



Hello and welcome to our first (and hopefully not last) newsletter!

We just wanted to let you know what we've been up to recently in the ever expanding world of events and experiential marketing.

Sustainability and saving our planet are certainly high on everyone's agenda at the moment – and that can only be a good thing for us all. We are constantly reviewing our processes and practices to ensure that our events have the smallest possible carbon footprint but can also off-set CO<sub>2</sub> for any event to make it carbon neutral.

As a small gesture to keep our world beautiful we have sent you a packet of wild flower seeds to scatter wherever you may choose to help brighten up your day. Happy scattering!

**Janet Walkden - Managing Director**

### Royal visit at the London Boat Show

Land Rover attended The London Boat Show at Excel in January for the first time and, as official vehicle sponsor of this prestigious show, we were tasked to come up with a stand to effectively showcase Range Rover, its most premium vehicle. To ensure stand out amongst the hulls of multi million pound yachts, we designed a classic and uncluttered stand incorporating a nautical theme and using the highest spec materials to create a magnetic environment for guests to view the vehicles.

We used our specialist team of Brand Ambassadors on the stand to talk to interested prospects and introduce them to the vehicles, sharing their technical and product knowledge. We even had a visit from a very special guest, Princess Anne, who spent over 10 minutes on the stand.



The stand proved to be incredibly popular and results from the show far exceeded Land Rover's expectations.

### Carlsberg FA Cup Tour

March sees the annual outing with Carlsberg and the FA Cup. For the 3<sup>rd</sup> year running Carlsberg, as official beer of England Football and the FA Cup, has asked the event business to take the Cup to the masses.

Our team has been descending on supermarkets the length and breadth of the country giving footie fans the chance to have their photo taken with the Cup for a charitable donation. Strictly no touching though, as the trophy is worth in excess of £10 million - fortunately we are not responsible for security!



### meet the team: Mike Green



Mike joined **the event business** in 2005 as a budding event manager with an abounding enthusiasm and commitment for events. He has gone on to manage projects for Carlsberg, Bourjois and Land Rover and build really strong relationships with his clients - a very important factor in our business.

His other great talent is his creative and graphic design skills, which he has developed and honed since joining us. He is now responsible for all website and graphic design on projects.

Outside of work Mike is a mean Thai kickboxer!



Incentive travel and overseas events are what I do best and I love it! Creating inspirational programmes to motivate staff, seeking out new and exciting destinations, pushing the boundaries of venues - it's all in a days work.

**Charlotte Greaves - Director, International Events**  
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## Our latest adventure



### Jaguar Technicians go back to nature in Costa Rica

48 winners and their partners were rewarded with a luxury week in eco-friendly Costa Rica hosted by Jaguar UK Managing Director, Geoff Cousins. The perception of the destination - exciting, exotic, adventurous - was an important element in incentivising the take-up of the programme.

We devised a two-centre trip incorporating the central highlands and Pacific coast. The 5\* Marriott Costa Rica was the San Jose base, with the magnificent Marriott Los Suenos offering the full resort and beach experience.

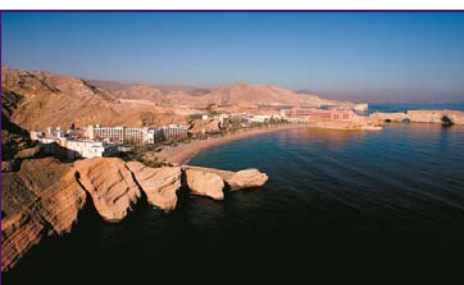
Action packed from start to finish, **highlights** of the trip included the La Paz Waterfalls, coffee tasting, a chartered catamaran to a private island and a crocodile & wildlife safari on the Tarcoles River. Optional activities included zip-wires through the tree canopy, Outrigger canoeing, rainforest trekking, ATVs or simply relaxing by the pool!

**Interesting fact:** Costa Rica does not have an army.

## Current Hotspots

for further information call Charlotte on 01295 268111

### Muscat - Oman



For people looking for a quieter alternative to Dubai.

Shangri-La opened its new Barr Al Jissah resort recently, which comprises 3 luxury hotels and a fabulous spa, all in one stunning location.

**Highlights:** desert driving • rock climbing • diving and snorkelling • falconry • dolphin watching on private boats • bartering in the souqs • a night in the desert • and of course miles of beautiful beaches!

The new 'Arabian Jewel'

### St Petersburg - Russia



The City of Tsars - St. Petersburg is a city of haunting magnificence with something to see at every turn.

**Highlights:** Vodka tasting on the Naval Cruiser Aurora • Hovercraft across the Baltic Sea to Peterhof Palace • Russian School of Ballet • Kalashnikov shooting at a military firing range • a 'Back to the USSR' dinner in a Dacha with the Red Army Choir • a private opening of the Hermitage Museum • an exquisite gala dinner at the magnificent Marble Palace.

A unique experience

### Beijing & Shanghai - China



China is forever linked to its ancient civilisation, and many of the world's greatest treasures. Today, you can also find spectacular architecture and towering skylines in Shanghai and Beijing, a wealth of luxury hotels - and as always, exquisite cuisine.

**Highlights:** exclusive dinner on The Great Wall • bicycle rickshaws around the Hutong • Tian'men Square and the Forbidden City • Terracotta Warriors • private Thai Chi classes • shopping at the pearl and silk markets.

Far Eastern enchantment