

## CASE STUDY

### 50 YEAR CELEBRATION

**EVENT**  
**50 YEAR CELEBRATION**

**LOCATION**  
**London**

**ATTENDEES**  
**35**

**TASK**  
We were asked to source a venue for lunch in London, followed by a theatre show for 35 people. This was a 'Part 2' celebration, following their anniversary party which we ran for the client the previous year. The first celebration included a Champagne flight on the London Eye followed by a private luxury dinner cruise on the River Thames, with live entertainment by String Diva. The client wanted to offer guests something equally fun and with the same wow factor, but less formal for the 2nd celebration.

**CIEVENTS STRATEGY**  
Several unique venues and top restaurants for lunch were recommended as well as top West End shows, including an option to have a private lunch followed by a performance of 'The King and I' at the Royal Opera House, which would have been a unique experience for all the guests. Due to budget restrictions, the client opted for 'We Will Rock You' at the Dominion Theatre and based on this choice, we recommended Hakkasan for the group's lunch, which is located less than 2 minutes walk from the theatre and is a Michelin star Asian restaurant, serving fusion Chinese dishes. Hakkasan is a celebrity hangout with a dark, masculine décor which oozes 'cool' factor and we felt it was the perfect venue for this group.

**THE RESULT**  
On the morning of the event, disaster struck and we were informed that there was a burst water pipe and Hakkasan could not open for lunch. Luckily, we had just enough time before the group's arrival to move the booking to Hakkasan's sister restaurant, Yauatcha located in Soho. The chefs and waiting staff from Hakkasan came to work at Yauatcha for the morning so that we could be served the same set menu as we were due to have and we rearranged the transport bookings to suit the change of location. Despite the last minute change of venue, the event was a huge success and the client sent several emails of praise after the event, regarding how the situation was handled efficiently and calmly on the day.

Feedback received from the client was extremely positive from the staff and customers who attended and many guests remain completely oblivious to any of the problems we incurred or last minute changes to the itinerary!



*add magic*