how **PricewaterhouseCoopers** used the Great Wall of China for a memorable staff sports event **Page 26**

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CASE STUDY

PwC Cup - Challenge 2008 in Beijing



The PwC Cup - Challenge 2008 took place near venues used for the Beijing 2008 Olympic Games, including the Bird's Nest stadium

Event PwC Cup - Challenge 2008

Company

PricewaterhouseCoopers (PwC)

Venue Beijing

Group size 300

Date October 17-19, 2008

The brief

Despite the current turmoil in global financial markets, where many firms are cutting back on costs not deemed essential to the business, PricewaterhouseCoopers (PwC) wanted to organise an event that invested in its people.

PwC bought together 300 staff from 13 offices in China, Hong Kong and Singapore to take part in the PwC Cup - Challenge 2008.

The PwC Cup - Challenge 2008 is an example of how PricewaterhouseCoopers is committed to the ongoing development of its people, with the average training hours per person being around 100 per year. Recently, about 2,000 new graduates have joined

the firm, so having a programme in place that encourages team work and personal development has never been more important.

Challenges

Unique and dynamic venues were an important feature for the PwC Cup - Challenge 2008.

As the official accounting services supplier to the Beijing 2008 Olympic Games, PwC set-up one of the stages of the challenge near the Beijing National Stadium, otherwise known as the 'Bird's Nest'.

Two others challenges were held at Shisanling Reservoir, which was the venue for the Olympic triathlon.

Execution

The PwC Cup - Challenge 2008 was PwC's third consecutive annual sporting event and it was seen as a great way of enhancing inter-office relations and encouraging teambuilding in a competitive, fun, challenging

and friendly environment. Staged over two days and nights late last year, the event saw 60 teams of five compete head-to-head in a series of physical, mental and strategic challenges.

There was an additional corporate social responsibility element directly linked to one of the team's tasks, which raised US\$73,000 to support the renovation and long-term development of a school in a rural area of Fujian province.

Charles Feng, lead partner in PwC's Beijing office, says: "Our firm believes in a work-life balance for our people to deliver optimum performance."

To demonstrate our strategic 'We Care' core value, regular recreational and sports events, such as the annual PwC Cup, give our people the opportunity to come together in a non-work environment."

In addition to the PwC Cup staged in Beijing, PwC ran

a series of mini-challenges to shortlist competitors for the main event.

Over the course of 2008, more than 5,500 of the firm's staff have been engaged in the event at some level.

Verdict

"Our 'We Care' programmes are all part of the unique PwC Experience, which places a strong emphasis on teambuilding so that people share and collaborate to achieve success," says Dave McCann, PwC's human resources partner.

"We also want to ensure we not only achieve real benefits in the workplace, but also in our society through corporate responsibility initiatives. The programmes are also about just having fun."

Plans are already underway for this year's PwC Cup, which will build on the success of last year's event. ■

Kate Nicholson