

BSP BAND CONCERT

Company name : BSP | Bonn Steichen & Partners

Activity sector : Autres activités de services

Company category : PME

Description of the action

In November 2021 we have asked all BSP colleagues if some of them were able to play an instrument or sing. We managed to get together a pianist, a guitarist and 3 voices. They started putting together a concert.

Context

Together with Fondation EME, that we have supported for years, being the activity of the foundation definitely in line with the positioning of our law firm, we find the opportunity to give a concert at the Tricentenaire in Bessen. The Tricentenaire hosts people with disabilities.

Objectives

Raise awareness about disability; complete a communication project around the commitment of the lawyers, linking our positioning as a firm (working on the music territory) with our value (business with values); engage lawyers in this activity.

Approach

We built a communication project around this concert, which was a great success. We used the video of the concert in our greetings cards and we spread this amazing experience via our social media channels. The lawyers-musicians were amazed of the joy they were able to bring in the context of the Tricentenaire.

Impact

BSP Band still exists and during the summer we organised another concert for the opening of the garden in Bissen. Moreover, this year we will have another concert at the Tricentenaire for Christmas.

« To do »

To observe and find the field people within the organisation is passionate about. Leverage this common passion. To partner with an association which has already experience in this field.

« Not to do »

Do not listen to the need of people within the organisation: sometimes just paying attention to the others gives inspiration about what can be organised and how. Anyone can contribute in his own way: we had staff people for example helping with the mixer and the microphones.