



## Award Ceremony Case Study

<b>Type of Event</b>	Award Ceremony
<b>Industry Type</b>	Service Industry
<b>Number of delegates</b>	280
<b>Venue</b>	Cirque, London, UK

### Client Comment

*"The venue was so creative and theatrical and the evening was a great success. Thanks for all your hard work and for providing such fantastic entertainment."*

### The Brief

Award Ceremony in an unusual and theatrical location to thank and recognise achievements of staff from call centres across the UK.

### Our Solution

Guests were coached to London from all over the UK and checked into a hotel on The Strand late afternoon. On arrival at Cirque, a night of excitement and glamour awaited as they were welcomed with reception drinks against a dramatic velvet background. A glamorous reveal presented elegant dining for all guests, gifts and props for all and a hydraulic stage, set and dressed for a band, DJ and the presenters themselves. Aerial acts, "starlight express" style roller girls and a VIP bar helped transport guests through a night of fun and frivolity, enabling the client to ensure that all of their guests felt appreciated and thanked in the most dramatic and exciting of venues. Our band and DJ ensured the party went on into the small hours and guests were then taken back to the safety and comfort of their beds close by!

### Return on Investment

This event featured as part of the UK's National Incentive Programme and all employees were made aware of the evening and the award winners through internal newsletters and media.

