

Case Study: Annual Sales Awards Location: Grand Hotel, Eastbourne

<b>Client Type</b>	Financial
<b>Event</b>	Annual European Sales Awards
<b>Requirements</b>	<p>This financial institution wanted the 2008 European Sales Awards to surpass all others. Facing a high profile merger, existing staff and new colleagues alike, had to be rewarded and recognized in style.</p> <p>The venue needed to be a 5 star hotel that could accommodate the whole delegation and have room enough for the Awards Ceremony to be in a location other than the conference room. As this Ceremony was to be held in conjunction with the Annual European Sales Conference.</p> <p>The cuisine had to be 'top notch'.</p> <p>The Entertainment and production needed to be 'first class'.</p>
<b>Solution</b>	<p>Working in partnership with the 'in house' team and our suppliers; we expanded upon the chosen conference theme of 'Performance Zone' and delivered a more sophisticated representation of 'performance'...</p> <p>We transformed the hotel's Garden Restaurant into a stunning '<i>Rhapsody in Blue</i>'...</p> <p>The sultry sounds of Gershwin's famous 'piece' of the same name, was the first thing to touch the guests' senses. As they entered the room, they feasted their eyes...</p> <p>The room was washed in blue light; tables were dressed with meter high silver candelabra, blue crushed velvet table cloths and chair covers... and the first delicious dish was plated atop silver charger plates...to give just the right element of glamour.</p> <p>Our production team built a back projected stage set at the far end of the room; with a screen that was programmed to rise automatically; revealing the band, after the awards ceremony. This perfect solution, meant the awards stage was not cluttered with the band's equipment; and every element of the evening had its own performance 'zone'.</p> <p>Entertainment began with a surprise performance by the Team Building instructors (experts in street dance and percussion). Entering the back of the room, they danced through the tables and onto the dance floor and stage. Performing a specially choreographed 'set'. These stunning professional performers had the audience up on their feet, clapping and cheering in no time.</p> <p>This 'stomping' drum and percussion performance was followed by one of the best party bands available. The dance floor filled immediately and the party continued into the early hours.</p>
<b>Result</b>	<p>"I've been going to events like this for the last 20 years and this is easily the best I've ever attended!"</p> <p>"...you achieved just the right element of glamour... it was a true Rhapsody in Blue... our guests loved it – thank you"</p>

