



Corporate Experiences

Bringing Events **to Life!**

Interactive Rhythm Experiences • Restorative Wellbeing •
Bespoke Event Programmes



Memorable team experiences that energise, strengthen connection and support wellbeing – bringing people together through *rhythm, sound and music*.

Perfect for conferences, leadership and training events, away days, celebrations and wellbeing programmes.

Make your event special

- “We want a fun activity to bring us all together at our team away day.”
- “We’d like to give our people a wellbeing boost after a demanding year.”
- “We need a post-lunch energiser for our conference delegates.”
- “We’d love something restorative at the end of our leadership retreat.”

For over 30 years, Primal Sound has been harnessing the power of music to bring people together and create experiences they love.



Music connects & uplifts us

Imagine your team drumming as one big band – all playing their part, listening to each other and feeling the exhilaration of creating something amazing together.

Imagine 300 delegates picking up musical Boomwhacker tubes and filling a conference hall with colour, rhythm and music.

Or the room becoming still as people lie down and drift into deep relaxation to the beautiful sounds of gongs, singing bowls and ocean waves...

Music takes people away from screens, schedules and to-do lists – and into something they can feel. A chance to connect, express themselves, recharge, let go and have fun!

Music truly transforms the energy in a room – breaking the ice, reconnecting a team, waking up a conference or giving people precious space to slow down and unwind.

*From African drumming and Boomwhackers to beautiful soundbaths and guided wellbeing practices, we create experiences that leave people **energised, connected, restored and inspired.***

What would you like people to experience?

From energising a team to creating space to slow down, explore our choices (click any photo) – or tell us what you'd like to achieve and we'll help you find the best options.

ENERGISE & CONNECT

Interactive Rhythm Experiences – For groups of 10-500+

Energisers • Training & away days • Breakouts • Conference openers & finales

High-energy interactive music experiences that get people playing, moving and creating together – and having lots of fun!



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African Drumming

Exhilarating team energisers to immersive workshops



05

Boomwhacker Orchestra

Colourful musical teamwork with instant impact



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Boomwhackers & Drums

High-energy rhythm for larger audiences



07

Body Percussion

Feel-good energisers & dramatic soundscapes



08

Drumming for Wellbeing

Rhythm, relaxation & connection

REST & RESTORE

Wellbeing Experiences – For groups of 10-200+

Training & away days • Wellbeing events • Conference programmes • Retreats

Beautiful experiences to help your team relax, unwind and recharge.



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Signature Soundbath

Immersive sound & guided relaxation



10

Calm Within Experience

Guided relaxation, soothing breathing & sound



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Calm Within Skills

Mind-body tools for stress relief & wellbeing



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Qigong

Gentle flowing movement, breathing & body awareness



11

Yoga & Pilates

Stretch, unwind and strengthen with movement & breath.

African Drumming



30–120 minutes | Small teams to large groups

An exhilarating interactive music experience that gets your team playing, laughing and connecting from the very first beat!

Guided step by step, we turn easy-to-play African rhythms into an exciting piece of music. Everyone plays their part as we layer the rhythms, build the sound and momentum, and bring everything together in a spectacular finale.

Drumming is a brilliant way to inject energy and fun into team away days, conferences and training events – getting everyone involved, breaking down barriers, strengthening bonds and giving people a real feel-good boost. Creating music together brings a powerful sense of common purpose and success – and an experience they'll talk about long afterwards.

GREAT FOR • Energy • Connection • Teambuilding • Wellbeing • Shared achievement

WHY CHOOSE IT • The unmistakable energy and power of African drums – bringing people together through rhythm

People always remember the day they became a band!

Boomwhacker Orchestra



20–40 minutes | For groups of 20–500+

Boomwhackers put music into everyone's hands – and get the whole room playing together in minutes!

Each brightly coloured tube has its own musical note and part to play. Together, we create layers of rhythms, melodies and harmonies to make an exhilarating whole-room sound – driven along by the infectious pulse of live African drums.

As we build towards the big finale, there's even a chance for volunteers to conduct the orchestra... and for everyone to discover what happens when the whole room is suddenly in their hands! A fantastic team activity for conferences, away days and company events.

GREAT FOR • Creativity • Teamwork • Fun • Shared achievement

WHY CHOOSE IT • Colourful, accessible fun with instant crowd appeal – especially good for larger audiences, or when space or turnaround time is limited

*There's nothing quite like the moment everyone realises –
we're making music!*

Boomwhackers & Drums



30–60 minutes | For groups of 20–500+

Bring people together in a spectacular celebration of rhythm, colour and music!

African drums and brightly coloured Boomwhackers combine in an exhilarating team experience.

Drums provide the powerhouse rhythms and the tuned Boomwhacker tubes bring the melody, building the music layer by layer. Different parts answer one another, patterns interlock and, before long, all the individual parts have become one huge, joyful sound.

People get the opportunity to let their hair down and have fun – building team spirit and creating a shared experience to remember.

