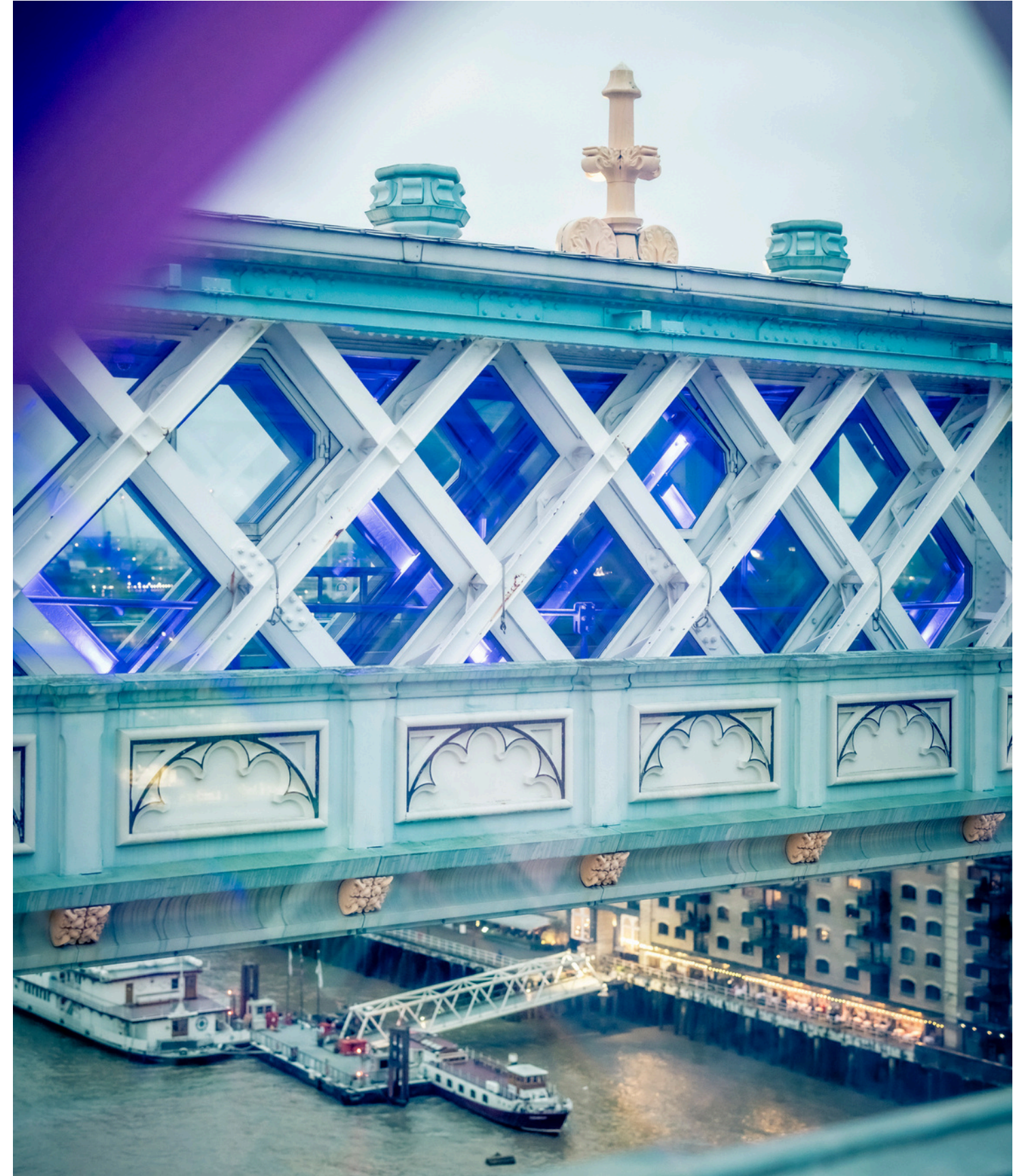


CASE STUDY

Client Event Agency & Manufacturer
Service Sales Incentive Event



ABOUT

The client approached us to curate a memorable 5-day experience centred around the iconic Goodwood Revival, with the theme “Money Can’t Buy”, for winners of a sales incentive from across the globe.

