

ENGAGE

CWT Meetings & Events' Magazine UK & Ireland | April 2013

06 GETTING TO GRIPS WITH GROUP AIR
Improve the delegate experience, reduce costs and heighten safety and security

10 EVENTS IN IRELAND
Learn why the Emerald Isle is a gem of a location for your next meeting, event or incentive

12 SUCCESSFUL SUMMER PARTIES
Capitalise on the good weather and meet your objectives by throwing the party of the season!



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WELCOME



IAN CUMMINGS
Director of CWT Meetings
& Events, UK & Ireland

As a meetings and events organiser, arranging travel for delegates may be secondary to ensuring the event itself runs like clockwork. However, effectively managing the associated travel will help ensure your delegates arrive on time after a smooth and stress-free journey, while reducing costs and heightening delegate safety and security. **Read our article on page 6 for advice on how to plan efficient group travel.**

With 2013 well under way, it's time to start thinking about your summer events planning. **Read our summer party article on page 12 for top tips on how to hold the party of the season (that meets your budget and objectives too)!**

Ever dreamt of visiting the Emerald Isle? To celebrate our acquisition of AC Events in Dublin (find out more in our 'Hot News' section on page 4),

our feature on page 10 takes you on a tour of Ireland's best locations for meetings, live events and incentives.

Also in *Engage*: three coastal destinations with plenty to offer the meetings and events industry; tips on how to network effectively at events; and the hottest hotels to hit the scene in recent months.

I hope you enjoy reading our magazine and find the information helpful. Please get in touch if you would like to speak with us at *CWT Meetings & Events*: engage@carlsonwagonlit.co.uk if you're based in the UK, or engage@carlsonwagonlit.ie if you're based in Ireland.

Ian Cummings
Director of CWT Meetings & Events,
UK & Ireland

**EXCLUSIVE
£58 DDR**

London | Set in the heart of London's business district, the Radisson Blu Edwardian New Providence Wharf is offering an exclusive £58 day delegate rate (DDR) to *CWT Meetings & Events* clients. The rate includes all the amenities you need for a successful day, complete with afternoon pick-me-ups and stunning river views. Complete the day with a visit to the hotel's world-class Azura restaurant.

Washington DC | The luxury Dupont Circle Hotel, part of The Doyle Collection, now boasts one of the world's leading chefs. Silvan Kramer, Chef and Director of Food & Beverage, is one of only two recipients of the Medal of Merit from L'Académie Brillat Savarin in the last 15 years. Bespoke menus match the theme of your event, which can be hosted in one of the 10 stylish meeting suites or the hotel's restaurant, Café Dupont.

Windsor | Burnham Beeches Hotel, located just 12 miles from Heathrow Airport and with free parking facilities, now offers free wireless internet – a new feature for all Corus Hotels in the UK. With 10 meeting rooms all basking in natural daylight and suitable for conferences and meetings for up to 150 people, the hotel offers a range of flexible DDR packages that provide great value for corporate meeting planners.

Nantes | Housed in the former Palace of Justice, the Radisson Blu Nantes opened in November 2012 and is a great new addition to the Carlson Rezidor Hotel Group stable. With 142 rooms and suites, six meeting rooms able to accommodate groups of up to 95 people, a wellness centre and free high-speed internet access, the Radisson Blu Nantes combines its historical architecture with stylish and modern furnishings.

Jersey | After an extensive refurbishment, the five-star Grand Jersey Hotel & Spa will reopen the outdoor terrace in late spring 2013. Available for exclusive hire, The Terrace compliments the wider meetings and events facilities including 123 luxury bedrooms and six suites, Michelin starred restaurant Tassili, a private cinema and an ESPA spa. The Grand Suite is the largest meeting space seating up to 170 theatre style and 120 for a private dinner.

HOT NEWS

CWT MEETINGS
& EVENTS
ACQUIRES AC
EVENTS

CWT Meetings & Events is pleased to announce its acquisition of AC Events (now *CWT Meetings & Events Ireland*) as part of its aim to further expand its meetings and events activities and strengthen its business presence in the Irish market.

