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CASE STUDY



**Design and Tech Client**  
Long Service Awards Dinner

# OVERVIEW

Our client in the design and tech industry values long service and embeds reward and recognition into their culture. To show appreciation for long service employees, the client invites them along to an annual award ceremony. This was put on hold due to the COVID pandemic in 2020 but returned in 2023. They had backlog due to the hiatus so decided to host two events per year to bring them up to date.

This event was for people who have worked for the client for more than 25 years. Each person can bring a guest to share the celebration with which makes this even more special. The informal ceremony involves guests receiving their awards whilst sharing personal anecdotes and stories from their career. The client wanted a memorable experience to make the attendees feel special.

**Long Service Awards**

**The Langham Hotel, London**

# OBJECTIVE

To make all attendees feel special and to appreciate their long service and commitment to the company.

**First Event: 100-150 delegates**

**Second Event: 70 delegates**

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# OUR EVENT Solutions

## VENUE MANAGEMENT

The breathtaking Langham has already been booked for the awards when we were brought into the planning process. However, our existing excellent relationship with the venue meant we enhanced the event by negotiating better cancellation rates and a reduced minimum spend.

Having the hotel meant guests could stay another night if they were travelling from further away. The hotel is in a great location to explore the city too.

## EVENT MANAGEMENT

We provided full-service event management for both events. We provided on-site support at The Langham, set up and managed the event website, liaised with suppliers, and managed the delegates.

## PROJECT MANAGEMENT

When we came onto the event, the client had already begun the planning process but were having some issues with their incumbent agency. Due to our long-standing relationship with the client, they called us in to make sure it run how they wanted it to.

We stepped in and took over the booking and communications. We delivered the outstanding event, with impressive guest feedback. We then were able to organise the second event seamlessly with us.

## SUPPLIER MANAGEMENT

We organised a harpist to play during pre-dinner drinks and throughout dinner. We had a photographer to capture the evening to create lasting memories for guests. We arranged a local florist to put together beautiful displays that then went back into the community after the event. Finally, we had production from Insight that was simple but gorgeously elegant.

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# CHALLENGES

## **CHALLENGE: Taking Over Planning**

As we took over from another event agency on this event, we had to pick up where they left off. We seamlessly continued managing the event to result in better outcomes and satisfied guests.

## **CHALLENGE: Travel**

At the first event, we found out two weeks before the event that there was a major train strike scheduled. We acted quickly to support with transfers to ensure there was no disruption for guests. We arranged a personal chauffeur service for each delegate. Every guest had a specific time to check in with their personal chauffeur for their exclusive, VIP transfer.

## **CHALLENGE: Lead Time**

At the second event, we had a short lead time, so we had to organise the event last minute. As we had already organised this event earlier in the year, we had the contacts for the previous suppliers. This meant we could seamlessly pull all aspects together to create a replica of the previous event.

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# OUTCOME

Both of the events ran smoothly, and the client was delighted with the final result. The guests were impressed by The Langham, this was the perfect venue for the Awards. We worked very well with the hotel staff to pull everything together to make the guests' experience memorable.

We were delighted to be involved in the second event as a result of our hard work on the first one. We are looking forward to the 2024 Awards and creating excellence for the guests.



“It’s our pleasure to organise the Long Service Awards to celebrate wonderful people. Our strong relationship and seamless communication with the client is what helps us to create such a special event.”

Paulina Zapala  
Senior Event Manager



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