While they knew they wanted to include Goodwood Revival in the itinerary, the rest of the event planning was entrusted to our team.

Our client’s request was for us to manage every detail of the experience, with the exception of guest communications pre and post event.



OVERVIEW

This experience perfectly embodied the client's "Money Can't Buy" theme, creating an unforgettable series of moments that blended luxury, exclusivity, and impeccable detail.

We kicked off the adventure with a private hire of the walkways at Tower Bridge, where guests enjoyed a tour followed by a sumptuous three-course dinner with stunning views of the bridge and the river below.

Accommodation was at The Peninsula in London, where guests were treated to breathtaking skyline views from their rooms. The next morning, they indulged in a bespoke picnic in Hyde Park before heading to the tranquil South Lodge Hotel in West Sussex.

There, we had arranged an exclusive talk by a historian on Goodwood Revival, followed by an extraordinary Michelin-star dinner prepared by renowned chef Ben Wilkinson.

The following day, helicopters landed directly outside their hotel, ready to whisk them off to Goodwood Revival. Upon arrival, champagne was served as they were personally welcomed by The Duke to their VIP hospitality area.

After a full day at Revival, they were flown back for a private BBQ on the terrace at South Lodge, offering spectacular views of the surrounding countryside.

This bespoke experience was truly unforgettable for both the client and their guests.





WHY DID THE CLIENT CHOOSE US?

The client had several reasons for choosing us to assist with planning their event, some of which we've highlighted below:

- **Quick and Responsive Proposal:** We were prompt in responding to the client's initial inquiry and provided a detailed, tailored proposal without delay.
- **Efficient Pricing:** Our transparent and competitive pricing structure ensured that the client received excellent value while maintaining the highest standards.
- **Local Expertise:** As experts in the area, we brought in-depth knowledge of the region, ensuring seamless logistics and access to exclusive venues and experiences.
- **Recommended by Goodwood:** Our strong relationships within the industry, including a recommendation from Goodwood itself, assured the client of our reliability and expertise in organising events of this caliber.

WHAT DID WE DO?

- **Full Proposal and Event Creation:** Developed a fully tailored proposal and event concept, from initial brainstorming to finalising the itinerary.
- **Budget Management:** Handled all aspects of budget planning and management, ensuring the event stayed within the client's financial parameters while maintaining high quality.
- **Venue Communication and Coordination:** Liaised directly with venues to secure exclusive locations, manage contracts, and ensure all logistical and operational needs were met.
- **Transport Arrangements:** Coordinated all transport logistics, including private vehicles, helicopters, and transfers, ensuring guests moved seamlessly between locations.
- **Accommodation Management:** Secured luxury accommodation at The Peninsula in London and South Lodge Hotel in West Sussex, ensuring guests had a comfortable, personalised and memorable stay.
- **Bespoke Experiences and Activities:** Curated exclusive activities such as private Fortnum & Mason dining, exclusive Tower Bridge access, Michelin-star dinners, talks, tours and helicopter transfers.
- **Guest Concierge and On-Site Support:** Provided continuous on-the-ground support throughout the event, from airport arrivals to ensuring smooth transitions and handling any last-minute requests.
- **Coordination of Food and Beverages:** Managed all catering elements, including bespoke menus, dietary requirements and ensured top-tier food and beverage options were available.



CAN WE ASSIST YOU?

We are driven by our passion for creating and delivering impactful events. No matter the size or scope of the event, we believe that no job is too big or too small. We are dedicated to crafting completely bespoke events for our clients, tailored to meet your specific needs and goals.

Taking great pride in our track record of nothing less than 5-star reviews from our satisfied clients, you can trust us to deliver you a successful and seamless event.

If you would like to discuss your event please contact our founder, Bernadette Palombo, who personally leads all events.

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