

Think-Theatre

Intelligent entertainment for your next event

How can we help you?

As a partner of agencies and companies for over ten years, we've specialised in bringing an emotional touch to conferences and meetings. With playful interactive shows, humorous scenes, reaction-inspiring media and intelligent presenters, we increase your event's impact – and ensure its longevity.

We offer you a diverse range of tried-and-tested modules and formats which can easily be integrated into your existing agenda. As a creative partner, we guide you through the entire process at your desire – from concepting the first idea to producing the finished show.

As an exclusive service for you, Think-Theatre offers direct booking of the well-known presenter, speaker and infotainer Bernhard Wolff. For more information, visit www.bernhard-wolff.de (also available in English).

How did we start?

More than ten years ago, business teacher and entertainer Bernhard Wolff had a brilliant idea: to combine his two passions. He founded Think-Theatre as an infotainment ensemble – and brought Germany's first show about thinking and the mind to the stage. Today, Think-Theatre GmbH is a creative consultancy and stage production expert for corporate events, with offices in Hamburg and Berlin, Germany, as well as a large network of actors, infotainers, presenters, directors and other production partners. We can fall back on experience from over 200 productions – ranging from corporate events for large companies to sales information meetings for medium-sized businesses.

In 2007, Think-Theatre, in cooperation with the responsible realisation agency, was honoured with an EVA (Event Award), the German prize for exceptional creative achievements in the Live Communications industry.

How do we work?

To realise artistic performances of complex issues, we develop individual modules, formats and concepts in line with your event's needs – addressing participants, involving them in the show and ensuring long-term motivation. Our range of services includes:

- Topic consultation and idea creation
- Format development
- Script and screenplay realisation
- Artist booking and rehearsal management
- Media concept (as required)
- Production management (as required)
- Stage direction

Think-Theatre Modules

Over the course of several years, we've created a handful of flexible infotainment 'building blocks' which can be easily integrated into an existing event agenda at any time and hassle-free.

They bring messages to the stage in an entertaining way, enable personal dialogue with the participants and create common, emotional moments. Linked to your specific topics, these modules can be used individually or in combination to deliver entertaining and impacting highlights for any event.

Here are just a few examples:

The 'staged' participant

Seemingly at random, a participant is chosen to go behind stage and study a short sketch. Representing all of his assembled colleagues, he gives funny and bold answers, fully meets the challenges posed to him and gives everyone the impression that he's an ingenious character. In just a short time, the 'man who's one of us' wins over the hearts of all participants. But what no-one knows: in reality, this colleague is a Think-Theatre performer.

This comes to light at a humorous grand finale at the end of the event – or at a show in the evening during a party!

The living organigram

Restructuring can often lead to resentment among employees, and it's not so easy for them to see how the changes can positively affect their work and provide new opportunities.

The activity 'The living organigram' makes changes easier to understand and brings to life the people and opportunities which are concealed behind the organisational charts on paper. Under the direction of internal managing directors and with the support of Think-Theatre presenters, all the participants can find their new spot among their colleagues in a stage setting.

Recorded on film by a camera located above their heads, the impressive image of the 'bigger picture' appears clearly before their very eyes and can be used as a record for further internal communications.

The 'Dialogue Box'

The 'Dialogue Box' is a unique idea by Think-Theatre that gets direct communication with the participants rolling at the very beginning of the event and immediately brings the day's issues into focus.

Inspired by Think-Theatre performers, the participants stick their heads into a large box. The lights go on and a voice in the box poses questions. The participants can give their thoughts free reign, express their actions and behaviour as well as develop visions – whatever the briefing requests. But what no-one knows: a camera is hidden in the box, recording the dialogue and scenes. A best-of film is then cut live on location from the best answers.

During the course of the event, the film is presented as an entertainment highlight and can additionally be part of your event documentation.

Warm up – Wake up

The warm-up is an inherent part of every big TV show and is used by Think-Theatre as a way to break the ice before the event's opening.

A voice from offstage can be heard asking for applause to warmly welcome the hosts – but simple, friendly hand-clapping isn't enough! The professional warm-up performer appears on stage and explains why an enthusiastic applause for every presenter and speech-giver is so important. With focus on fun, he challenges the audience to continually create new reactions, breaks through learned behaviour patterns and, at the same time, ensures the participants are ready and open-minded for the issues to follow.

Think Dinner Theatre

Is the brain a computer? And: how can you shake lose your weaker self?

The Think-Theatre ensemble of four has been giving answers to these and many other questions for over ten years in Germany's first informative show about thinking and the mind. During the Farewell Tour at the end of 2008, this successful programme was shown to the public for the last time – but you can still book it exclusively for your next event.

Experience the original Think-Theatre performers at a dinner show – with the most beautiful moments from the Theatre's programme. Depending on the venue and budget, we offer this show with three to four artists, lasting from 20 to 120 minutes. (Sample video of the show upon request.)

