



The Openwork Foundation 45th Anniversary Grand Ball

CASE STUDY





Client: The Openwork Partnership – The Openwork Foundation

Event: The Openwork Foundation – 45th Anniversary Grand Ball

Audience: 200 Guests

Location: Hampton Court Palace, London

Agency Role: Logistics, Event Management, Project Management, AV, Theming, Entertainment, Website





OVERVIEW

As a trusted event partner to The Openwork Partnership for over 20 years, we were entrusted with organising the 45th Anniversary Gala Ball for the Openwork Foundation, their charitable arm.

The event was designed to recognise 45 years of charitable impact whilst bringing together 200 guests for an elegant evening of fundraising, networking and celebration. The brief called for a prestigious venue befitting the significance of the milestone, alongside seamless event delivery that would create a memorable guest experience and maximise fundraising opportunities for the charity.

veSpace was tasked with sourcing and securing the venue, managing all supplier relationships, delivering full project and event management, creating an engaging guest experience and overseeing production, entertainment and logistics from conception through to event completion and post-event reconciliation.



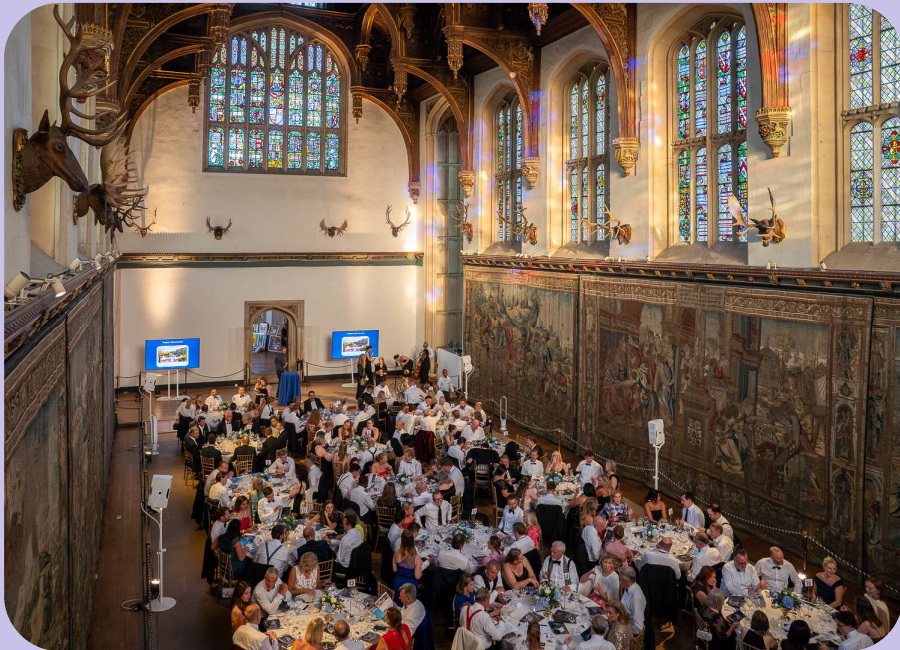


OVERVIEW

Guest arrival logistics represented another important consideration. With 200 attendees arriving at a historic royal venue, providing a smooth and efficient welcome experience was critical to setting the tone for the evening. We organised a dedicated VIP valet parking service with an average waiting time of just 45 seconds!

To enhance arrivals, a live String Duo was sourced to provide an elegant and venue-appropriate welcome.

Throughout the evening, both live and silent fundraising auctions were conducted, with a range of high-value prizes including hospitality packages for an Ed Sheeran concert in New York, classic car driving experiences and signed memorabilia. Ensuring these fundraising elements were seamlessly integrated into the guest journey was essential to driving engagement and maximising charitable donations.



THE CHALLENGE

Delivering a high-profile event at one of the UK's most iconic heritage properties presented its own unique set of challenges.

The historic nature of the venue comes with strict operational and production limitations that needed to be carefully considered. Set-up times, Installation access and venue preservation requirements meant that every element of the event needed to be carefully planned and executed within the Palace's stringent guidelines. We needed to strike a careful balance between guest impact and venue consideration.

In addition, only venue-approved suppliers could be utilised for certain services, requiring close collaboration and coordination between multiple stakeholders to ensure the event vision could be realised without compromising venue regulations.

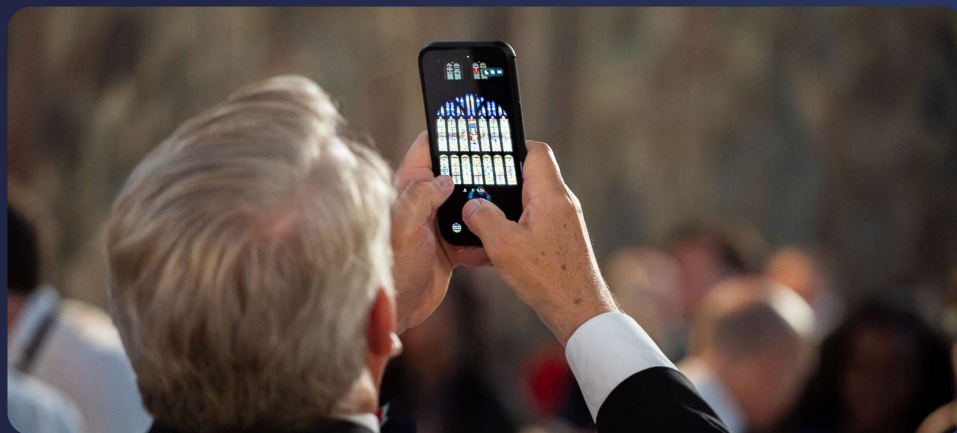


THE RESULTS

veSpace delivered a fully integrated event management solution, managing every stage of the project from initial planning through to event delivery and final post event reconciliation.

We sourced the venue, negotiated and managed the contract, working closely with the venue's approved suppliers to ensure complete compliance with all operational requirements. Through meticulous planning and stakeholder management, we successfully navigated the restrictions associated with the historic venue whilst still delivering an elegant and impactful event experience.

To ensure flawless on-site execution, veSpace provided three dedicated Event Managers who oversaw all aspects of event delivery, coordinating suppliers, managing schedules and acting as the central point of contact throughout the evening. The gala atmosphere was enhanced through carefully curated theming and professional AV production, creating a sophisticated setting that celebrated the Foundation's remarkable 45-year history. The result was a memorable and professionally delivered anniversary celebration that honoured the Openwork Foundation's legacy.





Kira Clinton-John

Senior Event Manager & Implant to
Openwork
veSpace

THE RESULTS

"It was an absolute pleasure to work on this very special event. The venue was incredible and it was a real privilege to deliver such a worthwhile event in a truly historic space"

Kira Clinton-John, veSpace

"Working with Kira and the team at veSpace was a fantastic experience, they sourced an amazing venue for us and really took the time to understand what we were trying to achieve. The result was a fantastic evening that really aided our fundraising efforts. We're already working on next year's event, and we look forward to continuing our relationship with veSpace!"

Alex Davies, Head of the Openwork Foundation,
The Openwork Partnership