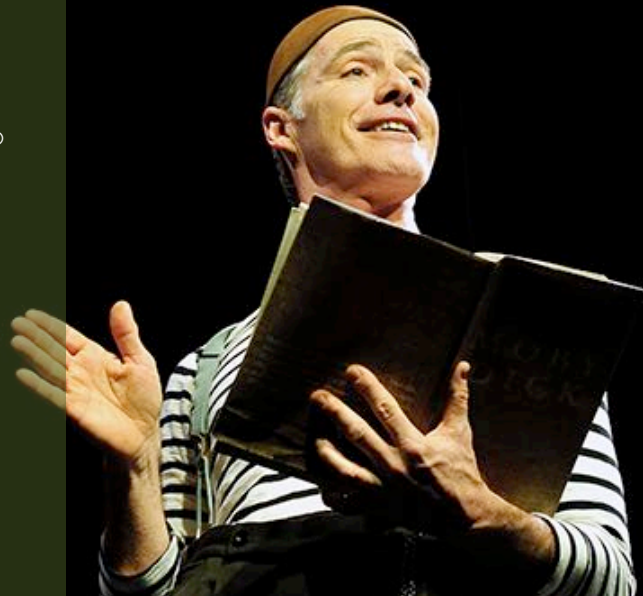


## Corporate Performances, Interventions & Workshops

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## Corporate Performances Overview

With an emphasis on interactive performance and working closely with organisers and presenters, Tom Greder designs, directs, contributes to and performs for presentations, orientation programs, team building sessions and corporate events throughout the world.

Tom's vast performing and teaching experience, range of skills, characters and performance style allow him to adapt to the nature and needs of each corporate event and contribute to the realisation of its objectives.

He specialises in working closely with program and event coordinators to:

- Design programs which maximize the objectives of corporate events;
- Develop a conceptual and multi-disciplinary approach to events;
- Assist & work with speakers to maximise the effectiveness of their presentations;
- Increase the active engagement of participants through interactive performance;
- Maximise the short and long-term effectiveness of events.



## Corporate Workshops Overview

For many companies in these changing times, the individual within the group is taking on an ever-growing responsibility and significance. This is especially true of companies whose product is creative in nature, who operate at the cutting edge of market trends and whose employees deal face to face with clients.

The challenge is how best to encourage and utilise the creativity of these individuals without losing corporate integrity...to create a team, the members of which have the freedom and abilities to explore their own inspiration, whilst maintaining the attitude & skills needed to exchange and work with the objectives, interests and abilities of others.

At the core of effective communication is how information is received, not simply how it is transmitted.

The objective of the workshops is to discover, explore and develop individual and group techniques for maximising creativity and communication within the given parameters of a company methodology. The approach bases itself on the exploration of 'play' as the being the fundamental expression of human discovery, creativity and the basis of meaningful communication and group dynamics.

The workshops explore and promote an empowered, liberated and sensitive "stage presence" for all those who want or need it. Participants can expect to gain a deeper practical and theoretical understanding of their creative processes and develop a more articulate, meaningful and relevant form of personal and creative expression in their work. Furthermore, the sessions encourage participants not only to promote their own creative abilities, but also to interact with and contribute to those of others.

All workshops are tailored to the special requirements of both companies and participants and are conducted in English, German, Swiss-German or French.

## Corporate Client Highlights

- **Swiss Expo.02:** 12 day orientation & formation animation for 3500 employees in cooperation with Adecco / Manpower Human Resources.
- **Max Planck Institute**, Göttingen, Germany. Masters thesis presentation workshop
- **Triaspect, Switzerland:** Ongoing corporate animation and team building for this human resource and project solutions, organization and development company.
- **Adecco Human Resources, Switzerland:** Animation for orientation day for new employees.
- **Nedap Industries**, Holland: Open day event performances.
- **Swiss Logistics Awards 2004:** Award event performance.
- **Cambridge Technologies, Holland:** Team building and creativity workshop for new employees of this multi-national graphics and web design company.
- **Michael Page International (Page Personnel)**, Switzerland. Co-writer and facilitator for "Page Personnel Management Training Program".
- **Newcastle University, Faculty of Education**, Australia: Pedagogy in Practice Conference.
- **Celgene** – Switzerland & UK: Communication workshops, London.
- **Nutricia (Danone)**, Switzerland. Strategy workshop.
- **G&P Cruise Hotel Management**, Switzerland Crew training and corporate animation.
- **Leadership Lab:** Leadership workshops together with corporate consultant and coach Annick Zinck
- **Baxter**, Switzerland: team building seminar.
- **Fun Academy:** Founding member and current principle creativity and communication teacher for this project management skills company.
- **WEGA Tagungszentrum des Wirtschaftsforum**, Weinfelden, Switzerland: Animator for "Thurgauer Students and Apprentices Day".
- **International Press Convention**, Brugges, Belgium: Animator and performer.
- **Siemens Ag**, Austria: Animator and performer for staff event.
- **Pick n Pay**, Switzerland: Animator and performer for staff event.

