

mrs mac ltd.

a life changing event?

40th birthday party july 2006

the brief

A busy 39 year old male approached mrs mac ltd. to organise his 40th birthday party with all his friends and family. Numbers would be around 100 people and he had plenty of creative ideas.

the organisation

After an afternoon of venue visits, the client chose a local private residence as his venue of choice. The owner was charming and flexible and the date was agreed upon, a Sunday afternoon in July.

mrs mac ltd. then sourced four caterers to propose for the event. When chosen, the caterer was briefed to create mini-meals such as bite sized fish and chips and mini hamburgers. The venue did not have a working kitchen so mrs mac ltd. worked with the caterer to create a kitchen on site, hiring in equipment and ovens.

Veuve Clicquot champagne was sourced at a discounted rate and a large order placed, as this was to be the main drink of the afternoon. Beer and soft drinks were also purchased on behalf of the client and coffee arranged to be available from the caterer.

mrs mac ltd. drafted invitation wording for the client and Smythson stationery was sourced to print on.

The client had specific tastes in music and this meant sourcing a specialist DJ to play vinyl discs. Equipment was also organised for the DJ as he did not have his own and mrs mac ltd. liaised with both suppliers to ensure that the DJ was happy with the equipment ordered.

The client particularly liked the guitar so mrs mac ltd. auditioned five musicians and decided upon the best for this event. A price was negotiated and the guitarist booked.

Budgets were produced for review at regular update meetings held between the client and mrs mac ltd.

As the client was high-profile, a hostess was sourced who would politely ask guests for their names on arrival. mrs mac ltd. wanted someone approachable but still professional and firm if any unwanted guests should arrive.

mrs mac ltd. suggested Molton Brown handsoap and cream to put in the bathrooms at the event to give things a more luxurious feel along with freshly washed black towels.

It was suggested to the client that instead of decorating the venue with many flower arrangements, he had one very large centrepiece on display as guests walked in. This created a wow factor on arrival rather than many smaller arrangements getting lost amongst the artwork and ornaments.

All staff working on the event were asked to come early for a briefing with mrs mac ltd. to ensure all knew what their duties were and what was expected of them.

Scented candles were placed in the rooms around the venue and complimenting air scent was sprayed a few minutes before the guests arrived to create a luxurious atmosphere.

A selection of chocolates from Maison du Chocolate in London were passed around the guests instead of birthday cake.

This client has since written to thank mrs mac ltd. for their hard work and assistance.