Based in Dublin, AC Events has provided meetings and events management services to corporations since 2005. Aine Corrigan, former owner of AC Events, takes up the position of Director at *CWT Meetings & Events Ireland*, to maintain continuity of service and secure extensive local knowledge for existing and prospective clients.

"This acquisition will strengthen CWT's presence in Ireland and will help to broaden *CWT Meetings & Events*' offering to its Irish customers. Aine Corrigan's strong experience of the meetings and events business will allow her to bring additional insight and help further drive our meetings and events activities," says Lisa Whelan, Country Director, CWT Ireland.

To contact the *CWT Meetings & Events Ireland* team, email engage@carlsonwagonlit.ie or call +353(0)1 2199607.

HOT TOPIC

HOW TO NETWORK
EFFECTIVELY AT EVENTS

Have you ever attended an event and found it difficult to break the ice or maintain contact with other delegates? Follow our tips on how to network effectively and capitalise on conversations after the event.

HOT
SPOTS

NOW THE WEATHER IS (FINALLY) BRIGHTENING UP, THOUGHTS ARE TURNING TO SUNSHINE AND THE LURE OF COASTAL DESTINATIONS. HERE ARE THREE OF THE BEST WE'VE COME ACROSS IN OUR TRAVELS...



ST IVES, CORNWALL

If you're looking to hold a UK incentive, why not consider St Ives in Cornwall? Five hours from London, it has lots of history, spectacular beaches and cobbled streets to explore.

For the more active delegates in your group, there are surf schools aplenty to be found on the Cornish coast; and for those who prefer to take their activities at a more leisurely pace, guided walks take in the cultural and historical sights dotted around the town.

As an area of outstanding natural beauty recognised by The Most Beautiful Bays Club, a great activity is a boat trip to Seal Island to watch the inhabitants in their natural habitat. For delegates without sea legs, The Eden Project, St Michael's Mount and King Arthur's castle all make for interesting day trips.

Of course, a visit to Cornwall wouldn't be complete without a traditional Cornish cream tea. Make a visit to one of St Ives' many cafés to treat your delegates to this regional delicacy.



DUBROVNIK

A UNESCO World Heritage Site, Dubrovnik has a rich history and culture. Explore the museums and the monuments, discover the street plays, troubadours and chamber music ensembles, or take in one of the many cultural events; including the Dubrovnik Summer Festival, when music and theatre is performed in a range of open-air venues.

After walking the city walls and checking out the sights of the Old City, such as the oldest European pharmacy still in operation and several monasteries, take a ride on the Dubrovnik cable car to Srđ Hill for panoramic views of the city and its surrounding areas, before returning to the Old City and tasting some of the delicious Mediterranean speciality dishes on offer.

Many of the beaches in Dubrovnik are marked with the Blue Flag, the sign of an unpolluted sea and beach; so, once you're done with the city, take a trip to the country's shores and you can see the Adriatic Sea – the bluest point on Earth from space.



NEW ORLEANS

One of the world's most fascinating cities, New Orleans, or the Big Easy, is culturally and historically rich with influences from Europe, the Caribbean, Africa and beyond. The annual Mardi Gras festival celebrates this melting-pot of culture, food and music and is not to be missed.

Visit the French Quarter (by streetcar, a great way to explore), the city's oldest neighbourhood and cultural hub – a mix of Spanish, French, Creole and American styles, its range of restaurants, museums and shops means there's something for everyone. There are tours available for more in-depth adventures including excursions to the famous Louisiana swamps, culinary expeditions where you can sample a range of the city's cuisines, and even a tour of the haunted locations of New Orleans (not for the faint-hearted!).

1

Know your goals – whether you're looking to make contacts in your field or promote your business, know the reason you are attending an event.

2

Create a good first impression – dress well, ensure your body language is relaxed, your tone is confident, and you are polite and professional at all times.

