

Case Study Insurance
Event Personalised Client Entertainment
Company Equity Red Star
Numbers 80
Location Nice and Cannes, France

What they said

“ Thank you for being so wonderfully organised, helpful and creative. It was an incredible day and I have had emails and calls from clients and staff saying how much they enjoyed it all. ”



The Brief

- Create a unique and unforgettable day for senior clients
- Allow time for informal networking
- Generate the WOW factor: Great food, good wine and fabulous entertainment

Our Solution

The Ultimate Event Company decided to charter a plane to Nice and take guests via yacht from Nice to Cannes, with a superb lunch on a private beach followed by a croquet tournament.

- **VIP Treatment:** Guests checked-in at a private terminal at Stanstead airport with a private area in the executive lounge and use of all facilities
- **Short Transfer Times:** Upon arrival in Nice the journey to the port of St Laurent du Var took 30 minutes
- **Plain Sailing:** Guests boarded the yacht, the Pearl of the Riviera, for a memorable trip from Nice to Cannes, with an on-board guide providing additional information on the scenery and Cannes waterfront
- **Bon Appetite:** Lunch was held on a spectacular private beach at Port Canto at the exclusive Les Dunes restaurant
- **A Sporting Adventure:** After lunch guests were organised into small teams and took part in a croquet tournament on the beach with a prize giving and mini trophies for the winners before the transfer back to Nice Airport
- **Souvenirs:** Upon arrival at Stanstead every guest received a branded gift as a memento of the day

Return on Investment

- **Client Satisfaction:** Fabulous feedback from guests who loved the day
- **Networking:** Many opportunities for relaxed and positive relationship building



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