

Case Study: Ceridian Centrefile

Being sent to the Tower of London might strike fear into the hearts of some, not so First Impressions!



When Ceridian Centrefile, a leader in HR and Payroll solutions, asked us to contribute to their annual user group event being held at the Tower, we jumped at the chance. The objective was to offer enjoyable, informative sessions, which were not HR or payroll related, and that would encourage attendance while making a strong contribution to the overall agenda.

We decided to offer Ceridian's customers something interesting and thought-provoking, creating two separate image workshops that would be of real use to them in their personal and working lives.

Stand out from the crowd - strategies for personal and career success – was an overview of all aspects of image management, with particular emphasis on dress codes – how to interpret them and what to wear when.

Choosing and using colour effectively was a look at how colour can change the way you look, the way you feel and the way others respond to you. By exploring the 'messages' associated with different colours and looking at how colour influences us in all aspects of our lives, this session highlighted how we can all make colour work for us given a little help from the experts.

We wanted to ensure audiences had a break from the work-related sessions they attended elsewhere in the day and that they would feel they had gained something for themselves. A fast-paced presentation style by facilitator Sue Ruston, using images of many well-known public figures, ensured a successful session, enjoyed by everyone who attended.

Chris Baker of Ceridian, who organised the event, said:

"We had a fantastic attendance on the day, and nearly everyone went to at least one of Sue's sessions. We have had nothing but positive feedback, and all agreed it was an 'excellent' session. In fact a number of guests commented that it was the highlight of their day! The delivery was superb and pitched at exactly the right level. We would definitely recommend First Impressions to others and we have already used them for another event within Ceridian."

To find out how **First Impressions** can help you make an event a success, contact Julia Champion on 01908 393961. Alternatively you can fax on 01908 691243 or contact us at info@firstimpressions.uk.com.

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