

Entry title:
EMT+Elion “Together is better”

Describe the goal of the event:

In September 2014 EMT and Elion merged under one name - Eesti Telekom. To celebrate the big day, Telekom wanted to organize a festive event for their employees, which would give them the feel of being an important part of the new company and to recognise the company as whole. As an extra, we also had the assignment to launch the first common product minuTV for the employees. The event was called “Together is better”, so all the activities had to be connected to the same idea.

Describe the implementation of the event:

Our goal of the Together is Better event was to celebrate the merging of two companies in an engaging way. For the employees the day started with a video message on the Intranet from Telekom’s chairman of the board, Valdo Kalm. There was also a trivia game set up on the Intranet, which had questions about EMT and Elion. Instead of one big event we organized seven smaller ones, which took place simultaneously in Telekom’s main houses in Tallinn, Tartu and Pärnu. The houses were decorated in purple and white, which are the colours of Telekom. In the main houses in Tallinn we set up interactive media walls, where employees had the possibility to communicate with other houses over video bridge, get to know the new product minuTV, watch clips from company’s summer days and listen to music over Spotify. Engaging activity in the houses was a tournament of e-alias, where all the main houses in Tallinn were competing against each other over the video bridge. In every house there were also two promoters, who were helping employees with the e-alias - they explained the rules, gave hints about the words when needed and encouraged people to take part in the game. Also, all 2100 Telekom employees received a purple cupcake as a gift, which welcomed them in the morning of the event on their desk.

What happened as a result of the event?

Together is better was a success among the employees of Telekom - thanks to the activities on the Intranet and cupcakes, everyone felt that they were remembered on the big day. The feeling of unity was also created with the video bridges, which connected the main houses. Video bridges gave the Telekom employee’s the possibility to communicate with colleagues, whom they don’t see every day or the ones, they still hadn’t met. Also, Telekom employees had the chance to familiarize with services and products, which were divided within two companies before, but are united under one company now.

Võistlustöö nimi:
EMT+Elion “Koos on lahe”

Ürituse ülesande püstitus:

Septembris 2014 koondusid EMT ja Elion ühise nime - Eesti Telekom alla. Suursündmuse puhul soovis Telekom töötajate seas viia läbi piduliku ühinemisürituse, mis annaks võimaluse tunnetada loodud ühissettevõtet ühtse tervikuna. Lisaks sai ülesandeks esimese ühise toote, minuTV lansseerimine omatöötajatele. Ühinemispidustus kandis nime “Koos on lahe”, seega tähistamisaktiivteid pidi kandma endas seda sama sõnumit.

Ürituse elluviimise kirjeldus:

Ühinemisürituse “Koos on lahe” eesmärgiks sai pidulikult ent kaasahaaraval viisil tähistada kahe ettevõtte koondumist Eesti ühise nime alla. Seetõttu algas Telekomis töötajatel tööpäev Valdo Kalmi videotervitusega siseveebis. Lisaks said ettevõtte töötajad osa võtta siseveebis toimunud viktoriinist, kus olid küsimused nii EMT kui Elioni kohta. Ühe suure ürituse asemel korraldasime seitse väikest, mis toimusid paralleelselt Telekomis peamajades Tallinnas, Tartus ja Pärnus. Majad olid dekoreeritud lillades ja valgetes toonides, Tallinna peamajadesse püstitasime interaktiivsed meediaseinad, kus sai üle videosa suhelda teiste majadega, tutvuda minuTV-ga, vaadata klippe

toimunud suvepäevadest ning Spotify kaudu muusikat kuulata. Lisaks toimus ka majadevaheline Telekomis teemaline e-aliase turniir, kus töötajad said üle videosisi teiste majadega mõõtu võtta. E-aliast viisid igas peamajas läbi kaks esitlejat, kes tutvustasid mängu reegleid, andsid vihjeid sõnade kohta ning ergutasid töötajaid mängust osa võtma. Kõik Telekomis 2100 töötajat said pidupäeva puhul kingituseks lilla tassikoogi, mis ootas neid hommikul tööle jõudes juba laual.

Tulemus:

Ühinemisüritusel peeti meeles kõiki Telekomis 2100 töötajat, seda siis nii videotervituse, viktoriini, ja tassikoogi näol. Lisaks tekitas ühtsustunnet võimalus üle videosisi suhelda teiste majade ja sealsete kolleegidega. Lisaks kolleegidega suhtlemisele said Telekomis töötajad tutvuda ka teenustega, mis varasemalt olid jaotunud kahe ettevõtte vahel, ent nüüdsest ühtse portfelli moodustavad.