



Exclusive Events case studies

Case Study: Annual Olympic Gold Ball

Event Date: October 2008

Event Description: A business dinner and fundraiser for the British Olympic Association (BOA) with Chris Hoy, Bradley Wiggins and Princess Anne among the 540 guests. The Museum's Central Hall was transformed into a street party theme and the food was traditional British cuisine including corn beef hash, lamb and sticky toffee pudding.

Event Objectives: After the successful Olympics in Beijing, this event was the first time all the Olympians gathered together and it was the museum's main job to ensure their enjoyment without complications. In doing so the museum negotiated media, royalty and celebrity guests on the evening, ensuring that security was a top priority for such a high profile event.

Points of difference and best practice

The events team...

- Anticipated the clients needs for VIP areas for Olympians and Princess Anne by opening a new gallery, never used before for events
- Worked with the client to ensure the best use of space for media, paid for tables, celebrity guests and a backstage areas
- Supported the client by producing floor plans, helping with deliveries, supplying different rooms for production meetings and set up during the day
- Created a specific media area enabling interviews and photography to take place separate to the main dining area
- Ensured a fast transition from temporary kitchen area to beautiful piano bar for guests to enjoy following the dinner
- Delivered a seamless service and a complex event

Assessment of Outcome: The event was extremely well received by visitors and created a lot of media interest. In addition to this over £25k was raised for the BOA on the night.

Client Testimonial: Gemma McDonald and Ann Blake, British Olympic Association: "Thank you very much for all your help at the Gold Ball. With you looking after the event we know it will always run smoothly! Many thanks".

Annual Olympic Gold Ball continued

Event Magazine, November 2008

Live event showcase

SHOWCASE
BOA GOLD BALL

Fundraiser lauds

>> The yearly event had even more of a gold sparkle than usual, as a host of high-profile

What was the event? The annual Olympic Gold Ball, held at the Natural History Museum as a fundraiser for the British Olympic Association (BOA). This year had an especially gold feel, with peddle-pumping multiple Olympic champions Chris Hoy and Bradley Wiggins in attendance. Princess Anne, BOA president since 1983, sat at the top table among the 540 attendees.

How was the event structured? Guests moved in an hour after the last visitor was ushered out of the museum at 6pm. VIPs, such as Beijing gold-medal winners Christine Ohuruogu, Victoria Pendleton and James DeGale, moved to a small area that included a space for *Hello!* magazine to take photographs. On the other side of the main hall, guests who had paid for tables settled in a separate area ready for the main event.

The main hall, with its famous Diplodocus, had been transformed into a dining area designed to reflect a street party. There were more than 50 tables, each with Olympic goodies, a voucher for the prize draw, bizarre-looking Olympic mascot and medal-winning Olympian hosting it.

Guests watched as 38 British Olympic greats promenaded down to the main hall from an upper level, introduced by BBC commentators Steve Cram and Hazel Irvine. This was followed by a speech from Princess Anne.

The menu was steadfastly British, including corned beef hash, lamb and sticky toffee pudding. This was all washed down with more than 1,000 bottles of champagne, wine and water. Straight after the meal, Hoy, canoeist Tim Brabants, Ohuruogu and sailor Sarah Webb came to the front for interviews with Irvine and Cram.

Revellers then took part in an auction, prizes for which included a day with former clay pigeon-shooting gold medallist Richard Foulds, and signed pictures of the athletes. Coupled with a silent auction of valuable prints, more than £25,000 was raised for the BOA.

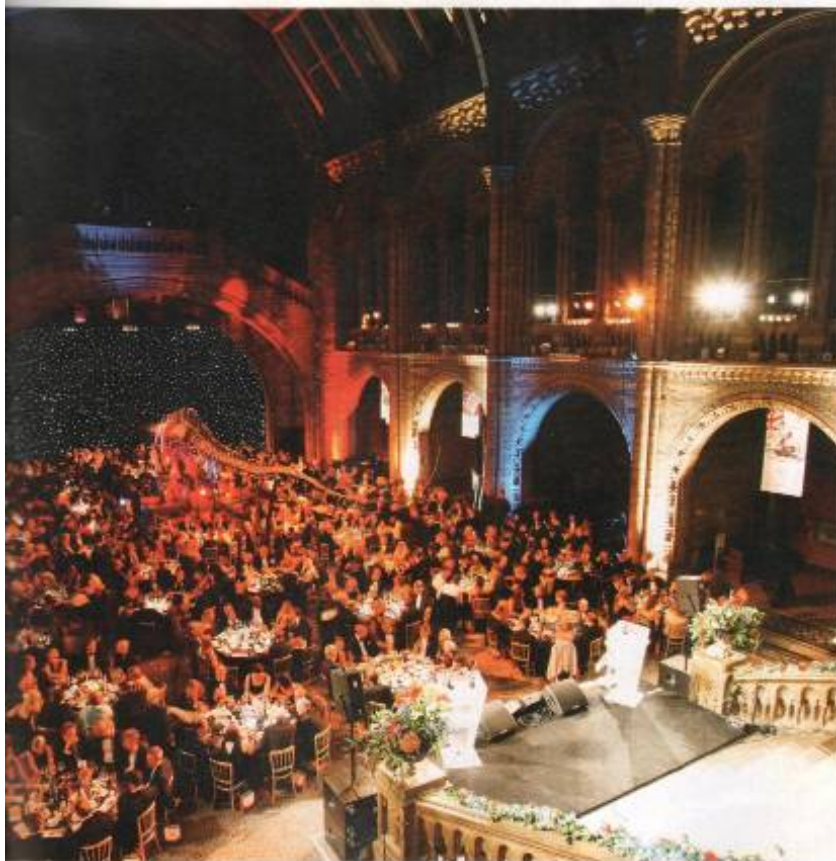
The formal element of the evening was rounded off with a lung-busting performance by operatic quintet *Passionata*, who sang Carl Orff's menacing *O Fortuna* as guests readied to leave – or retire to the hastily emptied temporary kitchen area that had become a lively piano bar.

