



FAMILY DAY - BRIEF

EVENT ORGANIZATION & COMMUNICATIONS CAMPAIGN

Who is LIBERTY Steel Group?

LIBERTY Steel Group is a global steel group, part of GFG Alliance, a leader in the sustainable industry with a mission to become Carbon Neutral by 2030. In Romania, the group is committed to the industry's decarbonization and country's sustainable development– by transforming LIBERTY Galati into a GREENSTEEL producer through innovative technology, recycled steel, and renewable energy. LIBERTY Galati is the largest integrated Romanian steelworks, with a workforce of around 5,000 people and more than 1500 contractors operating on-site.

Family Day Event

Every year, our company organizes an event dedicated to employees and their families to offer a fun and exciting experience and celebrate our group's and our employees' core value – FAMILY. This year, the Family Day will take place in the plant at the beginning of September and will celebrate generations of steelworkers, being planned around the Metallurgists' Day (September 8th).

PREVIOUS EVENT

Last year LIBERTY Galati organized Family Day in August, its concept and decoration bringing the vibes of a summer festival at the Danube port (please see attached the detailed presentation).

OBJECTIVES

Promote LIBERTY brand and its CN30 vision to employees and their families

Bring ownership and excitement to the team in Galati

Make employees feel part of LIBERTY family.

TARGET

45 yo people of steel (median age), hard-working men and women (80/20) and their families. SPECIAL GUESTS: Local authorities and mass-media.

EVENT

During the Family Day, we organize a series of concerts, plant tours and fun activities for families with children (please see attached the presentation).

CAMPAIGN

In order to invite the employees and promote the concerts and activities we launch an internal communications campaign – including A3 posters, images/videos on plasma screens, emailing, intranet activation, BTL activities, internal newspapers and PR or advertising in Galati.

Event Details

Event concept

The internal communications this year is focused on the Generations of Steelworkers, while our corporate communications promote GREENSTEEL as the sustainable metal of the future, as well as recycling, renewables energy, green hydrogen. The agency will propose the creative concept of the event that emphasizes GREENSTEEL and celebrates the steelworkers.

Event organization

Family Day has an integrated approach - starting with the event concept and its declination in the stage design & event decoration, as well as the communications campaign, and then in the quality of the implementation. The agency will provide the event concept and 3D simulations and will ensure the event management and production.

Employee registration

The agency will propose the best registration method (online and offline) to ensure a rapid registration and an efficient check in for approximately 4000 people.

Event location

The event takes place in the plant, in front of the main building. The setting will include a center stage with a large screen (min 6X4 m) and two lateral screens in the event area, 6-8 activities areas and food&drinks court – placed in the plant's main area (and any other creative ideas).

Stage Design

The stage is the focus point, and its design brings the event idea to life. The agency will propose impressive Stage Design, stage lighting and decoration and ensure the quality of the production (taking into consideration that the speeches and activities on stage happen both in the daylight and in the evening).

The central and lateral screens must ensure very good visibility - the main stage will include a large screen and lighting, with two other screens will be placed on the lateral sides of the event location. As well, the stage proposal will take into consideration the artists' performance proposals and activities on stage.

Entertainment Proposal

The agency will propose the best artists and activities for children and employees of 35-55 yo, as well as the moderator and will submit their fees and costs in the selection process. The agency's role will be to manage the artists at the Family Day and ensure that all their requests regarding the stage set up and protocol are met. Last year at the Family Day we had Delia concert and Coloricii for children, and the event was moderated by Adrian Nartea. As well, we had a band formed of our employees.

Activities

The agency will propose and implement out of the box activities for employees and children – entertaining, educational, exciting. From building robots to making science experiments, from 360 photos to VR technology, the Family Day offered our employees' families new and fun experiences last year.

Food court

The agency will evaluate the costs and propose the best options for the food&drinks at the event.

VIP Area

The special guests will have a dedicated area decorated and managed by the agency.



Event communications campaign

The agency will propose an integrated communications campaign to invite the employees and their families to the event, build excitement around Family Day and promote the artists and activities. The campaign will include internal advertising, digital, BTL and public relations activities.

Family Day's outcome

Or what we want our audience to feel, think and do. At the end of this campaign, we would like our employees to think that – together – we are a family, to feel the company cares about them and to share photos and videos on their social media platforms.

Agency's RFO

Please prepare the creative concept and the stage design simulation, and submit the costs for the event and stage design, management and production, employees' entertainment and activities, employees' registration, food court, VIP Area and the communications campaign – including transportation and accommodation, if any.

The agency can propose other creative ideas which can be implemented within the event or campaign.

AGENCY PROPOSAL

Please send the agency offer, estimated costs and fees, and the agency credentials until June 15.

BRIEFING

Briefing sessions will be organized between May 25 and June 9– at the LIBERTY Steel Group offices.

PRESENTATION

Presentation meetings will take place between June 15 and 30.

More information

Please find attached the presentation of the Family Day 2022 event. Thank you kindly.

Liberty Galati website: www.libertyhousegroup.com/ro.