

mrs mac ltd.

a life changing event?

18th birthday party november 2006

the brief

A family approached mrs mac ltd. to put together a proposal for their daughters 18th birthday party. They wanted to invite around 70 of her school friends to join in the celebrations. Venues were apprehensive at taking on the event so mrs mac ltd. was also asked to find a venue.

the organisation

At first mrs mac ltd. contacted a business associate who owned a country house and had children of a similar age. The contact kindly agreed to hire out the downstairs of the house which included, a vast hallway, a lounge, a drawing room and a panelled reading room that could act as a bar.

The family visited the venue with mrs mac ltd. and were delighted with the house. They instructed mrs mac ltd. to go ahead with the booking for the date in November.

An invitation was professionally designed to reflect the daughters taste and presented to the client which they liked very much. The designer was instructed to finalise and print the invitations.

The theme for the event was a masquerade ball, candles were sourced, as were cobwebs. These were simple and cost effective ways of decorating the venue.

A world famous illusionist was approached to come and entertain at the event. He was willing and free on that date and with the client's agreement, was booked.

Costs were a large consideration with this event, so mrs mac ltd. sourced alternative entertainments to keep within budget guidelines. Two local actors were asked to dress up in period baroque costume to come and welcome guests on arrival and generally make mischief throughout the evening.

Instead of a string quartet on arrival, mrs mac ltd. suggested a classical CD was playing in the background during the first hour of the evening as this would help to keep costs down.

A disco was sourced to play a list created by the daughter especially for the party. They also brought along an ultraviolet light to pick out the cobwebs around the venue.

mrs mac ltd. sourced all of the drinks for the party and briefed volunteer staff on the night itself.

An itinerary was drawn up for all staff working at the event to ensure roles and activities were understood and confirmed.

Feedback from the client read:

"mrs mac ltd. suggested a stunning venue and had plenty of creative ideas for theming and entertainment. Having gone through the whole process the value (of an events co-ordinator) is now clear and we would without doubt want to use mrs mac ltd. again."