3

Make your connection – take business cards to the event, add contacts to your mobile phone or swap email addresses to ensure contacts have a reminder of meeting you.

4

Follow up – capitalise on initial conversations by calling, emailing, or contacting other delegates on social networking sites, such as LinkedIn. Mentioning a topic you discussed at the event will help people remember you.

GETTING TO GRIPS WITH GROUP AIR



GROUP TRAVEL IS AN AREA OFTEN OVERLOOKED IN THE PLANNING OF AN EVENT, BUT AS MEETING ORGANISERS INCREASINGLY LOOK FOR COST SAVINGS, MORE CENTRALISED DELEGATE MANAGEMENT AND A BETTER OVERALL DELEGATE EXPERIENCE, MAGDA IBRAHIM SHOWS IT CAN BE A BASTION OF EFFICIENCY.

The budget has been set, the site visits carried out, and the key messages clarified. But while the meeting is the main event, effectively managing the associated travel will help ensure your delegates have a smooth and stress-free journey, while delivering savings and even tackling any security issues.

It is estimated that group air travel can reduce costs by up to 30 per cent compared to standard bookings. It also has the benefit of ensuring delegates reach the destination on time and with special requirements such as extra baggage negotiated in advance.

But while group air is classed as travel involving more than 10 passengers, it is perhaps a common misconception that it is most relevant to a large number of delegates all travelling from A to B.

With airlines becoming ever-more understanding of the needs of the M&E market, group travel can also commonly involve bookings of small numbers of delegates flying in from a diverse range of destinations to the final meeting point.

Strong supplier relationships with airlines

Prices can vary, so strong supplier relationships with airlines are critical to ensuring the very best deals. "A major benefit of group travel is that airlines often offer a specific meetings product, which may include add-ons such as lounge access, dedicated check-in and flexibility in terms of changes," explains CWT *Meetings & Events* Operations Manager for Group Travel, Julian Miles.

To help ensure their clients have access to the best option possible, CWT *Meetings & Events* has close relationships with a number of airlines, including Virgin Atlantic Airways. The airline's Team Manager of UK Group Sales, Rebecca Duncan agrees this strong base is essential to the client receiving the most appropriate service, bespoke to their needs. "Every client has very different requirements and the agent is essential to our understanding of that," notes Rebecca.

Industry experience to meet clients' needs

CWT *Meetings & Events* and Virgin use their knowledge of group travel to give industry advice and help ensure the client has the best experience possible. "What might be key for an incentive group is couples seating, but more important to a conference or exhibition group could be flexibility around date changes, having some members of the party travel earlier or later, or excess baggage," Rebecca says. Virgin even arranged dockside check-in for a group travelling from Antigua, and can deliver immigration fast-tracking.

Rebecca adds that group travel also means there is no need for every passenger to be named – fundamental when considering that delegates or speakers could well change. "Every fare is completely negotiated depending on the individual needs and taking into account budget requirements," she explains.

Blocking space with carriers in advance of the booking can also help to manage costs. "We recently completed work for a technology client, who planned a 500-delegate global sales conference in Las Vegas," says CWT *Meetings & Events'* Julian. "An in-depth air analysis led to us blocking space with a number of carriers to allow us the flexibility to best meet the client's needs." This action delivered additional cost savings and accommodated the need to manage higher numbers of travellers on each aircraft.

Julian adds that it is worth considering whether it makes sense to have a dedicated group air planner embedded into the event project team, involved in the planning process from the very start. This is especially helpful for very large groups, where additional help may be needed because of high numbers of travellers.

Negotiated fares v public domain prices

With price often being the ultimate differentiator, and advertised fares in the public domain seeming too good to be true, can group travel really compete though? "Absolutely," concludes Virgin's Rebecca. "The price might look lower, but is often a 'book now', non-refundable, no changes fare, and events organisers cannot commit to that," she says. "The group rate is more cost-effective because there are no unexpected penalties down the line."

