



“A learning experience that fully engaged and fully satisfied staff complement”



EVENTS case study

Motorpoint

Gala dinner and awards ceremony

Event brief

Create a black tie gala dinner and awards ceremony to celebrate success and to recognise the best amongst equals. Further, to reinforce Motorpoint's market position as the best amongst equals in the UK and to thank the managers of the business for elevating Motorpoint to this premier position.

Target audience

130 managers from across the business were invited to take their place

Overall strategy

The overall strategy was expressed through the following elements:

- Event space dressed with 4m high banners and drapes to create a circus marquee environment plus metre high illuminated, ostrich feather filled table centres
- The hotel entered into the spirit by outfitting all their staff with bright red waistcoats and bow ties

- Circus performers circulating between the tables
- Circus music to reinforce the mood
- Personalised, circus oriented menus
- A specially designed A / V graphics reveal of the award winners

The results

The general consensus was that this was indeed the greatest Motorpoint show ever.

