

A Picnic For 4500!

Brief

- To produce a summer party for 4,500 employees from 18 different offices
- The event only takes place every four years so must be spectacular
- To provide all delegate management

Solution

The event was held at Warwick Castle and for the first time in the history of the venue, its gates were closed to the public. Guests were able to explore the castle and its grounds, visiting its numerous attractions. To compliment the venue there were numerous strolling entertainers and several displays including jousting, birds of prey and the trebuchet.

Each guest had a choice of tea, coffee or Pimms on arrival and an individual picnic complete with picnic rug and a choice of wine. The catering was rounded off with a choice of tea or coffee accompanied with strawberries, shortbread biscuit and cream. Guests were able to enjoy their food in various beautiful picnics sites around the grounds from the banks of the river Avon to the castle courtyard and pageant field.

Business Pursuits were required to not only deliver the event but also coordinate the invitations, transportation and administration of all guests from around the UK. Through RSVP online and traditional paper invites over 6000 people were invited and responses/questions controlled at Business Pursuits.

During the event, there were 1200 cars and 56 coaches on site, 60 flights from Scotland and over 200 event crew.

Along side Business Pursuits the event was a real Concerto Group effort with RSVP providing the invitation process, Touch of Taste catering, Witney UK providing the structures and Full Circle entertainment.

