

# mrs mac ltd.

## a life changing event?

### **1940s charity evening november 2007**

#### **the brief**

A national charity approached mrs mac ltd. to manage the organisation of a charity fundraising ball. The venue had already been chosen and a theme talked about.

#### **the organisation**

mrs mac ltd. came into this project around three months in to supplement the existing events team and to take on the overall management of the event as time was proving a problem for everyone involved.

The venue was a 1940s aircraft hanger filled with planes from the era. This instantly decided the theme of the event.

Although the venue had been chosen, caterers were still to be appointed, as were the AV company, entertainers and MC for the evening. All suppliers used had to be willing to give charity rates and work with the team to give a first class event for as little money as possible. Invitations and event literature were still to be designed.

Tickets had yet to go on sale but a local newspaper was behind the campaign to provide a strong PR outlet. The invitations were produced by a designer based on a traditional telegram. mrs mac ltd. worked alongside all members of the team to tidy up the mailing database that had been provided by the newspaper. Invitations went out, along with a newspaper launch and ticket sales started to rise. They would reach 195 in total.

A caterer was appointed and they offered great reductions for the charity. Menus were chosen and programmes for the evening were designed as ration books.

The ball would be fancy dress but this was optional. However, all entertainers would be in full dress in keeping with their role.

An AV company was sourced in conjunction with the two events either side of the 1940s ball so that each could benefit from a reduction in cost, this helped to raise more money for the charity. The AV company was fully briefed, and a lighting and sound plan agreed upon.

As with the AV company, the furniture company also agreed to work in the same way, again saving the charity further costs on tables, chairs and catering equipment.

An MC for the evening was sourced by mrs mac ltd. and agreed to host the event in return for an advert in the programme and his dinner. The auctioneer kindly agreed to do the same. Both wore full 1940s military costumes.

mrs mac ltd. sourced two cigarette girls, and they circulated during the champagne reception with ice cream boxes filled with themed items including; stockings, perfume, jewellery, lip gloss and eye masks. All profits would go towards the charity.

A 1940s swing band was employed at a reduced cost and played to the guests after dinner whilst they danced.

The event was covered in the local press and over £35,000 was raised for charity. The charity were very pleased with the way the event had been run.