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## JEWELL FACILITATION DELIVERS BOOMTOWN FAIR TEAM AWAY DAY

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### Summary

Jewell Facilitation delivered a two-day creative workshop to help Boomtown Fair plan a re-structure of their organisation and improve internal communications. Since spending time together to redefine roles and responsibilities, the teams are feeling more motivated and ready to embed changes, ready for the kick-off of the next chapter of the festival. Re-viewing their company vision for Boomtown Fair has led to process improvements and better collaboration; most of all, the away-day reminded everyone how much they love their job!



## Challenge

By 2017 Boomtown Fair had expanded to accommodate thousands of visitors. To cope with rapid growth, the organisation had grown at an incredible rate too, to deal with complex site logistics, ticket sales, marketing and management of the company. Collaboration is key to Boomtown Fair; the organisation works with a flat structure and minimal hierarchy. However, it had become disjointed and difficult to keep internal communications flowing between the teams. To continue to scale the annual festival, the directors committed to re-visit the company structure to ensure smooth decision-making and communications. Their key challenge was how to keep their original ethos and company values born from the first chapter of Boomtown in 2009.

## Facilitating the discussion

Once agreed with the directors, Commercial Manager, Emma Veitch, and Communications Manager, Anna Wade, put their heads together to plan the review before December's launch of 2018 Boomtown Fair. Their vision was to hold an inclusive event pitched as a team away day for the whole company to share ideas to improve internal communications and the organisation structure. The managers wanted to join in on the day, so hiring a professional facilitator was the best way to make sure everyone's voices were heard. On finding Helene, they realised her process was a perfect fit for delivering a creative workshop. The first step was to define the aims of the workshop. Working with Jewell Facilitation through this process helped Boomtown Fair to shine a spotlight on the challenges they faced and changes they needed. Helene answered their requirements with a two-day workshop outline reflecting the creative streak of Boomtown Fair. She designed group discussions and practical activities with music themes to capture their imagination and relate to the festival atmosphere.

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## Impact for the future

Hiring a professional workshop facilitator meant the timing for the two days stayed on track. Helene ensured each core topic was structured with clear objectives for the discussion, leading to definite conclusions. Mixing the teams between the group activities and tables brought people together who didn't previously know each other well. With music at the heart of Boomtown Fair, Helene succeeded in focusing minds with a fantastic music-linked icebreaker. Most beneficially, the external perspective from an experienced facilitator helped the management team see their company was coping with normal symptoms of rapid growth. Starting an open conversation on how they could build and improve their existing organisation structure has since led to more positive changes. These were brought in quickly, by holding one-to-one review sessions to discuss new roles and responsibilities with the team members. Anecdotal feedback shows people are feeling happier in their jobs again, and teams are communicating effectively after completing the creative challenges together, like designing and building a new Boomtown stage!

## Testimonial

Emma Veitch, Commercial Manager, Boomtown Fair "If you are looking for a creative workshop facilitator, then you should use Helene! She's amazing; she managed to steer forty people through a huge set of company-wide topics and keep the momentum going. Focused conversations meant that everyone felt they were being listened to during the session and everyone left with a clear understanding of the next steps. She brings high energy and fun into any discussion; I would 100% recommend her to others."

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