

# 225 Year Celebrations

## Brief

- To produce a day time and evening event to celebrate our clients 225<sup>th</sup> anniversary
- To entertain 1500 employees and families
- The event must take place at the Tower of London

## Solution

For two weeks, Business Pursuits took over the Tower of London Moat to set up for the celebration. The logistical challenge of not being able to access the moat by vehicle meant that all equipment had to be lifted in by crane over a four-day period. Load upon load of marquees, production, fairground rides, catering equipment, furniture, toilets and flowers and apple trees were dropped over the wall and fork lifted into position under the watchful eye of the general public and Yeoman Warders.

1350 guests took Afternoon Tea whilst listening to a variety of traditional acts performing on the bandstand, whilst Punch and Judy, face painters, entertainers and arts and crafts kept the kids amused.

The evening was kick started by the smell of the BBQ and the lively tones of Ebony Steel band, before the swing band took to the stage. After a skit from Kit and the Widow, the evening was rounded off with Elvis, the Supremes and Kylie tribute acts on the main stage.

