

CASE STUDY

Computacenter
Cathcart

Spring Proms

CLASSICAL MUSIC CONCERT

Brief

To provide an innovative solution to the hospitality needs of our multi-billion pound client. To create a unique event that combined entertainment, culture and networking.

Venue

The Royal Albert Hall, London.

Challenge

To produce and direct a highly charged, classical music spectacular that would raise client profile and help them to attract their high calibre clients year after year.

Solution

European Events created an unprecedented classical experience on the scale of the BBC Proms, featuring the Royal Philharmonic Concert Orchestra, The Royal

Choral Society and the Fanfare Trumpeters of the Grenadier Guards.

Choreographed lights and floral displays enhanced the impact of a full symphony orchestra, choir and sensational rhythm section performing spine-tingling choral favourites, symphonic rock arrangements and Proms classics.

European Events CEO Chris Palmer-Jeffrey compiled the musical programme, and worked with our skilled production team to co-ordinate the complex on-stage acts.

A variety of black tie gala corporate hospitality packages were offered, with full VIP treatment and dining for our sponsor's guests. A gourmet three course meal was served on the Arena floor allowing fantastic views of the stage, followed by an exclusive aftershow party.

europaeanevents

An altogether better live experience



LIVE CONCERT PRODUCTION CASE STUDY

A highly charged, classical music spectacular

THE CLIENT

Computacenter, Europe's leading independent provider of IT infrastructure services.

THE BRIEF

12 years ago, European Events were challenged with providing an innovative solution to the hospitality needs of our multi-billion pound client. The brief was to create a unique partner event, specifically targeted at senior management of our client's most valued customers that combined entertainment, culture and networking opportunities.

CHALLENGES

- To produce and direct a unique and highly charged classical music spectacular.
- To compile the musical programme and co-ordinate complex on-stage acts.
- To co-ordinate all black tie gala corporate hospitality activities, including an exclusive aftershow party.
- To leave a lasting impression.

VENUE

The Royal Albert Hall, London



FEATURING THE ROYAL PHILHARMONIC CONCERT ORCHESTRA, THE ROYAL CHORAL SOCIETY AND MORE

SOLUTION

Each year, European Events' CEO, Chris Palmer-Jeffery, designs, produces and directs the show, working closely with his production team and the acclaimed conductor David Arnold. The choice of music for every Spring Proms is carefully selected to take guests on an inspiring and emotional journey. Exciting new commissions, spine-tingling choral favourites and symphonic rock arrangements of chart hits and many British Proms classics, create a signature mix of popular and new classical music.

To compile the music programme and co-ordinate complex on-stage acts

Historically, the Cathcart Spring Proms has been presented by the well known British television journalist, Angela Rippon and features The Royal Philharmonic Concert Orchestra, The Royal Choral Society, Fanfare Trumpeters of the Grenadier Guards, and H.M. The Queen's Personal Piper. European Events' production team co-ordinated every aspect of the music programme in the lead up to the event and closely managed 193 individual performers. The chosen acts were given a single point of contact to assist with schedules, management of rehearsals and stage calls.

To co-ordinate black tie gala corporate hospitality activities and an after-show party

Our large and experienced team at European Events worked together to ensure a seamless delivery of a complex hospitality programme. A full VIP dining experience was provided for our sponsor's guests, with a seated three-course gourmet meal served in the spacious Arena section, directly in front of the stage, offering fabulous views of the performance. The striking Gallery level provided an additional spectacular dining experience with dedicated wine waiters for special guests who have a private box

viewing of the show. The fabulous after-show party, with live bands, delicious canapés and champagne, finished off the evening for VIPs and special guests as they recalled a memorable experience.

This extensive hospitality programme enabled our sponsor significant networking opportunities with the industry's most influential clients, whilst producing an event that proved to be the highlight of their social calendar.

To leave a lasting impression

The award winning production team, supported by lighting specialists, worked tirelessly to create a full sensory and multi-media experience, from adorning the stage with beautiful scented flowers, to atmospheric lighting and an enhanced sound system. Choreographed lights and decoration of the hall with bunting and balloons, enhanced the impact of this unique event. Following the final song, 2000 balloons were dropped from the ceiling to create a dramatic finale.

RESULTS

This annual event has now been running for 12 years and continues to attract regional and national press coverage and has become renowned as the "most successful annual corporate event in the UK". The high profile exposure and unique networking opportunities that this event delivers for our client enables them to fulfil numerous objectives on numerous levels.

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EXPERIENCE

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