

## DIVERSITY AND INCLUSION INITIATIVE KPMG CROWD GAME



*cutting through complexity*

This summer, we helped KPMG launch a unique on-campus game, which gave students the chance to witness the power of inclusion. 'Everyone's In The Game' was a high-energy, interactive, challenge that got crowds of people (quite often complete strangers before they played the game) working together as one giant human joystick.

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- » **5 Campuses**
- » **Nearly 1,000 players**
- » **Queues of students up to 30-deep lining up to play the game**
- » **A near-perfect 50:50 gender split between the players**







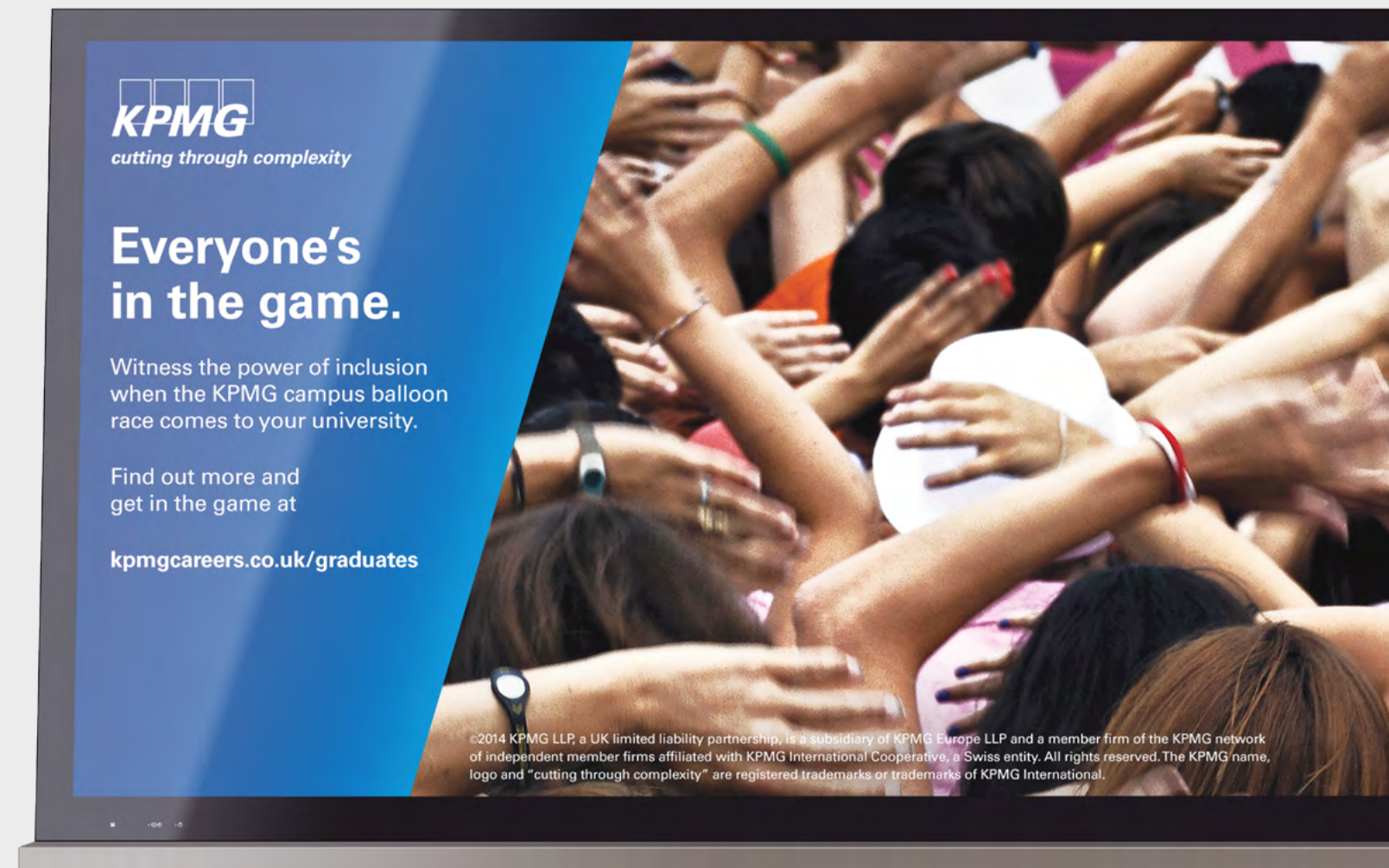
Everyone's in the Game followed hot on the heels of KPMG's massively successful '80 Days' game and great care was taken to make this feel like it was part of the same family.







Pre-event publicity included posters and plasma screens to engage and inform student communities.





In the days running up to the events, emails, banner stands and extensive use of Twitter helped to build the excitement.







A dedicated EITG section was created on the KPMG grads Facebook community.



