

Case Study: Annual Staff Party

Location: Olympia, London

Client Type	Financial
Event	Annual staff party
Requirements	<p>This financial institution wanted their 2007 annual staff party to surpass all others. With approximately 3000 guests expected to attend, from all over the UK; the venue, theming, catering, transport, production and staffing had to be 'spot on'.</p> <p>The venue needed to be large enough to 'house' a party of this magnitude, A theme that appealed to all the guests, no matter their age, sex, walk of life or culinary taste.</p> <p>The entertainment had to be 'second to none' and appeal to all.</p> <p>Transfers for over 3000 guests would be required.</p> <p>Accommodation of for 1000 guests would be needed.</p>
Solution	<p>Working in partnership with our preferred suppliers, IROKO contributed to make this a phenomenal party to remember.</p> <p>Earls Court, Olympia was the chosen venue - selected for its ease of access, size and flexibility.</p> <p>The theme took guests on a journey around the world, as they moved around the venue. They could eat and drink in an American Diner, an English Beer tent or even a little slice of China Town.</p> <p>Entertainment included: a jazz band during the welcome reception; a full sized fun fair with Ferris wheel, dodgems and coconut shies. Then the show really began, as 'Strictly Come Dancing', came to Earls Court...</p> <p>Several leading partners in the business had been secretly learning to dance with a professional teacher. With professional costumes, lights, camera, audience and a Celebrity Dance Professional to judge them, they performed to the delight of their staff and colleagues.</p> <p>Once the prizes had been awarded, the disco began and the enormous chequer-board dance floor was filled until the end of the night.</p> <p>Transport and coach transfers were organized for over 2000 of the guests; bringing them from all over the UK and Northern Ireland. Taxis were available for approximately 1000 guests after the party.</p> <p>Accommodation for 1000 guests was booked and managed in 8 different hotels.</p>
Result	<p>"The feedback has been great...everyone has been so positive about the party... From transfers to accommodation and of course, your team of dedicated and professional staff...well done and thank you!"</p>

