# LIBERTY GALATI FAMILY DAY 2022

## Concept & activities

**LIBERTY**

August 6, 2022

# Objectives

Promote LIBERTY brand and GREENSTEEL plans to employees and their families
Bring ownership and excitement to the team in Galati
Make employees feel part of the LIBERTY family

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# PARTICIPANTS

**FAMILY DAY is dedicated to employees and their families. Whether they are top managers or workers in the plant they are all part of a bigger family: LIBERTY Steel Group. In 2022 we had 3500 participants – employees with their families & (200) special guests.**

CORE TARGET: LIBERTY Galati Employees, 80% men, 20% women; low, medium and high education; 45 yo median age.

SPECIAL GUESTs: Local authorities and local mass-media

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# EVENT CONCEPT: FAMILY DAY

**"Navigating to the future"**

LIBERTY

# Ziua Familiei

LIBERTY

LIBERTY

LIBERTY

STAND
ROBOTICA
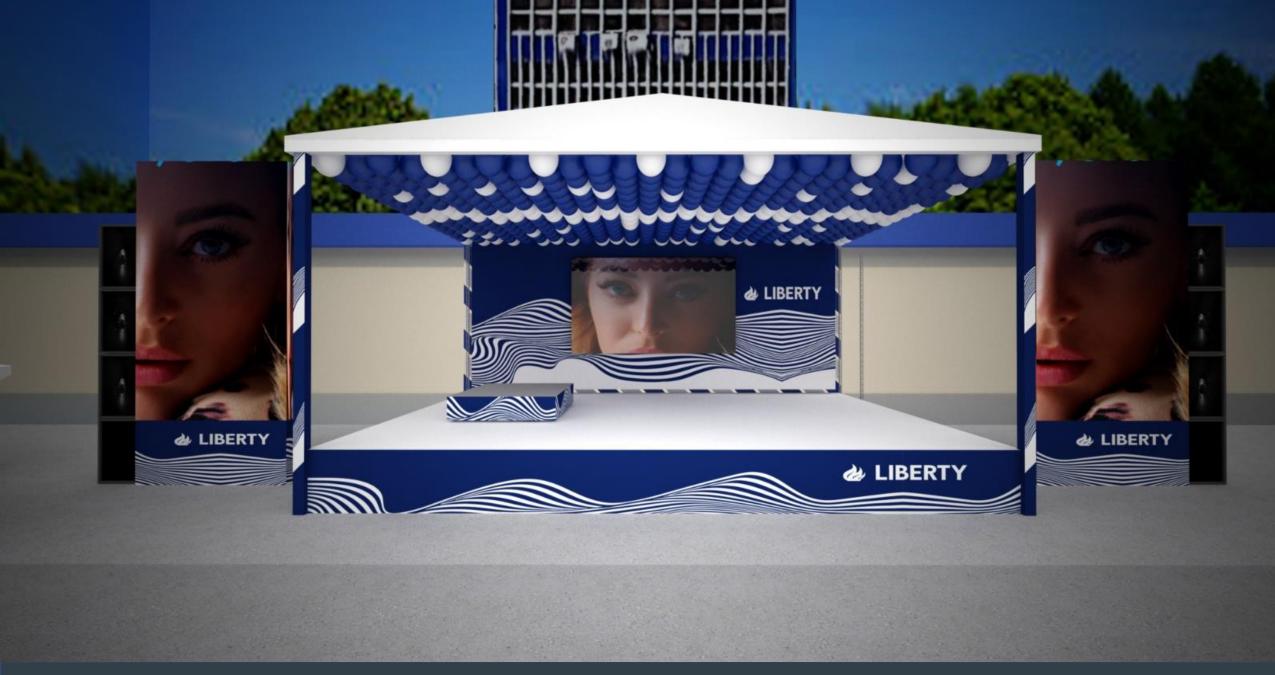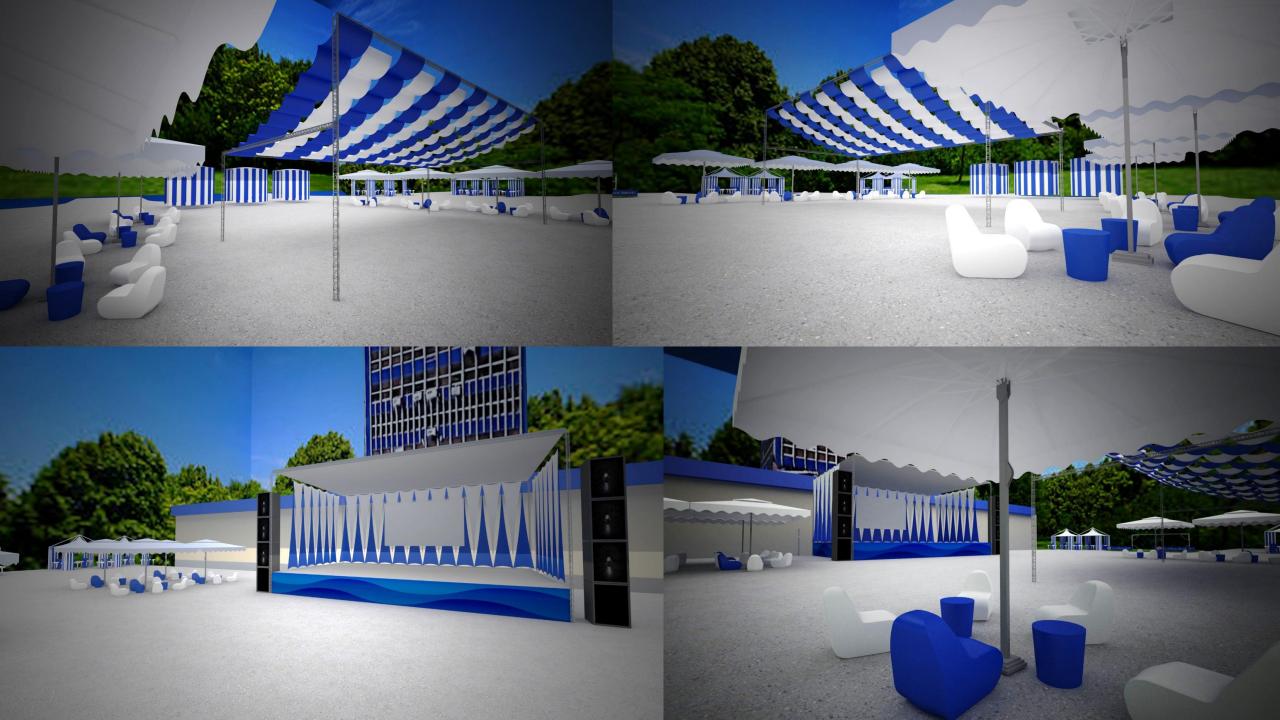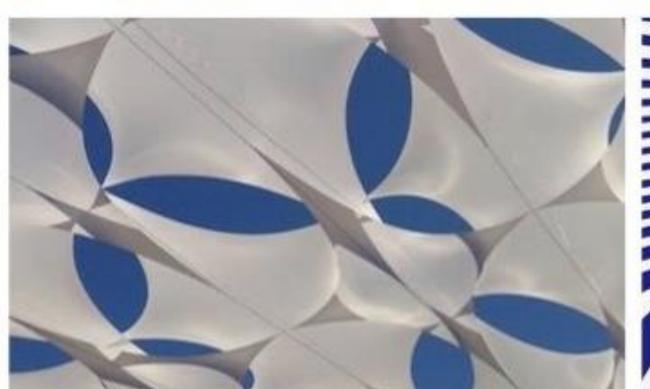
F.C. OTELUL GALATI