Agreeing, Julian adds: "We know that event management is challenging, especially the planning stage. It's essential that meetings planners choose suppliers who understand group travel and can provide the support and flexibility required, in addition to competitive rates." ►►

"A smooth journey adds to the delegate experience and helps ensure a successful event"

"Group air travel can reduce costs by up to 30% versus standard bookings"

More legroom, elbow room and headspace.

In our Premium Economy seat you'll enjoy more space to think, stretch out and relax. And with priority check in and dedicated cabin crew you'll arrive as chilled as the bubbly.

For more information, please contact the CWT Meetings & Events team.

virgin atlantic
premium economy

Risk management in an uncertain world

Growing global uncertainty is an element that requires careful thought when members of your workforce are travelling together to reach an event. Risk management specialist iJET's Chief Executive Bruce McIndoe explains that safety and security has to be a priority for planners.

iJET has developed a programme as part of the service offered to CWT clients that will even track the number of delegates on each leg of a journey to a meeting, to minimise risks. "You might get a concentration of delegates on the last leg or two, and it is certainly not a miniscule probability that there could be an issue," warns Bruce.

However, he points out that by setting a threshold in advance as part of a travel programme, a notification can be sent out to the client, who can then decide what action to take.

Event safety and wellbeing goes beyond threshold monitoring. The iJET service can also include threat assessment of venue and surroundings, 24-hour hotline support, with available crisis response assistance in the areas of health, safety and security. "Delegates do feel confident they have peace of mind that a planner has put these safeguards in place," adds Bruce.

A clear policy and good communication

While the importance of traveller safety is obvious, the potential cost savings and efficiencies achieved through implementing a group air travel programme may not be. Even the most well-devised programme needs company buy-in to succeed.

A clear policy and good communication will help ensure delegates attending an internal event are engaged with the group travel plan and are fully aware of what is expected of them. "While a firm group travel policy will help reduce the number of individual bookings increasing the overall cost of your event, good communication about the benefits of, and reasons for, your group travel plan is essential when looking to achieve buy-in from employees," explains Julian.

Once a clearly-communicated policy for internal events is in place and your group booking has been made through an industry expert with an airline who offers flexibility for group bookings, it's time for the event itself. If all of the above has been achieved, it will be full of relaxed delegates following a smooth and stress-free journey!

For more information on booking group air travel, contact the CWT Meetings & Events team on +44 (0)20 3353 0274, or email us at engage@carlsonwagonlit.co.uk.

TOP FIVE CONSIDERATIONS WHEN PLANNING GROUP TRAVEL

What are your individual needs?

Do you require flexibility on changing flights, extra baggage allowances, or assurance that delegates will be seated together?

Relationships with airlines

Strong agency-airline relationships can make the difference between a solution that meets your bespoke needs and one that will end up incurring higher costs down the line.

A dedicated group travel planner

Is it worth having someone embedded in your project team, or will a dedicated single point of contact be sufficient?

Is there a company policy on travel?

For internal events, it is essential to get buy-in to avoid delegates racking up penalties through flight changes or excess baggage.

Safety and security

Has a risk management plan been implemented to minimise problems?



SUPER SEVEN

WITH LIVELY CITIES, BEAUTIFUL COASTLINES AND A NATION WITH A GREAT SENSE OF HUMOUR, IRELAND'S CHARM IS SURE TO IMPRESS YOUR DELEGATES. AND WITH THE WORLD ECONOMIC FORUM NAMING IT ONE OF THE WORLD'S TOP 10 MOST WELCOMING COUNTRIES, WE'RE TAKING A TOUR OF THE EMERALD ISLE'S BEST LOCATIONS...

Dublin | A designated UNESCO City of Literature and birthplace of world-famous authors James Joyce and Oscar Wilde, Dublin is a city that mixes literary legacy, welcoming pubs and architectural grandeur with achingly modern shopping centres and eateries. For a haunting yet memorable experience, visit Christ Church Cathedral's medieval crypt, or take a trip to Dublin Castle. Drink a free pint of the black stuff at the Guinness Brewery, or escape city life at Dublin Bay.

