

# mrs mac ltd.

## a life changing event?

### **key customer dinner december 2006**

#### **the brief**

An international bank approached mrs mac ltd. to organise their annual key dinner to thank customers for their business throughout the year. There would be 200 guests and a venue in central London had already been sourced.

#### **the organisation**

As the venue had already been booked, mrs mac ltd. held a meeting to build up a relationship with the manager at the venue. They discussed what had already been agreed and what needed to be actioned going forward. After visiting the venue, mrs mac ltd. decided on an opulent theme for the evening; using golds, blues, candelabra, fabulous flowers, sympathetic lighting and fine furniture.

The client informed mrs mac ltd. that information had to be passed out at the event to the attendees. Instead of doing it verbally, it was suggested that "artwork" be put on easels around the room with the information incorporated into the pictures. mrs mac ltd. sourced a designer to create the artwork and hired in easels for the artwork to stand on.

mrs mac ltd. sourced and hired waist height candelabras to be stood by each picture to throw light that would attract guests to look at the pieces and in turn read the information.

Chaise longues were hired in to offer occasional seating for guests to use whilst having pre-dinner drinks and also after dinner to relax upon. For those who did not want to sit, traditional poseur tables were sourced.

The corporate colours of the client included blue, so instead of a red carpet, mrs mac ltd. suggested a blue carpet be used to take guests from the pavement to the drinks reception.

The dining room was dressed completely in blue and silver. Silver chair covers with blue bows and blue table runners were used.

A top London florist, who had worked on Elton John's and the Beckham's wedding flowers, was sourced to create silver birch table-top trees hung with tee-light lanterns with a base of blue and white flowers with silver foliage on the outside tables. On the central tables, tall silver candelabra were covered in an array of blue and white flowers with silver foliage.

The venue benefited from some additional lighting to highlight areas of architecture and a series of pillars. A company was sourced to provide white, amber and golden lights in the reception area and deep blues for the dining room.

mrs mac ltd. was asked to source a guest speaker for the evening. A sound company was hired in to provide a PA system for the speaker and the band. The band were world famous for their jazz and were headed up by one of the greatest trumpet players of the moment.

In previous years, each guest had been given a gift to thank them for their continued support. This year mrs mac ltd. suggested, amongst other ideas, "goodie bags" that could contain such items as Prada key rings, hair cuts at a top London salon, Chanel perfume, Louis Vuitton wallets and greeting cards from Smythson the stationer.

mrs mac ltd. met regularly with the client to discuss ideas and actions. An on the day schedule was produced for all involved in the event to confirm roles and activities.

Feedback from the client was that they were delighted with the event and have booked mrs mac ltd. to organise next year's dinner.