GREAT FOR • Energy • Teambuilding • Celebration • Fun

WHY CHOOSE IT Big sound, vibrant colour and infectious energy – and everyone playing their part. From smaller-group combinations to high-impact events for big audiences, with live drums driving the music from the stage.

A joyful, uplifting experience that sends everyone out on a high!

Body Percussion



10–30 minutes | For groups of 10–500+

Body Beats Energiser

Wake up, shake up & find your rhythm!

After long periods of sitting, this energiser is the perfect way to refresh everyone quickly.

From simple yawns and stretches to rhythmic finger clicks, thigh slaps, foot stomps and claps – we wake up the body, get people moving, laughing and having lots of musical fun. A wellbeing boost for conferences and training days that leaves your audience refreshed and refocused.



GREAT FOR

Energy • Engagement • Wellbeing

WHY CHOOSE IT

An instant lift during training days and conferences – no equipment or set-up needed, and everyone gets involved

Body Beats Soundscape

A high-impact musical experience

Turn a roomful of people into a powerful human orchestra.

Starting with gentle wind sounds and the softest raindrops, together we become a mighty storm – building through driving rain and thunder to a dramatic crescendo – then bursting into a celebration of joyful rhythms. An exhilarating experience of creating something extraordinary together.



GREAT FOR

Creativity • Connection • Teamwork

WHY CHOOSE IT

An imaginative, immersive experience that brings everyone together – ideal as a memorable opener or finale.

Drumming for Wellbeing



30–120 minutes | For groups of 10–40

Looking for something engaging to give everyone a wellbeing boost? Drumming feels good – and playing together is even better!

These relaxing, uplifting sessions give people time to switch off from everyday pressures and discover the fun of making music. Drumming is a fantastic way to regulate the nervous system, ease stress, lift mood – and create a powerful sense of belonging.

We get everyone rocking and laughing with lively rhythms, then explore the more mindful side of drumming – feeling the drum beneath their hands, listening to its vibrations and becoming absorbed in the rhythm.

Sessions range from light-hearted and energising to deeply calming and reflective – equally at home in workplace wellbeing days, retreats and holistic events.

GREAT FOR ● Wellbeing • Mindfulness • Connection • Stress relief

WHY CHOOSE IT ● Feel-good drumming that brings people together while supporting relaxation and wellbeing

Awaken the body and relax the mind through the power of rhythm.

Signature Soundbath



30–60 minutes | For groups of 10–100+

Treat your team to a beautifully crafted soundbath experience – a deeply relaxing journey through live music, atmospheric lighting and soothing sound.

Shimmering crystal singing bowls, resonant gongs, delicate chimes, ocean sounds and an array of other instruments create a rich, soothing tapestry of sound. Sarah's warm, calming voice weaves through the soundscape, gently guiding delegates into deep relaxation – tensions soften, thoughts begin to slow and the demands of the day fade into the background.

With over thirty years of experience in music and wellbeing, Sarah creates a warm, welcoming and down-to-earth atmosphere where everyone can feel comfortable – whether it's their first soundbath or one of many.

With a gentle wake-up at the end, delegates emerge feeling calmer, clearer and refreshed – ready to return to the day with renewed focus and energy.

GREAT FOR • Deep relaxation • Stress relief • Wellbeing

WHY CHOOSE IT • A deeply relaxing experience that helps delegates switch off, unwind and feel restored.

Sometimes the greatest gift is the opportunity to slow down.

Calm Within



30–90 minutes | For groups of 10–200+

Imagine a session combining soothing breathwork, mindful body awareness, progressive relaxation and beautiful sound – creating space to slow down, release tension and breathe.

Calm Within offers two complementary ways to help people step away from the mental rush and find a greater sense of ease – ideal for wellbeing days, retreats or bringing a restorative pause to a busy team day.

CALM WITHIN EXPERIENCE – A deeply restorative session where people can simply switch off and be immersed in the experience. With her warm, calming voice, Sarah gently guides people into relaxation – creating space to unwind, release tension and feel renewed.

CALM WITHIN SKILLS – A practical, interactive wellbeing session exploring how simple mind-body techniques can be used to ease stress and find greater balance. Sarah helps people discover what works for them, building a useful relaxation toolkit they can draw on whenever pressure starts to rise – at work and beyond.

Combines beautifully with the Signature Soundbath – moving from practical mind-body skills into a deeply restorative sound experience.

GREAT FOR ● Stress relief • Relaxation • Resilience • Self-awareness

WHY CHOOSE IT ● A choice of practical wellbeing skills or deeply restorative guided relaxation.

Simple ways to find calm – whenever you need them.

Movement & Wellbeing

30–60 minutes | Flexible group sizes



Qigong

Flow • Breathe • Energise

Gentle, flowing movements performed standing combine with relaxed breathing and body awareness to release tension, restore energy and bring a renewed sense of calm and balance.