The home of Ireland's luxury chocolate-makers – Butler's Chocolate Experience – is a great venue for a private event. For larger meetings, Dublin's Aviva Stadium is the only venue in Ireland to be awarded the BS8901 event management green sustainability credentials.

Stand-out experience: Join in with a verse of Molly Malone – Dublin's unofficial anthem – in one of the city's many friendly pubs (the oldest of which dates back to the 12th-century).



Cork | Ireland's equivalent of Venice, the beautiful city of Cork can be found floating atop the free-flowing waters of the River Lee. Delegates can marvel at the French Gothic Spires of St Fin Barre's Cathedral, before taking in the view from the top of St Anne's Church tower. The famous English Market, with origins dating back to 1610, offers family-run stalls bearing traditional Irish fare.

Take a trip to nearby Kinsale, where farmers' markets aplenty have resulted in it being dubbed the gourmet capital of Ireland. While there, visit Charles Fort, a star-shaped fortress from 1677. Hold a conference or gala dinner in University College Cork's Aula Maxima – a great venue for formal events.

Stand-out experience: Visit Blarney Castle, where members of your group can kiss the famous stone in a bid to become more eloquent.

Tipperary | If you're looking for old-world charm that will sweep your delegates off their feet, travel to Tipperary – a paradise for walkers and horse riders alike. Lush valleys and stunning lakes provide a mystical environment that's enhanced by the beauty of the Galtee Mountains and Glengarra Wood (776 hectares of lush flora and fauna).

Visit Cahir Castle, one of Ireland's best-preserved constructions from the 15th-century, for an audio-visual presentation, then head to the Rock of Cashel – the most visited heritage site in Ireland – before discovering Mitchelstown Cave.

Book a 'living room-style' meeting room at Racket Hall, complete with cosy log fires and oversized sofas, or the stunning ballroom for a product launch or glam' awards evening.

Stand-out experience: Tipperary is a county famous for its traditional music, so be sure to visit one of the many summer festivals this year.



Kerry | Kerry offers outstanding scenery, including an exceptional coastline that feels almost untouched, and Ireland's 10 highest peaks that are perfect for hiking and climbing. A great base for an outdoor incentive trip, the nearby Ring of Kerry offers water sports, golf and freshwater fishing, and historical monuments, such as Iron Age forts and old monasteries.

Surrounding villages such as Dingle and Killarney provide their own special scenery, including the Dingle Peninsula, voted the 'Most beautiful place on Earth' by National Geographic, and Ross Castle, a restored 15th-century castle.

For a five-star venue book into the Killarney Park Hotel, which mixes open fires and dark-wood furniture with air conditioned rooms and modern conference technology.

Stand-out experience: Build a sandcastle on one of Kerry's beaches, before heading to one of the local restaurants to finish the day with fresh seafood and traditional music.



County Donegal | Donegal is the perfect place to get away from it all. With its majestic landscapes and deserted beaches, this location proves perfect for a relaxed meeting among executives. Donegal Castle, a must-visit, was built in 1474 before being torched by its owner and rebuilt in 1623, and the fort on top of Grianán Hill offers incredible views of the surrounding lakes.

The Radisson Blu Hotel in Letterkenny can accommodate as many as 600 delegates and offers an on-site business centre, seven meeting rooms and a versatile ballroom. A hard day of meetings can be finished off with some freshly-caught seafood before a drink in front of a roaring fire in one of the area's cosy pubs.

Stand-out experience: Hop on a 75-minute Donegal Waterbus tour that takes in everything Donegal Bay has to offer, such as seal-inhabited coves.



Waterford | Founded by Viking traders in 914, Waterford City is renowned for its crystal as much as the surrounding area is famed for its pretty villages, fantastic beaches and superb scenery. Many of the county's beaches have achieved the coveted Blue Flag status, including Clonea and Bunmahon, and the pretty settings and clear waters make them ideal for summer team-building activities.

