

Company: A team building/corporate event company which focuses on the sport of Fencing

Current Idea: A local company has just changed presidents and we want to capitalise on the opportunity. The current idea is to deliver a box to the CEO, it'll contain two foam swords and a letter.

LETTER:

Dear (TARGET)

Firstly I would like to congratulate you on your recent appointment as President and Managing (COMPANY). It must be quite a daunting role to fill from (PREVIOUS PRESIDENT) recent departure.

I'm writing you this letter to introduce myself. My name is (NAME) the CEO of (COMPANY), we specialise in running engaging, unique team building and corporate events.

We understand that management changes can be a challenging process, for some people, adapting to change comes easily and it can be difficult for them to understand why others, including their peers, cannot adapt in the same way.

Although many people have seen fencing in the Olympics, few have tried it. This creates a level playing field where all participants have to adapt to something new. Post-activity analysis can help managers understand what their teams might be going through when change is enforced upon them.

It's been proven that our team-building events help increase communication, staff retention, mental stimulation and relaxation and many more.

That's why companies like BT, BMW, and Cisco have capitalised on this under-explored method.

That's not all, here's a list of all the services we can provide for your company:

- Team building Events for up to 250 people
- Corporate event hosting
- Venue finding
- Product launches and promotions
- Corporate Entertainment
- Plus many more

If you want to make an amazing first impression then don't hesitate to contact (COMPANY)

P.S We hope you enjoy the gifts attached to our letter, make sure to challenge your workmates to get a taste of the excitement to come

Sincerely,