

# CASE STUDY

Client      Lighthouse - The Construction Charity  
Service    Event Management - Christmas Lunch





# ABOUT

Through word of mouth, the Lighthouse Charity reached out to us to manage their prestigious annual Christmas Lunch in London, a key fundraising event that attracts nearly 1,000 attendees.

As their flagship event of the year, they enlisted our expertise to handle various aspects of event management, including project coordination, creating an event "bible", managing all audio-visual requirements, securing high-profile celebrity speakers, and introducing fresh ideas to enhance the overall experience and increase fundraising.

Our role was to bring efficiency improvements, increase fundraising amount, while ensuring every detail was executed seamlessly.

Following this event, we have organised their 2024 and 2025 Christmas Lunch, with 2026 in planning.





# OVERVIEW

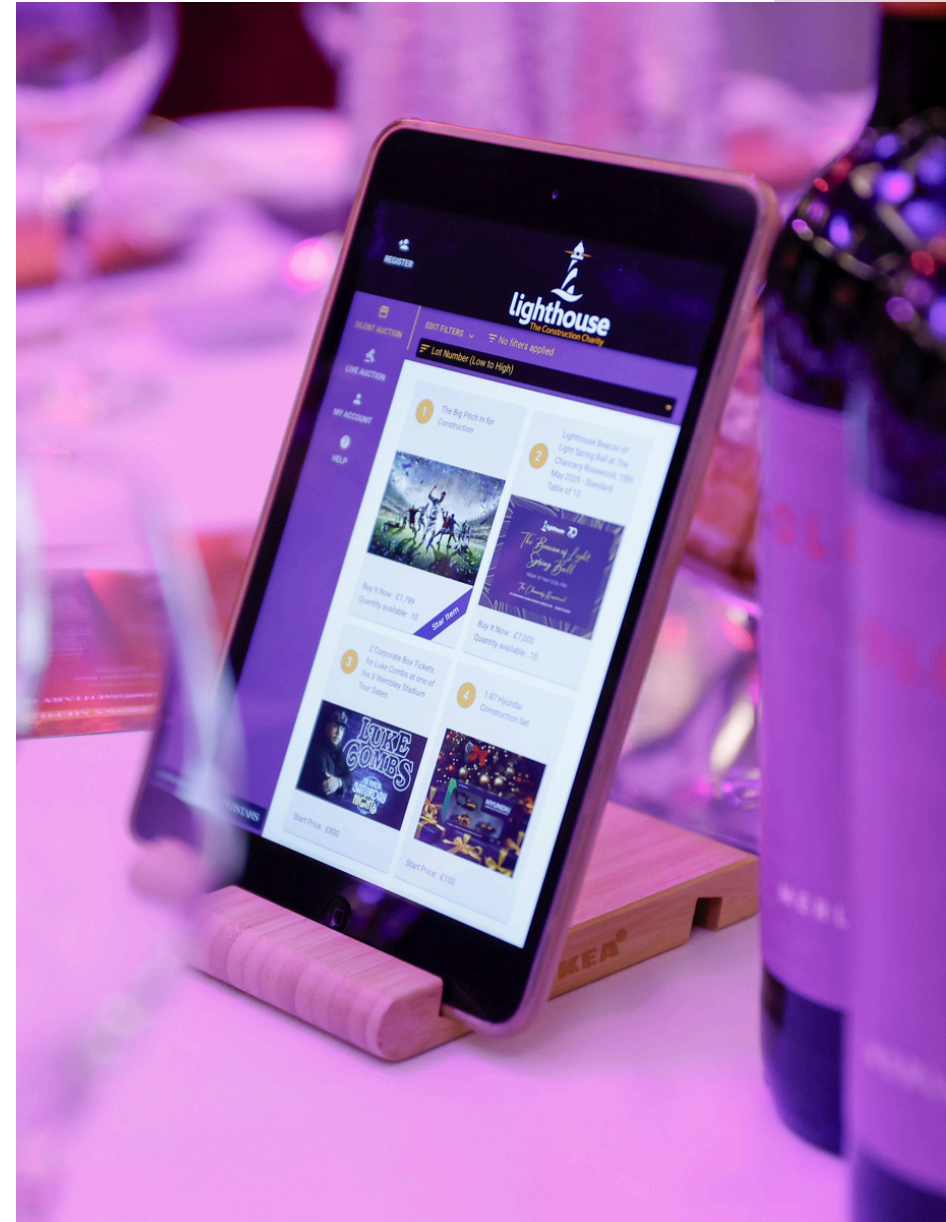
Just under 1000 guests gathered at the drinks reception, excited for an afternoon of top-tier entertainment. Hosted by rugby commentator David Flatman ("Flats") and colleague Ellie Roper, the event kicked off with sporting legends Phil Vickery, Stuart Pearce and Kadeena Cox, all of which we secured for the client.

Audio visual was running in the background seamlessly, and constantly. From ensuring enough microphones were on stage, adverts were displaying, to stings and music playing.

Throughout the event, guests enjoyed a three-course meal and endless beverages, all while receiving live updates on the record-breaking funds being raised, creating a truly memorable afternoon.







## WHY DID THE CLIENT CHOOSE US?

The Lighthouse Charity chose us for a variety of reasons, of which some are listed below

- Proven Success in Fundraising with our efficiency-driven approach - We have a strong track record of raising significant funds for charities through our expertly managed events.
- Quick and Responsive Service: We're always highly responsive to client's requests, providing quick turnaround times and proactive solutions.
- Innovative Ideas: We brought fresh, creative ideas to the table, eager to enhance the event.
- Collaborative Approach: We worked closely with the client, offering guidance and support throughout the planning process to ensure their vision was fully realised.
- Commitment to Excellence: Our dedication to delivering exceptional results, from creative concepts to flawless execution, made us the perfect partner for this high-profile charity event.



## WHAT DID WE DO?

Audio Visual creation and management

Live Auction coordination

Silent Auction coordination

Celebrity speaker bookings

Venue Management

Live Event Updates for real time fundraising amount

Entertainment booking and programming

On-Site Event Support

Managing staff and troubleshooting any issues







## TESTIMONIAL

"I am completely amazed at the amount of money raised, we've surpassed all previous fundraising events."

*Sarah Bolton, CEO of Lighthouse*

"I wish I could leave more than 5 stars. The Salone Events team provide an incredible service for our annual event and they cover every last tiny detail."

*Jon Howcroft, Head of Marketing & Communications*



# 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.

## **CONTACT**

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