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**Navigating into the future**

We use subtle boat, sailing elements as well as water hints hidden in the light, breezy, wavy installation design

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# ACTIVITIES

## Concerts, Plant tours & Fun Activities

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# DELIA CONCERT

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# COLORICII

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ADRIAN NARTEA

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# FAMILY DAY - ACTIVITIES

**Made family day fun and engaging**

ROBOTICS

ACTIVITIES FOR PARENTS AND CHILDREN

SPEECHES

H&S AREA

ENVIRONMENT AREA

RELAXATION

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# FOOTBALL – Otelul area

**Launched the partnership with Otelul Football team**

PLANT VISITS BY TRAIN

# COMMUNICATIONS CAMPAIGN

**Announced Family Day**
**Promoted Delia concert**
**Launched the partnership with Otelul**

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# FAMILY DAY COMMUNICATIONS

**Using all internal and external channels to communicate the Family Day**

Invited employees to the Family Day through all internal channels
Invited local journalists to the event & ensured media coverage

## COMMUNICATIONS

**INTERNAL CHANNELS: EMAILING, INTRANET, PLASMA SCREENS AT THE GATES, NOTICE BOARDS, SM channels, etc**
**EXTERNAL: LOCAL MEDIA**

**PRE-EVENT**
- **CAMPAIGN TO ANNOUNCE THE EVENT – including internal advertising, social media, PR**
- **CAMPAIGN TO PROMOTE THE ARTISTS**

**TOOLS: INVITATIONS, NEWSLETTERS, POSTERS, Ads on SCREENS, WALLPAPERS, etc**

**POST-EVENT: communicated the participation & released videos & photos**

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CONCERT LIVE DELIA LA LIBERTY GALAȚI
6 August, ora 16:00 **DELIA**

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MEMBER OF
GFG
ALLIANCE