

Airline Challenge

Calling all aviators - this event is sky high!

Working in teams the group get to setup their own airline, construct their own aircraft and then fly it!

There are *five elements* to the Challenge:

Concept

The team needs to brainstorm and come up with a concept for a new airline that will take the market by storm. Where is the gap in the market? What customers will they serve?

Construction

The engineers within the team need to build a model of the airline itself which has a wingspan of just over 1 metre.

Marketing

The teams need to outline their business plan and give a presentation of their marketing strategy.

Brand Design

The teams can choose their own colours to paint and create a brand/logo.

Maiden Flight!

All going well these planes will fly 100m or more.



"Just want to thank you again for a lovely day yesterday – you guys were awesome and everyone thoroughly enjoyed the day!!"

Rachel Cunnane, Nobia AB, Stockholm.



Summary

Where: Indoor & outdoor
 Challenge: Cerebral, active, energetic
 Numbers: 12 to 120
 Included: All equipment, instruction and insurance.

Main Benefits

This varied and unusual challenge allows the teams to try out their different and varied skill sets and ideas in an unusual creative and constructive situation.
 The challenge encompasses:
 Problem solving as a team
 Learning in a thought provoking way.
 Identification of potential leaders
 Boosts morale and trust
 Communication styles
 Leadership styles
 Project and time management

Overall outcomes

Identification of hidden strengths, and increased motivation.
 High levels of energy.
 Highly engaged teams, with aligned aims and objectives.