

The Pop Band Challenge

For The Pop Band Challenge think **X Factor**:

This activity is a team-based event where teams must form a pop group, choose a song, practice it, choreograph it, dress for it and then finally perform it at the X Factor grand finale.

The groups will have backing music to work and practice with but they will have to perform at least one of the verses 'A Capella' - i.e, with no musical accompaniment. How will they do this, will they keep time, can they freestyle??!!

What's involved

The event begins with a brief presentation and introduction to the Challenge that includes listening to various different types of music and getting people in then groove.

The teams then have to go off and decide who they're going to be, what song they are going to choose. It's first come first served so if the band you choose has already been taken then it's back to the drawing board!

This Challenge can last anything from 2 hours to a full day. For a full day we take things a stage further: here the teams are tasked with forming a new band and penning new lyrics. They must think carefully about their target audience, decide on a sales and marketing strategy, promote their new single, design an album cover, attend an A&R party, define how and why they will be successful and work as a team to achieve their objectives. Easy?

Each team is furnished with event manuals in the form of a CD case containing instructions, hints and tips. Equipment is available for the teams to create promotional posters and artwork for their new album cover. A combination of props, makeup and costumes give these wannabe bands that extra oomph!

The grand finale—the show itself ensures a high energy end to the Challenge as the teams fight it out to become the X Factor Band of the Year. We promise memorable performances as laughter, tears and some shocking singing will make this a thoroughly enjoyable and successful event.



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It's a Cut-throat world the music industry!!