

“I have played in most of the Steve Redgrave events and **this was by far the best one.**”

**Client:** Sir Steve Redgrave's Charitable Trust

**Event:** Golf Day & Gala Dinner

**Location:** De Vere Oulton Hall, Leeds.



#### Brief

To organise a celebrity golf event for 100 -140 golfers followed by a black tie gala dinner dance for 240 guests.

#### Objectives

To help Sir Steve Redgrave to raise funds for his Charitable Trust. The target for the event was to raise in excess of £20,000.

To provide paying guests, sponsors and celebrities with an enjoyable and unforgettable day.

#### Above Par Group's Role

Above Par organised and delivered pre-event attendee communication; registration design and hosting; hotel arrangements; onsite registration staffing; other onsite 'hostess' staffing; welcome reception at golf course and hotel; all ground transportation.

The golf event comprised of a 27 hole golf competition, where teams of 3 paying guests played each loop of 9 holes with a different celebrity partner, thus ensuring that all guests were able to meet and play golf with 3 different celebrities throughout the day.

Guests at the gala ball were greeted by a live saxophonist at the champagne reception and entertained throughout the evening by celebrity guests, a Frank Sinatra tribute, live band and our own DJ. Various fundraising activities and auctions were held to help boost funds for the charity. Above Par provided signed sporting and music memorabilia for the auctions.

The event was very high touch and brand intensive in order to meet the objectives of creating awareness of this new brand. All elements of the event were branded with Simplicity-style branding.

#### Outcome

A highly successful event, which raised over £25,000 for the Charitable Trust, that ran smoothly and efficiently.

#### Client Comment

“Many thanks to Above Par who made the event a huge success. The event was extremely well organised and professionally managed.”

Sir Steve Redgrave

#### Attendee Comment

“I have played in most of the Steve Redgrave events and this was by far the best one. Linda and I would like Above Par to organise our charity event next year.”

Eddie Gray (Leeds United & Scotland)



“I am writing to say a huge thank-you to Clive for the **professional and friendly contribution** he made to the success of the AEGIS Conference”

Sam Recenello - Executive Vice President and Chief Financial Officer – AEGIS Americas

Client: AEGIS Media

Event: Global Conference (Senior Management)

Location: Four Seasons Hotel, Hampshire



#### Brief

To coordinate a full service event management for the Global Management Conference for AEGIS Media. 85 CEOs, Presidents, Vice Presidents and senior managers from around the world were meeting to brainstorm the new business 'Vision', at the 5\* Four Seasons Hotel in Hampshire.

#### Objectives

The overall objectives for the conference were:

- To introduce the new CEO to the Global Senior Management.
- To brainstorm ideas from across the business to produce a globally acknowledged 'Vision' for all parts of the organisation.
- To provide an event to help build team spirit between the senior managers from across all parts of the global business.

#### Above Par Group's Response

Having fully understood the business objectives and management profile, Above Par sourced the hotel and managed all aspects of the event including technical production and coordinating travel arrangements for 85 senior managers.

The Four Seasons Hotel was the natural choice as it not only offered all the meeting space and accommodation under one roof but also offered a contemporary atmosphere which re-enforced the AEGIS brand values.

A striking stage set was commissioned and using LED lighting with wide screen technology, provided presenters with full graphic and audio visual speaker support.

Themed breakout rooms were laid out to provide groups with relaxed surroundings in which to interact and brainstorm particular projects/ideas.

Above Par coordinated an email registration system. Delegates organised their own flights. Above Par arranged chauffeur pick up for all attendees, to and from the hotel, to ensure that all delegates arrived on time from various airports across the London area.

“Clive, you did a fantastic job for us last year in Salzburg, and again the meeting in Marbella was a huge success. **Thank you for all your support”**

Beatrice Tardieu - EMEA New Product Leader Janssen Cilag

Client: Janssen Cilag

Event: Global Sales Meeting

Location: Gran Melai Don Pepe Hotel, Marbella



#### Brief

To coordinate a full service event management for the Global sales Meeting for Janssen Cilag Media. 140 sales managers and company executives from Europe and USA were meeting to discuss a new product launch and examine the successes of various trials and medical research.

#### Objectives

The overall objectives for the conference were:

- To introduce a new product to the European and US sales teams.
- To examine results from various pilot releases of the product and answer questions relating to these findings.
- To address cultural objections to the introduction of the new product.

#### Above Par Group's Response

Having fully understood the business' requirements Above Par sourced the hotel and managed all aspects of the event including technical production and coordinating travel arrangements for 140 sales managers from across Europe and the USA.

Security was of utmost importance, due to the high value of the product being discussed and launched. Above Par were able to identify all 140 delegates on sight and ensured strict privacy for the conference.

Above Par coordinated an email registration system. Delegates organised their own flights to Malaga, and Above Par arranged chauffeur pick up for all attendees, to and from the hotel, ensuring that all delegates arrived on time.



“I wanted to send you an email to **thank you very much for being a fab host** on Wednesday. Thank you for all you help it was great to meet you.”

Victoria Elliott – City & Guilds – North East & Cumbria

**Client:** City & Guilds of London Institute  
**Event:** Quality Conference & Sales Conference  
**Location:** De Vere Oulton Hall, Leeds.



#### Brief

To coordinate full service event management for the Quality and Sales Conferences. The CEO, Directors and 250 delegates from across the UK, were meeting to look at the new business strategies for 2010.

#### Objectives

The overall objectives for the conferences were:

- To introduce the 2010 business strategy to the senior employees.
- To brainstorm ideas from across the business to produce a nationally acknowledged 'Vision' for all parts of the organisation.
- To provide events to help build team spirit between the senior managers from across all parts of the UK business.

#### Above Par Group's Role

Having fully understood the business objectives and management profile, Above Par sourced the hotel and managed all aspects of the event including technical production and coordinating travel arrangements for 250 delegates.

The De Vere Oulton Hall Hotel was the natural choice as it not only offered all the meeting space and accommodation under one roof, easy motorway, rail and air access, but also offered a contemporary atmosphere which re-enforced the City & Guilds brand values.

