



Category: Best Event

Company: Welsh Water

Entry title: GDPR Escape Room

Brief and objectives:

To link the General Data Protection Regulation campaign to Welsh Water's vision of earning the trust of customers every day in an engaging way and to bring the subject to life.

To do this we created Welsh Water's very own pop up escape room event. This was to enhance our campaign objectives with specific aims for the room itself including:

1. consolidating the eLearning and face to face training that had already taken place
2. reinforcing organisation wide messaging on key elements of GDPR such as identifying a data breach, how to store personal information securely and understanding individual rights
3. helping colleagues understand GDPR in the context of the Welsh Water working environment
4. raising the profile of Welsh Water's Data Protection Officer
5. creating a fun, engaging and memorable activity to raise the profile of data protection

Rationale behind event, including research and planning:

Breakout games have become more and more popular with over 70 in the UK alone. We wanted to capitalise on this popularity and bring an escape room into Welsh Water as part of our campaign to raise awareness of the General Data Protection Regulation (GDPR).

We knew that to really embed GDPR and create a culture of data privacy by design we needed to focus on internal communications and engaging colleagues. GDPR is much more than introducing new policies and procedures, it's about behaviours, knowledge and a culture where it is safe to question and challenge. Recognising this we had already created a consolidated campaign covering communications, training and business change as we worked closely with business areas to understand the impact of the new regulations.

We tackled the campaign in three phases, initially focusing on awareness, then tailoring our messages and finally thinking about reinforcement and embedding change beyond 25 May.

We also knew that the majority of the Welsh Water employees dealing directly with personal information were based in or around the main Welsh Water site near Cardiff, so it made sense to host the event in the main site and back it up with wider corporate communications.

Strategy and tactics, including creativity and innovation:

A couple of us had tackled escape rooms before so we understood the concept, but creating our own and making it as realistic as possible within the constraints of a corporate environment was a different thing.

We created a fully interactive experience in which colleagues had 30 minutes to work in teams of two to five people to find the potential information breaches and stop Welsh Water having to notify a breach to the Information Commissioner's Office and the customer.

The idea was to test their knowledge of data protection and their ability to work as a team. To escape the Breach. Those who did stood the chance of becoming the overall winners of the Welsh Water GDPR escape room.

We planned a run through with senior managers from the organisation to be filmed for Welsh Water's weekly 'Friday Film' that is shared with the wider business to raise awareness and demonstrate the commitment of senior managers.

Implementation of tactics, including details of design, production and support teams employed:

Using Welsh Water's in house designer we created a brand for The Breach, thanks to help from facilities we had a room that looked as 'real' as any escape room I had been to and we had created four challenging tasks including a computer based puzzle coded by a colleague's 13 year old son!. We brought in the props we needed and Eventbrite proved to be the ideal means of managing bookings that were sold out in three hours.

We used the programme team as guinea pigs to make sure the challenges worked and over four days 39 teams took the challenge and 31 escaped The Breach. Sat in on the room as an observer (and giver of clues when the teams got stuck!) it was great to hear conversations on how to avoid data breaches, what constitutes a secure means of storage and which individual rights our fictional customer, Mrs Smith of Dwr Town, had exercised.

Measurement and evaluation:

Evaluation around the event forms part of the overall GDPR campaign, but we spoke to each team on completion of the escape room to check their understanding against each of the objectives set out above:

Objective 1

The escape room continued the themes of the learning to date. All participants stated that the escape room had helped embed the learning they had received.

Objective 2

The challenges in the escape room were based around this messaging. Participants confirmed that they had understood the messaging and that the escape room concept had brought it to life.

Objective 3

Participants stated that the event helped them see how the new process and procedures were relevant to them and the way they carried out their roles.

Objective 4

As part of the challenge, the video briefing created featured Welsh Water's DPO so that every attendee both saw and heard from the DPO about her role, but within the context of the escape room.

Objective 5

100% of attendees stated that they had fun completing the escape room - even those that failed to escape. Some of the feedback is below:

'In 15 years of working here I've never had so much fun learning - what a brilliant way to get messages to stick'

'That was harder than some of the escape rooms I've done, but really got the messages across'

'Team working and learning in one fun experience - brilliant!'

Budget and cost effectiveness:

Overall budget - £2,000

Costs

Banners and pop up - £254

Prizes (mugs, stickers, voucher for winner) - £723

Camera and film - £104

Window sticker - £500

Our research showed that corporate team building in escape rooms, costs around £25 per person. Over 150 people completed our escape room. The cost of this if it has been a team building escape room, off site, with no link to corporate or campaign messaging would have been in the region of £3,000. Our escape room, tailored to embed the messages of the campaign in Welsh Water and based in Welsh Water's main operational centre was just £1,581. The wider benefits against objectives are outlined in the evaluation section above.