



## Global Celebration

### Brief

- >> 5 locations worldwide – London, Düsseldorf, Singapore, Houston and Chicago
- >> London, Düsseldorf and Singapore were to take place on the same day with the US locations happening in the following weeks
- >> 3000 invitees
- >> Web based invitation and delegate management
- >> Gift delivery to over 65 countries
- >> All events and material had to have a consistent 'look and feel'
- >> 5 week lead time!

### Venues

- >> All venues had to be a similar quality and have facilities for presentation and drinks reception
- >> Venues chosen were Vinopolis in London, Ruhrcongress in Düsseldorf, Shangri La Hotel in Singapore, Omni Westlake in Houston and Hyatt Lisle in Chicago.

**Audience Size – ranged from 60 in Singapore to over 350 in London**

### Solution

- >> The event was designed as a celebration of a specific business achievement that had taken some 5 years in total.
- >> It was decided to keep the structured parts of the event to a minimum and to this end there was a 30 minute presentation and a 15 minute awards ceremony for outstanding individuals. This was followed by drinks and canapés to allow the delegates the maximum time to network and catch up with colleges.
- >> An website was set up for each individual location to enable delegates to register online
- >> An overall 'look and feel' was designed and all marketing material was branded with the event logo.
- >> Posters were produced in several languages to say thank you to the delegates for their hard work.
- >> Coach transport was laid on to get the delegates form the offices to the event venues and back again to cause minimum of disruption to the working day.
- >> All invitees received a gift to say thank you with those not attending the events having theirs delivered. This required the dispatch of gifts to over 65 countries

