

ve  
Space  
CASE STUDY



**Gordon Brothers**  
Summer Party

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# OVERVIEW

We organised a conference and after-party for Gordon Brothers at Canopy by Hilton London City, a newly opened venue.

We had worked with Gordon Brothers a few times before so we had a good understanding of their requirements. Event Manager, Cristina Dominguez, went above and beyond to ensure the event wowed delegates and achieved all objectives.

**Conference and  
Summer Party**

**Canopy by Hilton  
London City**

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# OBJECTIVES

To offer a conference and summer party in the same venue that allows delegates to enjoy summer.

To host the party in a rooftop venue with a memorable WOW factor.

**70 delegates**

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# OUR EVENT SOLUTIONS

## VENUE FIND

Cristina, Event Manager, scoured London for a rooftop venue with a conference space that had a wow factor, was close to the client's office and easy to get to. As it was summer, many venues were already fully booked. Cristina managed to organise Canopy by Hilton, a newer venue that fit all the criteria.

## ACCOMMODATION

Cristina was responsible for booking accommodation for 22 rooms, in a different hotel. The client required something low cost so Cristina got the best rate possible on a local hotel.



## EVENT MANAGEMENT

The client required an afternoon conference and an evening rooftop summer party in London. We had to remove some furniture from the rooftop to make more space for the games and photo booth. We also had to set up the conference space with different furniture as the space did not have what we required. We did it in time for the conference where they had a motivational speaker before going up to the rooftop. There were an array of fun summer games for delegates to enjoy and there was both an indoor and outdoor space for delegates to wander through.

We got a 360 degree photo booth which got a great background with skyline of London and guests loved it.

Cristina went on-site as it was her first event with the client. She wanted to make it perfect and supported with the set up. Cristina went for site for 3-4 hours free of charge.

## SUPPLIER MANAGEMENT

We outsourced AV Production who were excellent in setting up the conference space despite having no measurements and specifications. We also had a Balloon Artist who colour matched balloons to the client's logo and arranged a beautiful display. We also hired the flower arrangement, the garden games and the 360-photo booth.

# CHALLENGES

## CHALLENGE: Venue Finding

Finding the perfect venue that fit the client's requirements was a challenge. As it was summer, many rooftop venues were already booked up. Cristina also needed the venue to have a conference space so that everything was under the same roof.

She found Canopy by Hilton, a newer venue in London, which was perfect for the Summer Party. As it was new, the venue didn't have a floorplan with measurements, meaning Cristina had to be strategic about how she organised the layout of the conference.



# OUTCOME

The event went very well. The client was impressed with our responsiveness and loved the production. Despite minor complications, the venue was stunning and the guests were wowed by the decor.

The client was delighted that Cristina was able to be on-site for the event as she ensured everything ran smoothly.





“The evening was great, I think everyone really enjoyed themselves so thank you for all your help and support on the day. It was such a pleasure to work with you and I look forward to partnering again on future events.”

Christine Bernardi



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