For delegates interested in soaking up some history, Dungarvan Castle dates back to 1185 by King John of England and is accessible by guided tour, while sixteenth-century Waterford Castle features flexible venues for small business meetings.

Book a private dining area at one of Waterford's eateries, many of which are listed in the Michelin Guide.

Stand-out experience: Arrange a tour of the world-famous Waterford Crystal company, where delegates can see each step of the production process.

Galway | The medieval Galway City is also known as the City of the Tribes, after the 14 tribes who ruled it during the middle ages. Take a trip to Lynch's Castle, formerly owned by one of the tribes, before heading to Galway Bay, immortalised by The Pogues and Kirsty MacColl.

Home to a flourishing arts scene, there are plenty of festivals taking place during the summer months. For a truly natural experience, investigate some of the 430 different varieties of wildflowers and plants the Aran Islands are home to.

The Radisson Blu Hotel and Spa's live lounge offers space for you to book a local Irish band and give your delegates an event with a difference.

Stand-out experience: Inspire your delegates with a trip to The Cliffs of Moher; over 700 feet tall, the cliffs drop almost vertically into the Atlantic Ocean below.





SUMMER IS THE PERFECT SEASON FOR A SOCIAL EVENT, BE IT FOR INTERNAL TEAM-BUILDING OR CLIENT NETWORKING. HERE'S HOW TO CAPITALISE ON THE GOOD WEATHER AND MEET YOUR OBJECTIVES BY THROWING THE PARTY OF THE SEASON.

According to a recent poll by City recruitment firm Badenoch & Clark, 95 per cent of workers would swap their annual social for its cash equivalent. However, this year's *The Sunday Times* list of the UK's 100 Best Companies makes interesting reading: of the top five large companies to work for in the UK, less than 10 per cent of employees are earning £35,000 or more. Even in this straitened climate, it seems that financial compensation is not the secret to employee happiness.

"Organisations that care for their people are more likely to have workers who care about their organisation," says Jonathan Austin, Chief Executive of workplace engagement specialists Best Companies Ltd, which compiles *The Sunday Times* list. "It isn't about giving money. It's about involving people and working together...team spirit improves how people feel about the overall organisation."

Fostering this kind of team spirit isn't achieved through one Christmas party a year – it's worth noting that the companies who scored highest in the 100 Best had regular social events. And what better season than summer to get employees together for some al fresco bonding? The summer party is more casual (and cheaper) than the Christmas do and it's often an unexpected bonus for employees. After all, making employees feel valued is even more important in tough times.

The same can be said for clients, with the economic climate encouraging many companies to forego the lavish corporate event and bring things back to basics with a BBQ in an informal garden setting, a beer at a local festival or a chat about an existing project while enjoying a typically-English game of cricket.

WHERE TO CELEBRATE IF YOU WANT...

...To stick with tradition

Al fresco drinks, barbecue food and some light entertainment are a tried-and-tested formula for the summer party, and particularly suited to a country house hotel setting. The Hand Picked Hotels portfolio is packed with venues which combine pretty gardens and plenty of outdoor space as well as wet-weather contingency options. Likewise, De Vere and QHotels have stacks of picturesque properties with scenic grounds in locations dotted across the UK.

...Something more unusual

An increasing number of organisers are basing summer events on the festival format, with live music, stalls serving drinks and food, and fairground-style entertainment. This can be as pared back – a tepee, a band and a cider van – or as elaborate as your budget allows, but gives guests a real 'away-day' feel that suits the summer season. You'll need plenty of space that doesn't come at five-star premiums. Sundial Venues has plenty of outdoor areas in its UK portfolio, as well as reasonable hire costs.