## Workshop Teaching Highlights

- **Stockholm Academy of Dramatic Arts**, Sweden
- **Budapest University of Theatre & Film**, Hungary
- **Performing the World Conference**, New York
- **Flemish Centre of Circus Arts**, Antwerp, Belgium
- **CIPA (Centre for the Investigation & Pedagogy of Acting)**, Spain
- **Performance d'Acteur Festival**, Cannes, France
- **Nouveau Clown Institute (NCI)**, Barcelona
- **Queensland Theatre Company**, Australia
- **Comicodeon Festival**, Kapfenberg, Austria
- **Teatr Znak**, Gdansk, Poland
- **Jyväskylä Arts Festival**, Finland
- **Tampere International Theatre Festival**, Finland
- **Valencian Circus Association (L'Espai de Circ)** Valencia, Spain
- **Festival International Clownbaret**, Tenerife, Canary Islands
- **New Orleans Fringe Festival**, USA
- **Festiclown Masterclass**, Santiago de Compostella, Spain
- **La Plage de Six Pompes Festival**, Switzerland
- **Cliniclowns National Conference**, Vienna, Austria
- **The Humour Foundation (Clown Doctors)**, Australia
- **Independent workshops:** Brisbane, Melbourne, Sydney, Adelaide, Hobart, Antwerp, Bern, Como, Vienna, Graz, Segovia, Cardiff.

Expo.02 Job Center  
Rue des Terreaux 7  
Case Postale 1526  
2001 Neuchatel

Thomas Greder, alias Oskar, was engaged as the master of ceremonies for the "Orientation & Formation Day" for the Swiss Expo.02 personnel.

The "Expo.02 Job Centre" was the official information and recruitment provider for the 2002 National Swiss Exposition. It was specifically established for this occasion as a consortium between Adecco and Manpower human resource organizations. Its mission was to ensure personnel requirements and related areas such as employment contracts, payment, social security etc. Between October 2001 and October 2002, the Job Centre gathered close to 30,000 employment candidates, carried out approximately 8000 telephone interviews and 4000 personal interviews, and, granted 3000 employment contracts. The Job Centre was also responsible for the design, organization and implementation of the "Orientation & Formation Day" catering for 3500 collaborators and employees. Between April 9th and May 7th 2002, 12 sessions took place, each catering for 200 to 300 participants.

The objectives of the formation day were both to provide collaborators with the necessary information for contributing effectively within the framework of "Expo.02", as well as providing collaborators and employees with the motivation required for effective participation throughout the 6 month event.

From the start our motto for the orientation day was "Rigorous quality & lightness of form". Our teaching concept attempted to eliminate the outmoded and unconstructive diagrammatic and rote learning approach. Instead, we adopted an interactive philosophy for our instruction. To assist us we engaged a comic professional Tom Greder. The favorable reactions of both organizers and participants showed this to be an excellent choice of approach. Tom Greder's contribution can be outlined in two stages:

## **A. Period of preparation:**

During this phase of preparation, Tom Greder was given general instructions and objectives on which to base his interactive work. Together with the other members of the organisation he also actively participated in developing the global goals of the project. During this preliminary phase, he demonstrated:

- An extensive creative capacity;
- An extensive comprehension and an enormous capacity to introduce innovative elements into the project while remaining sensitive to the global objectives of the event, co-workers and the organization;
- A sincere and serious approach to the organization and event.

## **B. Period of project realization and execution:** Tom Greder:

- Introduced the orientation and formation day with interventions and performances which captivated the participants attention and generated an excellent, productive atmosphere. He ensured that each participant remained an active part of the event;
- Assisted collaborators and presenters to participate in an interactive manner, and through his interventions generated a feeling of fraternity and motivation to the direction of the project;
- Coordinated with both presenters and the organizations responsible for the welcoming of participants.

Tom Greder very quickly became an integral member of our team. His sense of solidarity, communication abilities and flexibility contributed invaluable during the long days of preparatory work. His work as "situational comedian" is of an exceptional standard and quality.