Think-Theatre Formats

Intelligent entertainment offers a diverse range of opportunities to bring new life and ‘wow’ reactions to well-known event agendas. From ensuring intensive dialogue between participants and managing the workshops and forums to bringing a touch of emotion to strategies and messages, we develop formats that use tried-and-tested mechanisms – and which are tailor-made to the event’s content.

Here are just a few examples:

The voice from offstage

We hear a managing director in dialogue with his ‘inner voice’ or are confronted with the results of an employee questionnaire that contradict the management’s opinions – this multimedia format, which we’ve developed together with a Vienna-based media partner, is ideal for productions that focus on issues like that.

On the screen, the comments from offstage are shown as moving curves and, if requested, can also feature background images to enhance the effect.

Talk show

On a stage set-up, which has been adapted from well-known late night TV shows, company-specific topics and issues are presented as a mix of interviews as well as music and video casts.

The artists from Think-Theatre – including presenters, ‘staged’ customers in the film trailer and ‘stage butlers’ – get quickly to the point, set a humorous tone and ensure messages are effective over a long period.

Topic collages

The World Café concept has established itself as a perfect form of targeted dialogue for large groups. The Think-Theatre ‘Topic collages’ format uses this method and expands upon it to include precise, visual tasks. In order to define common goals as well as identify opportunities and challenges, while passing steps for concrete action, the participants create visual elements and strong headlines in small groups. The result is a large collage which then serves as a basis for the analysis discussion with management.

Interactive role-playing

Focus should be on the customer, working methods have to change or different issues need to be made visible – interactive role-playing is just the right format for these topics.

Characters like ‘Customer Ms Small’, ‘Messenger to the customer’ or ‘Passion Supporter’ are individually developed by Think-Theatre and performed by artists from our network.

Thanks to sensational performances, or in dialogue with the presenter or characters who win over the audience, messages are clearly delivered and convincing.

Think-Theatre Concepts

It's especially challenging to create a theatrical concept for the entire length of a conference and increase its effect consistently at the same time. Together with agencies and companies, we develop the running theme, define the format and procedures as well as implement the relevant content – all against the enduring backdrop of live communications.

In order to guarantee the polarisation of the central idea as well as the credibility of all theatrical elements, we dive deeply into the customer's structures and topics – and work together closely with all internal and external parties involved in the project. The result is a thoroughly convincing concept that's inspiring for the participants.

An example concept: Producing a newspaper

The challenge:

To foster open and direct dialogue that focuses on the company's currently changing procedures at a conference for the management of a mobile communications concern.

The solution:

The managers became editors of their own newspaper. Following a 'press conference' with the chairmen of the board in the morning, the editors came together in 80 workshops in the afternoon to create the 'ReInventer' – a genuine newspaper with a professional design and printed in offset. The editorial results were then discussed in a 'meeting of the press', and in the evening, all of the participants were able to pick up their own personal copy of the newspaper at the 'newspaper stand'.

An example concept: Playing ball

The challenge:

To focus on the topic of 'Service and Cooperation' at a yearly conference for the IT department of a telecommunications company that had gone through several restructuring measures.

The solution:

We developed the running theme of 'Playing ball'. With the symbolic 'Key to Success', the head of the business group started the day by opening a box full of balls. Representing the strategic challenges ahead, the balls were passed on to the heads of the departments and, in the workshops that followed, labelled with promises of service. At the end of the first day, expert juggler Timo Wopp gave a keynote speech that addressed the parallels between juggling with job demands and juggling with balls. Then, in an impressive performance, he taught over 300 participants at the same time how to juggle with three balls.

References

(a selection, with name of partner agency in brackets)

Lilly Pharma (set communications)	Sales force conference	2009
Siemens Energy Oil&Gas	ExChange Forum (international)	2008
Deutsche Telekom AG, T-Home	Annual conference Zentrum IT	2008
MEWA (L'Arrangement)	100-year company anniversary	2008
SHARP Electronics (Wilkenwerk)	Retailers conference	2008
E.ON AG (Circ)	Employee event	2008
HTS Deutschland	Sales roadshow	2008
BASF (Circ)	Information event	2008
Ströer Out-of-Home Media AG	Christmas party	2007
SAP Deutschland GmbH & Co. KG	VIP event	2007
SEB Bank	Strategy conference	2007
Hamm-Reno Gruppe	Branch manager conference	2007
Vodafone D2 GmbH	Management conference	2006/07
BM für Bildung und Forschung	Opening of science summer	2006
Hypovereinsbank/ SZ	Mid-sized/experts forum	2006
Allianz Gruppe	International executive event	2005
Microsoft/T-Systems	Customer event	2005
Boehringer Ingelheim/Lilly	Kick-off/conference theatre	2005
Tchibo	Personnel development	2004
Hypovereinsbank (avcom.)	Strategy conference	2004
Lufthansa	Cabin training	2004
Boehringer Ingelheim	Sales force events	2004

Contact

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