

# ESEM delivers great service at 'ace' Wimbledon event



*Part of your team*



When initially named as one of four companies selected to submit proposals for a prestigious international organisation's annual Incentive Reward weekend, the ESEM team had to demonstrate both outstanding creativity and exceptional organisational skills.

Pitched against rivals who were bidding to host events in locations such as Prague, Vienna and other prominent European cities, ESEM considered numerous ideas in London and Scotland before ultimately presenting a proposal for a three-day event that would encompass a variety of fantastic activities and deliver memorable experiences for some 250 guests.

## Benefits

- The ESEM team has both the creativity and the central resource to devise and deliver innovative, bespoke events of all sizes to all manner of audiences.
- ESEM's experience of organising the various external suppliers means that the client is always relieved of any organisation and logistical responsibility.
- ESEM has an extensive practical knowledge of the various suitable options for entertainment and corporate events in and around not only London, but the whole of the UK.
- ESEM's knowledge of the numerous leading hotels saw the 250 guests stay in an ideal hotel, the quality of which was in-keeping with the nature of the event.
- Even with the challenge presented by the Royal Wedding on Day One of the weekend, all transfers between locations in and around the city were well organised and ran smoothly.
- ESEM can call upon any number of multi-lingual staff to ensure that all key members of the team are able to liaise with guests by speaking their native language as and when necessary.
- Senior members of the ESEM team are available on-site 24 hours a day.



## The Challenge

The brief threw up many challenges. As a multi-national client, the very nature of the organisation meant that the guests would be arriving from various different airports. Therefore, before any creative element could be considered, ESEM had to demonstrate the ability to manage a large influx of people arriving at different airports, ensuring that they could all be assembled at one particular location as the event commenced. Thereafter, with logistical competence established, it was all down to the team's creativity and professionalism and after presenting mood-boards and comprehensive plans in support of a variety of ideas, it was agreed that ESEM would be entrusted with the planning, organisation and delivery of what was to be a substantial event.

However, when putting the weekend of 29th April to 1st May in the diary, little did everyone know that the Wedding of HRH Prince William and his fiancé, Kate Middleton would subsequently be planned for the same weekend.

## The Solution

### Day One

As the focal point of the initial Friday night welcome, a Cruise on the River Thames was planned. This was to include a lavish BBQ and disco, and would present guests with the opportunity to relax and unwind from their inward journeys whilst seeing some of the major tourist sights of London from a unique vantage point down on the famous old river.

Although undoubtedly a challenge, this would not normally have presented too much of a logistical problem but with many roads in and around London being closed for much of the day due to the Royal Wedding, the delivery of both guests and their luggage to the Hyatt Regency London Hotel - The Churchill became more of an issue. However, ESEM made sure that everyone on the ground was aware of the revised transport restrictions and arranged for all luggage to be collected and delivered to the hotel by lorry while the guests enjoyed a limited city tour.

Ahead of the River Cruise, the Savoy Pier was selected as the meeting point from which the trip would commence and after an informal drinks reception, the guests enjoyed a relaxing time in fine weather and were able to witness the national celebrations from a distance as the evening unfolded. Mindful that many people had been travelling for quite some time that day, from 11pm, a number of buses were laid on, picking people up and returning them to the hotel at 15 minute intervals while the more resilient guests chose to stay on-board and enjoy the party into the early hours of the morning.



## The Solution

### Day Two

With the main event planned for 'Day Three' of the weekend, the second day gave ESEM the opportunity to present the 250 guests with a choice of activities to be pursued through the day before everyone assembled to enjoy an evening with a difference.

Given that there were so many people present, it was important to offer a wide range of activities that would ensure that there was something for everyone to enjoy. Consideration was given to the fact that some would prefer an energetic challenge, while others might prefer pure entertainment or at least, something less strenuous such as a sight-seeing experience. It was also important that some of the excellent ideas and preferences put forward by the client were listened to and developed into more complete proposed activities.

In an attempt to cater for all, ESEM offered a selection of four events which comprised a Taxi Rally across central London, a day of pampering at the Aveda Institute in Covent Garden, a 'Learn to play Polo' day at the Ascot Park Polo Club and a dark and menacing Jack the Ripper Tour with an additional trip on the London Eye.

A total of eleven members of staff were deployed on the ground, all of which were fluent in speaking the native language of the guests and all of which were experienced in handling similar events in London.

Each event concluded with lunch at a different venue, with those who opted to take part in the Polo event at Ascot Park Polo Club, enjoying a special Asado Steak BBQ. The thrill-seekers who participated in the Taxi Rally all came together with the relaxed Aveda guests to enjoy traditional fayre at the much-celebrated Dickins Inn pub, while anyone who dared to go on the Jack the Ripper Tour convened at the Paternoster Chop House in the shadows of St Paul's Cathedral.

After giving people 'time-out' to either relax at the hotel or to spend the afternoon shopping, everyone got together to enjoy an exclusive evening with a difference and a trip to the Harrods Food Halls which were opened solely to our party after the store had closed for business. However, this was no regular trip as everyone was able to choose from a vast selection of foods and enjoyed their evening meal in a truly opulent environment. All manner of food was available including oysters, smoked salmon blinis, mini fish & chips, mini hot dogs, baby yorkshire puddings filled with horseradish and roast beef, and tempting dessert

options such as crème brulee and Eton Mess. The lavish surroundings made for a unique atmosphere in one of London's most exclusive venues; somewhere that provided the guests with an amazing and unique experience.

To round off the day, the guests were returned to the hotel where an open bar allowed those who wanted to prolong the evening further to stay up and socialise whilst enjoying a few 'Night Caps'.

### Day Three

On the Sunday, came the main event. All of the guests arrived at the World famous 'All England Lawn Tennis and Croquet Club' – better known as 'Wimbledon' – early in the morning and were split into groups to enjoy guided tours of one of sport's most fabled venues. The locker rooms, the outside courts and the Wimbledon Museum were all visited before everyone was returned to Centre Court where the guides were giving a final talk to seemingly round off the tour.

Suddenly and without any warning, former World Number One men's tennis player, Boris Becker, appeared from the changing room area at a pre-agreed time and announced his arrival with: "Welcome to my living room!" The gathered guests were amazed to see one of the all-time sporting greats and after a brief talk, the convivial superstar gave an

impromptu Question & Answers session and even made himself available for souvenir photos.

Following that, the party left Wimbledon and headed for the Altitude 360 restaurant which is situated in the 29th and top floor of the Millbank Tower. Recognised as one of London's most salubrious venues, the restaurant offers fantastic views of London and gave everyone the perfect backdrop for their buffet lunch before once again, everyone was given some more time to relax and prepare for the grand finale of the weekend, a gala dinner at the Victoria & Albert Museum.

Here, Boris Becker once again became the main attraction as he returned with his wife to present various awards during a three hour ceremony. This was preceded by a staged welcome for the guests, with paparazzi-style photographers snapping everybody as they arrived at the glamorous black tie event.

After the dinner, the guests were once again returned to the hotel by shuttle bus and the following morning, everyone was delivered safely back to the appropriate airport for their return flights.



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