- He showed profound creativity. He transformed dry material and dull moments into relaxed, productive and humorous situations. Every day he expanded or renewed his repertoire to suite the specific situation and environment, or to create a positive atmosphere between presenters and participants;
- He demonstrated a coherence between his thoughts and actions;
- He possesses a large mastery of technique: For the same program he every time utilised different techniques to suit the changing needs of presenters and participants;
- He literally bewitched and transformed tired or preoccupied faces into smiling, relaxed and attentive ones;
- He possesses a great ability to improvise. His highly interactive style is not stereotypical nor pre-fabricated. To the contrary, it is a result of a direct, sensitive and personal contact he establishes with those around him. We appreciate the great subtlety of his improvisations. He reacted quickly to the diverse participants as well as the stiff moments between presenter and participants and initiated transformations, often small and subtle, to maximize the effectiveness of material and presenters;
- He compliments his technical mastery with a great understanding and use of psychology.

It remains to be mentioned that we received a great amount of feedback expressing the highest satisfaction with the "Orientation & Formation Day" and the manner of its presentation.

We encourage Tom Greder to continue to develop this form of performance and intervention within the framework of "orientation, team-building & formation" because his finesse and humour are precious in a society which often doesn't encourage adults to dream or live the moment. A heart-felt thankyou to Tom.

Neuchatel, Switzerland, 22 May 2002.

### **Isabel Heiniger**

Responsible for orientation and formation

### **Christoph Brietenmoser**

Responsible for Recruiting and Marketing

## Corporate Testimonials

### **Messen Weinfelden**

**Gregor Wegmüller - Leiter Geschäftsstelle**

**Rathausplatz - CH-8570 Weinfelden Switzerland**

Weinfelden 3rd November 2004

To whom it may concern,

For the past two years, Tom Greder, alias Oskar, has been the "master of ceremonies" at the "Thurgauer Students and Apprentices Day". This event is an afternoon multi-media event with different presenters who are responsible for the development and encouragement of students, apprentices and their respective teachers and instructors from the region.

In relation to a different annual theme, presenters are responsible for sharing with the participants inspiration and thought provocation from their successful life and work experiences in the areas of sport, politics, science and culture. The "Thurgauer Students and Apprentices Day" is under the direction of the department of Education and Culture as well as the Canton Thurgau business association.

As Oskar, Tom Greder was responsible for welcoming the participants, introducing the respective themes and accompanying them throughout the afternoon. With his humorous sketches and interactions he won the hearts of the participants and created a bridge between presenters and participants.

Questionnaires showed that for many participants, Oskars' theatrical routines and improvisations offered a very welcomed comic relief. At the same time, Oskar also contributed to the overall themes, packing metaphors into his routines and sketches to highlight topics of discussion. Many participants retain these images and scenes far better than the spoken content of the day.

Oskars' positive influence on the students and apprentices is of particular note. The feedback questionnaire showed that over 80% of participants found Oskars work to be in the two highest categories.

We thank Tom Greder for his huge impact and influence and would be delighted to again utilize his services for our next event. With fond regards,

**Gregor Wegmüller**

Project Director

## Corporate Press Reports

*Oskar is indeed very funny. At 8:30 in the morning he manages somehow to get 200 Swiss-Germans to laugh !"* Neue Luzerner Zeitung, Switzerland

*"I have rarely laughed so much at such an orientation event"* Der Bund, Switzerland

*"In order to better transmit the message, the Job Center had recourse to the services of comedian Oskar, the situation comedy professional who was extremely well utilised throughout the long day to relax the atmosphere and to illustrate the explained situations".* Le Journal Du Jura, Switzerland

*"The whole base formation was accompanied by the comedian Oskar, who lightens up the grey theory with short interludes. While director Ruedisuehli speaks, Oskar sits on a bench, pulls grimaces & provides the audience with humorous physical accompaniments to the dialogue".* Der Bund, Switzerland

## Corporate Participant Feedback

*"The day left me with very different impressions. Particularly vital and relaxing was Oskar. Thanks to him was able to sustain my concentration and attention at a high level. A didactic and inspired idea!"*

Urs Bucher, Responsible for formation Federal Exposition

*"My thanks go out particularly to Oskar, the entertainer-clown, who managed to keep our attention constantly awake and enliven the 'dry' subject matter. At the end of the day I didn't have a 'heavy' head as is usual do following such courses".* Anita Epprecht

*"Finally, I think it was a good, informative session, which, thanks to Oskar, was also relaxed".*

Rita Lanz, Weiterbildung SBB

*"Genial idea to have Oskar. He created a totally unique atmosphere, less serious, not boring".* Mark Gruenig