Who was behind the event? The BOA runs the Gold Ball, this year using Moving Venue Caterers and Event Concept. *Passionata* were supplied by Young Guns.

What were the highlights? Getting up close and personal with genuine sporting heroes, such as Hoy, rower Matthew Pinsent and triple-jumper Jonathan Edwards, was a genuine thrill for all those who attended.



Left (from top) The venue welcome guests; sporting gesture – Olympian descend from on high; Princess Anne delivers her speech, with the 'unique Olympic mascot in close attendance



Below Operatic quintet *Passionata* give a rousing rendition of *O Fortuna* to round off the evening's proceedings



Supplier file

- BBC Sport**
www.bbc.co.uk
(020) 8743 8000
- Event Concept**
www.eventconcept.co.uk
(020) 7740 3988
- Moving Venue Caterers**
www.movingvenue.com
(020) 8691 6661
- Natural History Museum**
www.nhm.ac.uk
(020) 7942 5000
- Rosie Orr Flowers**
www.rosieorr.co.uk
(01483) 489113
- Young Guns**
www.younggunsuk.com
(020) 7733 6253

Top row (from left) In for the kilt – cycling champion Hoy is nabbed for an interview; taste of victory – Moving Venue Caterers work furiously behind the scenes to prepare a truly British feast; two auctions on the night raised a total of £25,000 for the BQA **Above** Natural selection – the venue proved an inspired choice for the grand event

Case Study: Private Asian wedding reception

Event Date: April 2009

Event Description: An Asian wedding reception held in the Central Hall. It was one of three celebrations of the marriage and was attended by 400 guests.

Event Objectives: To create a traditional Indian wedding. To ensure a smooth running of the event by working closely with the family to negotiate with suppliers and offer guidance in managing such a large scale event.

Points of difference and best practice

The events team...

- Regularly met with the client to discuss their vision for the evening and ensure this became a reality
- Contacted a range of suppliers on clients behalf to gain quotes for catering, lighting, flowers and entertainment
- Discussed quotes and worked with the client to source suppliers to suit the budget
- Attended numerous meetings with the clients and chosen suppliers, supporting the client during the decision making process
- Arranged for the client to meet with all suppliers and museum event management staff two weeks prior to the wedding
- Created innovative solutions for table decorations, including pioneering floral displays to sit inside the traditional Indian serving dishes, which were the centrepiece of each table

Assessment of Outcome: The event was a complete success, allowing the bride and groom and all guests to celebrate the couple's union.

Client Testimonial: Bride and groom: "We would like to thank you for all your help in organising our wedding reception and making sure that everything ran so smoothly on the evening. It certainly was an evening to remember and our guests couldn't get over the venue".

Wedding images of Central Hall:



Case Study: Private birthday party

Event Date: June 2009

Event Description: A combined birthday party for a mother and son held in the Earth Galleries. The occasion was a celebration with close friends and relatives who attended from all over the world.

Event Objectives: To create a celebratory party combining style, sophistication, quality of food and service with privacy, originality and a late license. To ensure the evening is suitable for all age groups and to build a bespoke nightclub within the venue.

Points of difference and best practice

The events team...

- Worked closely with all suppliers to ensure all the minor details were discussed at length prior to the event and to create new and innovative ways to entertain. Including a live video of family images mixed to music and projected onto a large screen and the creation of new cocktails devised specially for the family
- Advised the client on the best possible logistical solutions to achieve their ideal event
- Supported the production team in delivering most of their equipment before the Museum's opening, saving on precious time during set up
- Managed the numerous suppliers on the night so that everyone was able to work in a safe and orderly manner
- Ensured a fast transition from public space to a wonderful venue for the event in less than an hour
- Delivered a seamless service on a complex event

Assessment of Outcome: The event was extremely well received by the family with many compliments by guests and relatives. All the suppliers worked well together and delivered an exceptional guest experience

Client Testimonial: James Hurworth, Managing Director of Mustard Catering: "The main space under the earth was a natural backdrop for the sophisticated London nightclub scene, adjoined by a circular nightclub style bar serving bespoke cocktails. The museum team and all suppliers demonstrated real professional talent. The party was so stylish and sophisticated. What a night, what a creation!"



Image of the Earth Galleries