

mrs mac ltd.

a life changing event?

banquet style dinner november 2007

the brief

A large international bank appointed mrs mac ltd. to organise a dinner to thank customers and suppliers for their support throughout the year. There would be 180 guests, of which 90% were male. No expense was spared on this event, there was a very healthy budget.

the organisation

The client and mrs mac ltd. visited four venues before deciding on a baroque ballroom in London. As the venue was so prestigious and heavily themed in itself, mrs mac ltd. suggested that the evening should reflect and enhance its surroundings. Therefore a banquet style dinner was chosen.

Three caterers were approached from the venue's preferred suppliers list, they were interviewed and asked to propose for the event. After deciding which caterer, a tasting session was arranged to talk over the food, drink, crockery, glassware and cutlery. Metal goblets were chosen to enhance the theme.

The caterer researched the period with mrs mac ltd. and it was decided that the food should be incredibly sumptuous with masculine undertones but in essence using raw ingredients cooked well and presented beautifully.

Florists were interviewed and the successful company were asked to provide metal rose bowls filled with fruits, including apples and grapes and ivy for the table centres. Red votives holding tee lights were spread over every table. Each table was then spot lit.

18 tables filled the first half of the ballroom, dressed in reds, creams and golds. A lighting company was brought in to uplight the pillars in warm golds with a hint of red in places. The existing chandeliers in the room were dropped to create a more intimate atmosphere and also to expose more of the Rubens painted ceiling above.

The second half of the ballroom was filled with club sofas, rugs, side tables, standard lamps and other items of furniture to create a relaxation area for guests after dinner to nurse their liqueurs and to chat with colleagues. A bar was also erected for those who preferred not to receive the waitress service on offer.

Just before guests retired after dinner, a speaker was employed to entertain guests for 20 minutes. A well known TV automotive presenter was chosen and mrs mac ltd. managed the relationship and flow of information.

The client decided not to have live music throughout the evening as the main aim was to network and chat with other guests. So a series of CDs to reflect the activities were chosen. To begin with during the champagne reception a classical chillout CD was played. Mozart Classics took guests through dinner and finally after dinner for the relaxation area light jazz was played.

mrs mac ltd. arranged for four VIP coaches serving champagne to transport guests to the venue at 19:00 hours and a shuttle service at the end of the night beginning at 23:00 hours.

The client was thrilled with the event and is looking into doing something similar with mrs mac ltd. this year.