2013: THE HOSPITALITY SEASON

To add a bit of gravitas to your client invite, consider a hospitality package at a popular summer event. Officially, the classic 'Season' kicks off at the RHS Chelsea Flower Show (21-25 May), with Royal Ascot (18-22 June) hot on its heels and the Henley Royal Regatta (3-7 July) not far behind. Around the same time, Wimbledon (24 June to 7 July) serves up world-class tennis with some fine hospitality, while the second Ashes Test against Australia at Lord's (18-22 July) is another hot ticket. There are private facilities for groups at all of these high-profile events.

However dazzling this premier league line-up, don't overlook the excellent alternatives, both old and new, that offer the atmosphere without the premiums. Consider Glorious Goodwood (30 July to 3 August) for a less formal racing festival than Royal Ascot, or one of the evening 'Live' meetings at Sandown (17, 24 and 31 July), which come with a post-race gig. For cricket without the commitment, Twenty20 Internationals at The Oval (25 June), the Rose Bowl in Southampton (27 June) or Chester-le-Street (31 August) are a guaranteed crowd-pleaser.

There's a programme of summer concerts at Kew Gardens (9 to 14 July) for garden-party ambience with added fun and VIP barbecue packages, while an increasing number of companies are treating clients to VIP tickets for music festivals – Hard Rock Calling (29 and 30 June) and Wireless (12-14 July) are both corporate friendly.

TAKE NOTE

Uptake for your summer party will be higher if you avoid the school holidays, which run (roughly) from 24 July to 1 September. ►►



"The companies who scored highest in *The Sunday Times* 100 Best Companies had regular social events"

10 IDEAS TO GET THE PARTY STARTED

Summer themes should follow the season's relaxed tone – no one will thank you for enforcing a theatrical fancy dress theme on a sweltering July afternoon. Keep it loose and lively:

1. **Tiki** – flower garlands, rum punch, bamboo torches
2. **Vintage tea party** – cucumber sandwiches, tea-cup cocktails
3. **Music festival** – hay bales, folk singers, cider bus
4. **Mexican fiesta** – piñata, margaritas, tacos, mariachi band
5. **Beach party** – seafood, beach games, retro cocktails
6. **All-American barbecue** – fire-pit, pulled pork, slaw, ice buckets of beers
7. **Sports day** – egg and spoon, sack races
8. **Fairground** – coconut shy, hoopla, hotdogs
9. **Picnic lunch** – hampers, rugs and Pimm's
10. **Summer blockbusters** (*The Great Gatsby*, *Star Trek Into Darkness*, *Man of Steel*)

THINK ABOUT...RESPONSIBLE DRINKING

Summer events are often held in the afternoon, so it's important to ensure that non-alcoholic drinks are circulating and food is available throughout. Similarly, serving a pre-mixed drink like punch not only cuts queues at the bar and quenches thirst, it also allows you to keep a lid on alcohol consumption.

SUMMER PARTY CASE STUDY

What? An annual three-day, residential UK-based event for 95 guests that combined team activities and meetings with entertainment and socialising

Client: A leading UK biopharmaceutical company

Objectives: 'To have a 50/50 mix of work and fun' and to create 'a much more relaxed event than on previous years'

Day One: An afternoon meeting followed by an evening 'folk festival' with four live bands, stalls run by a local ale and cider company, coffee from a VW van and a local ice cream van serving pudding

Day Two: SAS-style activities like canoeing, abseiling, caving, mountain biking and – for the less energetic – baking or graffiti, followed by an evening party with two dance bands and a DJ

