



# CAVENDISH

## SPORTING and SPECIAL EVENTS

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### CORPORATE EVENT SOLUTIONS

**eventia**  
MEMBER

#### Case Study – 3-day International Conference

Client:	Worldwide Energy Company
Group size:	180
Venue:	Within easy access of London airports
Time of year:	September

Management and staff colleagues joined forces for their annual gathering. Travel arrangements for overseas delegates were made along with technical conference production plans. An ice-breaker activity was staged, break-out sessions accommodated and an afternoon of outdoor activities.

- Conference venue ideas - negotiating, booking & confirming.
- All food and beverage arrangements including formal Dinner
- Audio/visual stage set
- Team event ideas - Ice-breaker activity
- Corporate activities including Formula One car
- Delegate badges produced
- Coach and private car logistics for overseas delegates
- Event Management throughout

#### **The Brief**

An Annual Company Conference Meeting for CEO, Management Team and high-ranking representatives from around the World. Multiple breakout sessions required throughout, audio-visual and stage/set requirements, a formal dinner and event ideas for an afternoon of corporate activities and team building.

#### **Challenges**

To find a venue large enough to cater for all requirements, bearing in mind travel arrangements for overseas delegates. Management of all expectations Teams would be formed from the mix of delegates and utilisation of outside grounds to provide an alternative to the formal conference proceedings. The main conference room to be transformed for a different feel for the evening dinner.

#### **Solution**

Venues within easy reach of Heathrow, and which offered the facilities required to deliver all the different aspects of our client's brief, were researched, checked, and proposed. Site visits to preferred venues were then arranged, with our senior account manager accompanying the client to discuss and compare the merits of each venue, ensuring that the most suitable location was selected. Detailed planning and negotiations with venue management followed, with our client being kept advised every step of the way.

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**Cavendish Sporting Events Limited t/a Cavendish Sporting and Special Events  
registered in England & Wales. Registered number: 06558275 VAT No. 930295236**

**Registered office: Templars House, Lulworth Close, Chandlers Ford, Hampshire, SO53 3TL**



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#### Meeting facilities

Smart name badges were prepared for all delegates, and an exclusive check-in desk was set up in the hotel foyer to ensure that registration could be completed quickly and easily. Cavendish staff were on hand throughout the event to take care of any delegate requests and requirements.

The main conference room required staging and high quality audio-visual equipment for a really professional presentation. Each break-out room was also equipped with audio-visual elements, with technical staff on-hand at all times.



#### Execution

With a conference management team throughout, we embraced a varied mix of business sessions, team building and entertainments. Delegates were individually greeted and checked in on arrival at the venue, and seating plans were devised for conference, dinner and the various activities.



#### Activities

The first activity was an "Ice-breaker" socialising event for all delegates offering variety, fun and interaction. The following day, a three-hour activity package created a huge compendium of events and games, catering for everyone – physical challenges as well as mental – linking into the ice-breaker session the evening before.

#### Verdict

*'The event ran seamlessly, thanks to excellent planning, management and attention to detail. First-class service from beginning to end.'*

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