

## AGENCY CHALLENGE

# An awards event to make even those who haven't won feel rewarded

A high-street bank wants to organise an awards ceremony recognising excellent customer service. The venue should hold 800 in a banqueting setting, with fun activities pre- and post-ceremony, so everyone feels rewarded



**James Scholefield,**  
managing  
account  
executive, TMG

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We would propose nipping across the Channel on a privately chartered Eurostar train to a destination synonymous with customer service excellence – **Disneyland Paris**. What we love about this option is you have everything you need, even for a group of this size, in one location. There are a wealth of activity options: a treasure hunt within the park, shooting your own movie at the Film Academy, fresco painting, Lake Disney speedboat racing, outdoor ice skating plus some more traditional options such as a round at Disneyland Golf or a cultural city tour of nearby Paris. The awards ceremony would take place in the ballroom of Disney's **Hotel New York**, moving swiftly on to the adjoining space of 'Times Square' for guests to dance the night away and maybe even step outside to enjoy the park's legendary night-time show, knowing their bed for the night, within the resort, is close by.



**Amanda Edgcombe,**  
director,  
Powwow

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Award ceremonies should be memorable experiences for everyone, not just the winners. Banks are acutely aware of perceptions surrounding events and the **Roundhouse** in Camden, London, with its charity status and 'wow' factor, would work. We would develop a concept of putting people first, which would be incorporated throughout, reinforcing the message of recognising success and excellent customer service. We would create an atmospheric, vibrant, busy street festival with interactive performers allowing guests to get involved with juggling, magic, drumming, busking and digital graffiti. After the awards, prize-winning funfair stalls would be revealed. We would suggest the headline act *Attraction*, the *Britain's Got Talent* 2013 winners, who could deliver a bespoke show. The next day, guests would receive a memorabilia pack of photographs and a letter from the board thanking them.



**Paul Rose,**  
events manager,  
Ice Blue Sky

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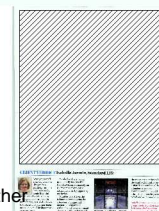
We would choose **The Brewery**, because it is near the City of London, and the five-star **Montcalm** for accommodation. The Brewery has won many awards for customer service and is a unique and interesting venue. Award nominees would get VIP treatment in terms of travel and accommodation. The events team would dress in the bank's uniform, embodying customer service, greeting everyone on the red carpet, with mock paparazzi taking pictures. Activities around dinner would focus on people: interactive photo screens and animated extras; videos instantly converted into flip-books; and mock photo-shoots. Pre-recorded vox-pops from managers give a personal touch for awards, while iPads on each table with an interactive quiz get people chatting. Finally, we would close with an inspirational speaker such as Richard Branson or John Lewis chairman Stuart Hampson.



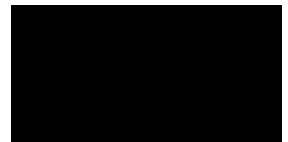
**Simon Mitchell,**  
business  
development  
director,  
Concerto Live

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Awards ceremonies are perfectly suited to **The Artillery Garden at The HAC** (Honourable Artillery Company in London), which is to be fully themed this year to create an impressive seasonal venue – the Winter Soiree. Significant economies of scale at this fully produced venue would make the most of the budget, and for prestigious award ceremonies it can't be beaten. Ceremonies here include a three-course dinner, show-stopping entertainment and state-of-the-art equipment. But that's not all. As the ceremony drew to a close, guests would be spoilt for choice with a host of acts and entertainment, continuing the party. Guests would be able to strike a pose at the photo wall, go for a spin on the dodgems or glide down the slopes with Wii Winter Sports games. Later they might climb inside the human snow globe or indulge in a little post-dinner pick 'n' mix.



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## CLIENT VERDICT Isabelle Jarmin, Standard Life



Arranging a staff event for a bank is likely to be a challenge, as most banks are under acute financial pressure and public scrutiny.

My preferred response is number two, as it sticks closely to the brief and pays particular attention to maximising return on investment.

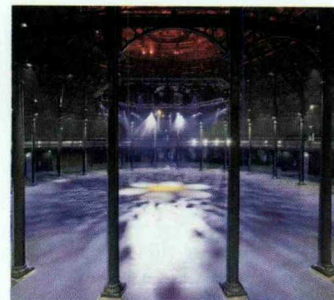
While the others would undoubtedly be great fun, they don't focus sufficiently on the wider brief and could

attract criticism by appearing too lavish.

Number two strikes the balance between giving the attendees a unique and memorable experience without being too extravagant. The charitable credentials of the venue are a definite plus for the bank's CSR and, assuming a significant number of the attendees are based in or around London, it would minimise the cost impact of travel and accommodation.

*Isabelle Jarmin, senior manager,*

*group events, Standard Life, judged the pitches without knowing who submitted them*



**Vibrant** Roundhouse, Camden