

CASE STUDY

TESCO



CHARITY FUNDRAISING EVENT

BRIEF

To produce an annual event for up to 1,600 guests.

VENUE

The magnificent HAC, London, EC1.

CHALLENGES

- To ensure that all guests receive a champagne reception, three course seated meal and beverages throughout the evening.
- To create opportunities to raise funds.
- To provide entertainment to appeal to a varied demographic audience.
- To plan an impressive aftershow party.
- To improve the event experience year on year.

SOLUTION

- Chilled champagne and lavish cocktails were served on arrival by elegant waiting staff, followed by a three course seated meal produced by the acclaimed chef, Jeff Galvin.
- A post-dinner raffle and auction with top prizes, including a family car, ensured audience interaction and generated large sums for charity.
- An 'Around the World' theme was created, and post-dinner entertainment areas were set out to represent the cities of Tokyo and Las Vegas.
- Lulu performed an outstanding forty-five minute concert. After this magnificent stage act, guests partied until the small hours with music provided by one of the UK's top DJs.

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An altogether better live experience



CHARITY FUNDRAISER CASE STUDY

Charity fundraising ball for one of the world's leading international retailers.

THE CLIENT

A household name and leading brand, the client is one of the world's largest retailers, with its base in the Home Counties, and stores nationwide.

THE BRIEF

To produce an annual event for up to 1,600 guests.

AIMS OF EVENT

- To raise money for a nominated charity through fundraising activities during the event.
- To build stronger relationships with suppliers.
- To provide guests with a memorable and positive experience of the brand.

CHALLENGES

- To ensure that all guests receive a champagne reception, three course seated meal, and beverages throughout the evening.
- To create opportunities to raise funds.
- To provide entertainment to appeal to a varied demographic audience.
- To plan an impressive aftershow party for the artists and guests.
- To improve the event experience year on year.

VENUE

The Artillery Garden at the Honourable Artillery Company, London EC1 proved to be the perfect location due to its central / City location, good transport links, and variety of nearby hotels.

The structure and garden provided the greatest flexibility in terms of venue dynamics, space, infrastructure and event management logistics.

The pre-dinner drinks reception took place in the palatial gardens, while the main dinner and entertainment were housed in the luxurious indoor structure.

ATTENDANCE OF 96% WITH OVER 400 GUESTS ON A WAITING LIST FOR TICKETS

SOLUTION

To ensure that all guests receive a champagne reception, three course seated meal and beverages throughout the evening. Chilled champagne and lavish cocktails were served on arrival by elegant waiting staff, followed by a three course seated meal produced by the acclaimed chef, Jeff Galvin.

To create opportunities to raise funds.

During the evening, funds were raised in a variety of ways. A raffle, with a family car as the first prize, ran throughout dinner. The car was prominently located inside the venue for maximum impact. A post-dinner auction for top prizes ensured audience interaction, and generated funds for the 'Tesco Charity of the Year.'

To appeal to a varied demographic audience

An 'Around the World' theme was created to tie all sections of the event together, from invitation, ticket, arrival, reception, dining, and post-dinner entertainment. Guests were greeted by their Cabin Crew to whom they handed in 'Boarding Cards', and post-dinner entertainment areas were set out to represent the cities of Tokyo and Las Vegas.

The entertainment ensured the cross section of guests were all catered for, with a football themed area, featuring table football, football simulators and large screens displaying recent World Cup games. The 'Tokyo' area saw Geishas serving sake to guests, as they enjoyed Karaoke. 'Las Vegas' inspired a casino area, complete with slot machines, casino tables and 'Vegas Girls'. A boudoir area saw a room dedicated for make up artists, masseurs and tattooists.

To plan an impressive aftershow party for the artists and guest

After dinner, Lulu performed a forty-five minute concert to launch the entertainment part of the evening. This ensured a full dance floor, and her performance was kept secret from the guests to ensure maximum impact. After this magnificent stage act, guests partied until the small hours with music provided by one of the UK's top DJs.

THE RESULTS

- Attendance of 96% with over 400 guests on a waiting list for tickets.
- Increased year on year funds for charity.
- Positive reflection on the client's brand, with a waiting list for both sponsors and attendees for the 2007 event.
- The client returns to the HAC for the fourth year.





EXPERIENCE

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