## Everyone's in the game.

Witness the power of inclusion  
when you take part in KPMG's  
high-energy, interactive game.

Find out more



And hero areas on KPMG's  
graduate website were given  
over to promote the events and  
point people in the direction of  
how they could get involved.

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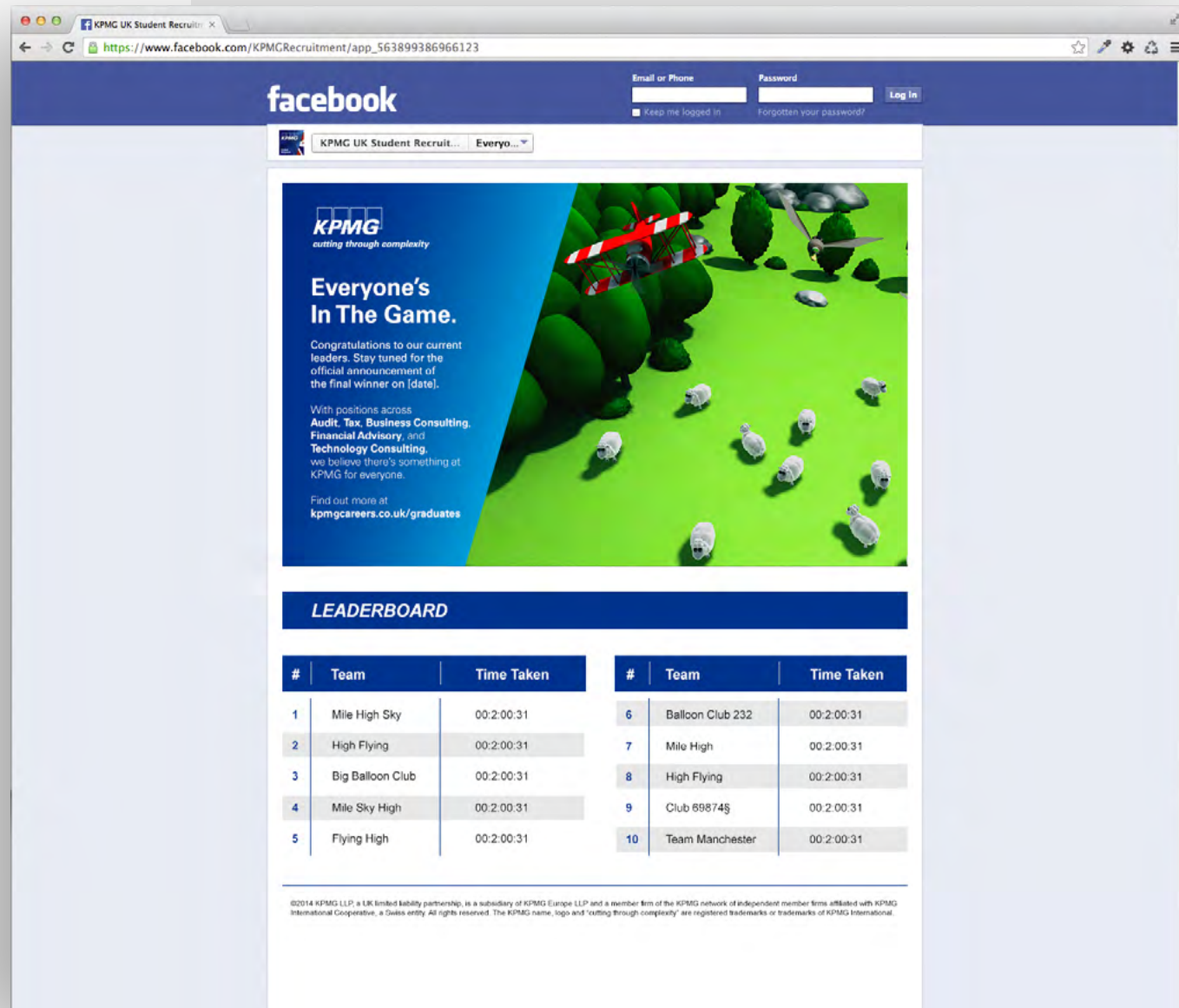
In EITG teams of students competed against each other to pilot a hot air balloon through a perilous course as quickly as possible, using only the motion of their arms to dodge ducks and steer clear of things like flying saucers, bi-planes and storm clouds.











Live Leaderboard

Each team's time was posted to a live leaderboard on Facebook to help with community build.

There was a pretty near perfect 50:50 gender split between the players and results clearly showed that some people were more comfortable about participating in a team-based game like this, which served to act as a self-selection tool. However, everyone who played walked away with a firmer understanding of how important inclusion is to KPMG.

Watch the film here:

<http://youtu.be/f8C6-OM4R6w>