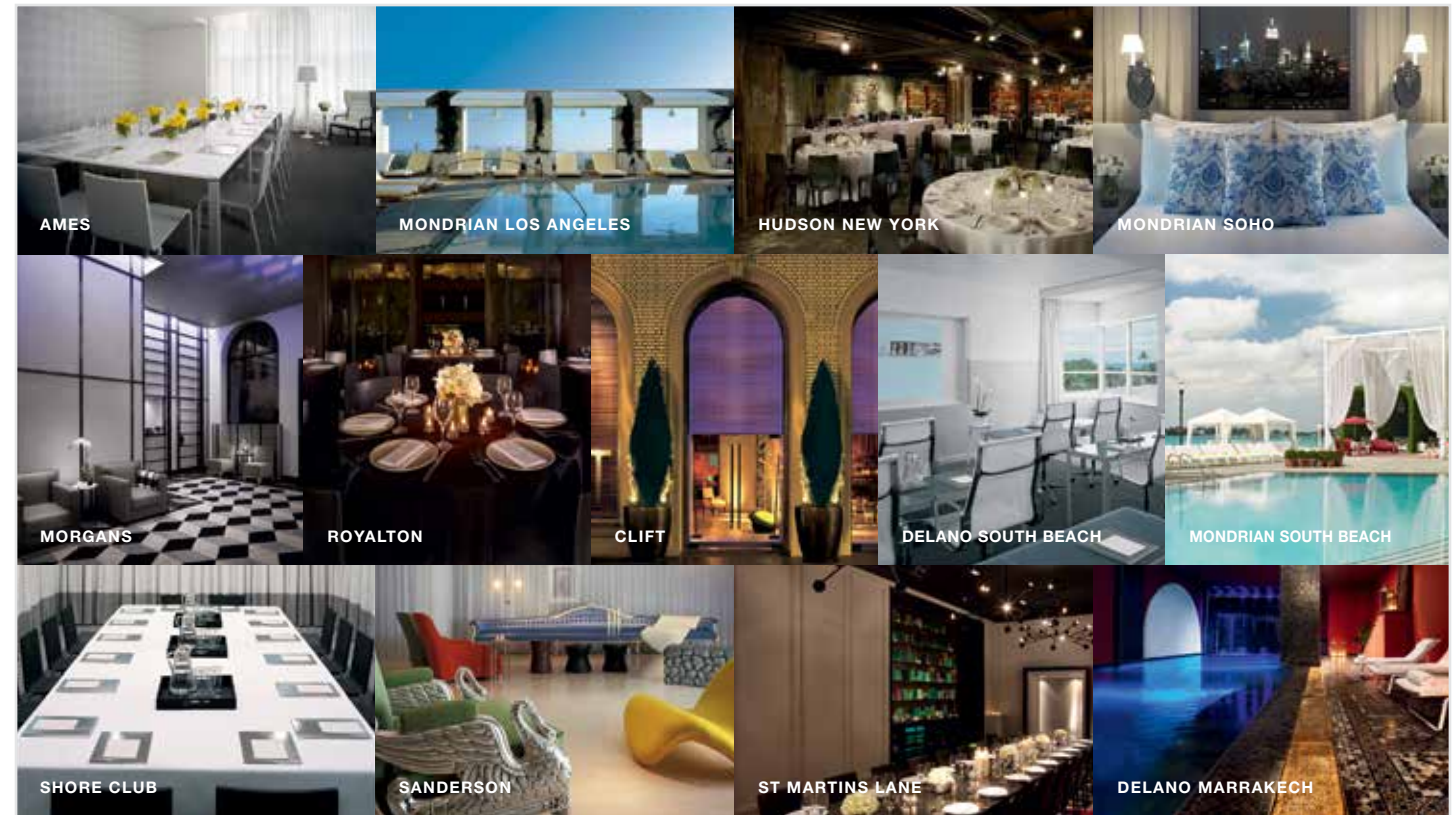
Day Three: Morning meeting, delegates departed after lunch

Client feedback: "It was a really great event which achieved all of our aims. We had excellent support throughout from CWT Meetings & Events."

"Bring things back to basics and invite clients to discuss a project over a BBQ in an informal garden setting"



For more ideas and help with planning your summer party, contact *CWT Meetings & Events*:
For UK-based clients: engage@carlsonwagonlit.co.uk, or call +44 (0)20 3353 0274.
For Ireland-based clients: engage@carlsonwagonlit.ie, or call +353 (0)1 2199607.



MEET IN STYLE.

MORGANS HOTEL GROUP

FOR INFORMATION PLEASE CONTACT THE CWT MEETINGS & EVENTS TEAM.

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