Yoga

Stretch • Unwind • Restore

Accessible sessions combining easy stretches and flowing sequences with steady breathing to ease physical tension, improve mobility and create space to slow down, unwind and reconnect.



Pilates

Strengthen • Align • Renew

Controlled, purposeful movements build core stability, improve posture and release stiffness – counteracting prolonged sitting and leaving the body feeling stronger and refreshed.

Move, breathe, relax and recharge – restoring body and mind.

Why Choose Primal Sound?

When you're organising an important event, you need experienced professionals who know how to engage people, work well with your team and make their contribution fit beautifully into the bigger picture.

For over 30 years, Primal Sound has brought people together through music and wellbeing. Led by musician, wellbeing facilitator and TEDx presenter Sarah Westwood, we bring warmth, humour and a wealth of experience – making it easy for people to join in, have fun and feel good!



- **Music is fun!**

Music grabs people and gets them involved and enjoying themselves straight away – lifting energy, boosting wellbeing and creating shared experiences people love.

- **Engaging without putting people on the spot**

Our warm, inclusive approach encourages people to join in without pressure, creating connection in a way that feels comfortable and welcoming.

- **Designed around your event**

We consider your group, objectives, timings, venue and wider programme – adapting our approach for everything from small leadership teams and retreats to conferences of several hundred.

- **Energising to restorative**

From joyful, high-energy connection to deep relaxation and calm, we tailor our experiences to suit your programme and people.

- **Creating the right atmosphere**

Beautiful instruments, atmospheric lighting and thoughtful room layout help turn each session into something that feels special from the moment people arrive.

- **Easy to work with**

You'll deal directly with Sarah throughout, with clear communication, careful planning and reliable delivery. Where additional facilitators are needed, they share the same values and approach.

Whatever you choose, we'll leave people feeling energised, connected and inspired.



CLIENT STORIES

Primal Sound has enjoyed working with small teams to large audiences across the UK – from major companies and universities to public sector and community organisations. Here's a glimpse of some of the work we've loved being part of.

				
				

Belmond

Global leadership retreat • Drumming & Soundbath • Luxury hospitality

As part of Belmond's neuroscience-informed Global Leadership Programme, Primal Sound designed immersive sound and interactive drumming experiences for 50 international General Managers.

The sessions gave participants first-hand experience of how shared music-making and relaxing sounds can influence the way people feel – from deep relaxation and calm to energy and connection. This supported the programme's wider exploration of wellbeing and the environments and experiences hotel leaders create for their guests.

“Sarah's warm-hearted teaching style, intelligent humour and expert knowledge created a safe, inspiring space for everyone to engage fully. The session was memorable, meaningful and beautifully delivered.”

Anne Merland – CEO & Executive Coach, Aleox



CLIENT STORIES



Mott MacDonald

Drumming energiser • Teambuilding • Birmingham team

An engaging drumming session filled the room with energy, fun and connection in the heart of the city.

“It was a great session! Everyone loved it.”

Sharon Gill – Mott MacDonald



Conference Wellbeing

400+ delegates • Pharmaceutical sector • Multiple parallel sessions

Primal Sound delivered a programme of wellbeing experiences at Hilton Birmingham Metropole for a two-day national conference, with Soundbaths, Qigong, Yoga, Pilates and Mindfulness across multiple spaces.

Each day began with a dedicated wellbeing hour, giving delegates valuable space to start the day feeling refreshed.



AI Stores

100 delegates • Boomwhackers & Drums • Company conference

A high-energy conference session got 100 colleagues playing, laughing and making music in three groups – with a brilliant finale as they shared their creations.

“Everyone had a fabulous time. Your session was the highlight of the day... superb idea and engaging at all levels.”

Sue Kemp – MD, AI Stores

“It was a fantastic event, and everyone is still talking about it.”

Alison Browne –
FireAngel

Event: Boomwhacker conference opener & drumming finale.

“We’ve booked Primal Sound a number of times. At our staff conference over 100 of us were drumming – phenomenal!”

Kevin Priest –
Black Country Housing Group

“We all left the experience happier and more energised than before and ready to tackle the rest of the day.”

Johanna Hinke –
Pfizer



Bring your Next Event **to Life!**

Tell us what kind of event you're planning and what you'd like to achieve or how you want people to feel.

We'll help you find the best fit.

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*Based in the West Midlands •
Available throughout the UK*

Discover more online

Scan to explore Primal Sound



Practical Information



GROUP SIZES

From small teams and leadership groups of 10+ to conferences of 500+ delegates.



INCLUSIVE & ACCESSIBLE

Experiences can be adapted to accommodate different mobility and accessibility requirements.



EVERYTHING PROVIDED

We provide all instruments, specialist equipment and practitioners.



UK-WIDE

Based in the West Midlands and working with organisations throughout the UK.



VENUES & SET-UP

Suitable for hotels, conference venues, offices and event spaces. We'll advise on room layout and make the best use of your space.



FULLY INSURED

Full Public Liability Insurance, with risk assessments and relevant event documentation available as required.