

# mrs mac ltd.

## a life changing event?

### **London charity football tournament july 2007**

#### **the brief**

A national brand asked mrs mac ltd. to assist in organising a charity football tournament for their staff and clients. Working alongside their existing events co-ordinator, mrs mac ltd. was to source and book pitches for the matches and a post-tournament event and liaise with each. The client also wanted to gauge opinions and advice from mrs mac ltd.

#### **the organisation**

Previously, this event had been held at well known football stadiums in London during the month of September. This year however, the month had changed and the stadiums would not hire out their facilities as pitches were undergoing refurbishment and repair in preparation for the next season. Therefore another venue had to be found that would cater for up to 25 teams at once.

mrs mac ltd. knew of an organisation that had a large centre in London and suggested that it be viewed as a potential venue. Whilst it did not necessarily carry the prestige of a stadium, it would cater for the client's needs in a professional and flexible environment.

The client was taken for a venue visit and was happy with the compromise they would have to make. The centre also sourced and booked professional referees to oversee the matches held, this had previously fallen to the client to organise so they were delighted.

As the tournament was being held in central London, the client had a wealth of choice available to them for an after-tournament venue. mrs mac ltd. narrowed it down to three venues who would provide a private area for around 175 guests, could feed them all at once and had a bar area for those who wished to carry on afterwards as it was a Friday night. After mrs mac ltd. undertook venue visits on their behalf a local venue was chosen.

mrs mac ltd. liaised with the venue and put together a suggested drinks and food menu for the evening. The client approved this immediately and the order was placed in advance.

Inevitable last minute changes were made to numbers and requirements, and mrs mac ltd. liaised with both the after-tournament venue and the football centre to bring costs down and solve the problems that these changes created.

Regular update calls were held with the client and timings for the event were provided. A fully comprehensive running order was drafted by mrs mac ltd. and circulated to all involved. Advice was given to the client throughout the process.

The client was very happy with the work mrs mac ltd. had performed and feedback was positive.