

Case Study

ENGAGING EMPLOYEES
GILEAD SCIENCES LTD



Background

Gilead Sciences is a biopharmaceutical company that discovers, develops and commercializes innovative therapeutics in areas of unmet medical need. The company's mission is to advance the care of patients suffering from life-threatening diseases worldwide. Headquartered in Foster City, California, Gilead has operations in North America, Europe and Australia. Gilead Sciences Limited based in Cambridge, UK appointed Allman Communication to work with them at its 2008 Conference.

Allman worked alongside members of the Gilead team to co-create and produce the company's conference newsletter which was distributed to every UK employee who attended the conference.

Objectives

The brief encompassed working with UK employees over two days to gather and write news articles, anecdotes and stories that took place during the Gilead conference and produce this content into an A4 four page printed colour magazine.

Approach

- Allman prepared a working design template and guidance notes to help direct and steer the roaming Gilead reporters to begin producing their own copy for the magazine.
- Key messages, a title and full content including photography were identified by Allman and delegated to members of the Gilead editorial team.
- Working alongside Allman and a graphic designer the Gilead team compiled and edited the magazine in one day - ready for print overnight!

Results

The magazine, 'in focus', was written, edited and printed in the two day deadline by Gilead employees and Allman Communication. The publication communicated key messages from the conference and celebrated and commemorated the event itself and was distributed to every UK delegate on the last day of the conference.

Client feedback

"This was a great success and really captured the energy and ambition of the conference. Thank you to Allman for all their help", Associate Director HR, Gilead Sciences Ltd.

Talk to us



To find out how we can help you better communicate with and engage your employees, please contact:

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