

Toll Global Forwarding's Amazing Race, Hong Kong

Launching our new corporate logo

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The challenge: how do we launch our new logo in to Hong Kong and bring together all the various different parts of our business together which have been acquired or developed in recent years under One Team, One Logo, One Toll?

Well the idea was simple but the delivery had its own challenges like all good success stories. We decided to hold an amazing race set against the picturesque backdrop of Hong Kong involving participating teams from every part of our business in Hong Kong. The concept of the race was to set teams a challenge, and once completed, given another clue as to where the location of their next challenge. Having found this location they were given another challenge and so it continued until they reached the finish line. Teams were not told where the finish line was or even how long the race would last.

When defining the challenges we wanted to ensure that not only did we bring all parts of our business together in celebration but also set challenges throughout the day located within the different areas of our business to help give team members a wider appreciation of the type of work performed in those locations. In addition to these challenges, teams had to work out where certain locations were across Hong Kong, that must get to through solving clues and performing tasks. With the help of our information services department, race teams progress was tracked via Google maps throughout the race and made available via the portal so the staff in work could support their teams progress throughout the race.

Starting at 9am on Friday 4 March we had 12 teams of four people, each issued with their specially designed race kits sporting the new Toll logo, a Toll banner, plus a camera to document their day.

Peter Winslow, MD TGF Asia started the race from our recently renovated Air freight DC through to our regional office. Having arrived at our regional office, teams completed tasks in either the sea freight, air freight or operations departments before finding out where the next location was.

The next clue took them to the corporate offices where again several challenges had to be navigated before having the chance to solve the clues posted on our intranet portal. Once teams found the final clue that took them out in to Hong Kong itself.

Next stop was to find the *Bruce Lee* statue, From here teams had to find three iconic places in Kowloon and negotiate with the street vendors to buy for a suit and several shirts. As there was a price for the cheapest outfit bought, teams had to determine how long to barter for to get the best price in the quickest time.

Having completed the tiresome task of negotiating a cheap price for a suit teams quickly headed over to Hong Kong Island where they had to find the Noon Day Gun, ceremonial cannon fired every day at 12 noon before heading to The Peak to capture the new Toll Logo looking down on the backdrop of Hong Kong.





Shortly after teams arrived at the Hong Kong Zoological Gardens to find to their horror that they had to video themselves dancing like monkeys in front of the monkey enclosure, the footage of which would be shown at the evening team dinner. The best video would receive a prize.

And so the race continued through many more locations across Hong Kong through to our warehouse operations at ATL before teams arrived at the finish line. Separated by only a few minutes some 5.5 hours later the event winners were:

1. Team: S2

Supply Chain: *Cliff Li, Emily Ching, Jake Fan, Keith Lee*

2. Team: Take our Best

Corporate: *Carol Chau, Louisa Leung, Wayne Wong, Fung Yip*

3. Team: T-Synergy

CS & Sales: *Johnny Kao, Mervin Cheuk, Carol Chu, Billy Kong*

The finish line was located at the evening event where our Hong Kong team dinner was being held. Over 400 staff were treated to a great night's entertainment watching the footage taken by the teams during the day whilst also celebrating individual

team member's success through the year and long service awards. An amazing event enjoyed by all and a little different to the usual team building events.

Thank you

A day and night event like this does not just happen there were a lot of unsung heroes in the background making it all happen, so special thanks must be given to those for helping to arrange this mammoth task:

- *Anthony Pendleton* – Race designer and coordinator
- *Shirley Tong and Sandy Cheng* – Evening event planners and race day coordination
- *Alvin Li and Ting Kwok* – IS team members bringing to life the race via the portal
- *Celina Ng, Kelly King and Nicholas Chung* – Steering committee for the event and team communications.

All in all, this was a great event bringing the ethos of One Toll to life and profiling our new brand around Hong Kong in a fun way. 🌟

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