

Customer Care & Loyalty

Client

MDL (Marina Developments Ltd)

Brief

Reward members' loyalty

What we did

- Proposed various alternative activities
- Printed brochure, handled bookings, liaised with locations and made all arrangements including transportation, personalities, catering and insurances

Result

Series of tailor-made private events including Dinner with Raymond Blanc at Le Manoir aux Quat' Saisons, Lotus Circuit Day at Hethel (the Lotus factory), a day at Queens Tennis Club with Annabel Croft and 'An Evening of Silver & Gold' - which included a talk by the former keeper of HM The Queen's jewellery.

Reaction

Very well-received. Client asked us to manage their outdoor exhibition entertaining unit programme the following year.

Fine dining at Le Manoir aux Quat' Saisons with Raymond Blanc

Tuesday 2 October



This restaurant hardly needs an introduction. Acclaimed as one of the country's finest, just visiting it is a real privilege. Owned by celebrated chef Raymond Blanc, Le Manoir is a haven of fine dining, luxurious accommodation and superior service. And, of course, the famous Michelin stars from the mouth watering five course menu.

Home smoked haddock soup with porters and celeriac
Roast of wild mushroom, cap and lemon verbena velouté
Roasted loin of venison, sautéed onions with beetroot
Crispy duckling, leeks, horseradish sauce
Café pour Arlésia, petit fours and chocolates
Half bottle of wine per person

And M Blanc will join you during the evening to talk about Le Manoir and its special qualities.

THE EVENING
1900 Arrival at the Milton room for champagne/ canapés
2000 Dinner
The evening will end at around 2300.

BOOKING DETAILS*
Spaces available: 50
Price per person: £50
Minimum 20 available.

The Lotus Experience
factory visit and test drive

Thursday 11 October



Together with Lotus Cars Ltd, this festive day will give a unique insight into this successful and historic company - and an opportunity to test drive some of the most advanced performance cars. This event really does promise to satisfy the latent desire in all of us!

Split into two sessions, the day includes a visit to the Lotus factory where you will see the type of car you are to drive being built, a drive on Lotus' test track, a visit to the Lotus Museum (the Golden Jubilee) and a chance to see modern, classic, specialist, racing, vintage, performance, a private viewing of the Colin Chapman Heritage Video and a visit to Classic Team Lotus.

This is no ordinary track day. With the stately Elizabethan manor of Great Fosters in the background, it is bound to take place in three special immortals.

THE DAY (Group 1)
1030 Arrival at Great Fosters
1100 Factory tour/Classic Team Lotus visit
1230 Lunch
1300 Lotus test drives
1620 Tea and prize giving
1830 2nd幸運抽奖 and general enjoyment
The day will end at around 2100.

BOOKING DETAILS*
Spaces available: 50
Price per person: £50
Minimum 20 available.

A Royal Evening of Silver and Gold at Great Fosters Country Hotel

Wednesday 7 November



A celebration of antique and modern jewellery - hosted by William Summers LVO, former Crown Jeweller & Goldsmith.

This promises to be an entertaining, enjoyable and unique evening of fine dining, fine jewels and HM The Queen's personal jewellery (with special guest, Shirley Robertson, the Queen's keeper of the Royal Jewels) and a chance to see modern, classic, specialist, racing, vintage, performance, a private viewing of the Colin Chapman Heritage Video and a visit to Classic Team Lotus.

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THE EVENING
1900 Arrival at Great Fosters for drinks and canapés
1945 Presentation by William Summers (LVO)
2030 Exclusive exhibition of HM The Queen's personal jewels over and gold
2100 Dinner
2230 Coffee and liqueurs

The evening will end at around 2300.

BOOKING DETAILS*
Spaces available: 50
Price per person: £50
Minimum 20 available.

Golf Day at Castle Combe
with John Embrey and Angus Fraser

Wednesday 6 June



Set in the Wiltshire countryside, the Manor House Golf Club at Castle Combe is one of the UK's leading courses. Nestling in 200 acres of outstanding natural beauty, the course setting, layout and design make each hole a challenge and a pleasure.

And the clubhouse, with its magnificent Saxon Hall, is both discerning and traditional.

THE DAY
0900 Registration and coffee
0930 Breakfast
1000 First tee
1300 Drinks and late luncheon
1500 Prize giving
The day will end at around 1800.

BOOKING DETAILS*
Spaces available: 48
Price per player: £50
Minimum 12 available.

Sail to Cowes
with Shirley Robertson

Thursday 28 June



Enjoy a leisurely sail over to Cowes on your own boat in time for 12.30 for a welcome at the Royal Yacht Squadron Hotel, the premier hotel on the water's edge as you sail. You'll be treated to a special meal (and a light-hearted) wine tasting followed by a full lunch.

The hotel will be Shirley Robertson (gold medallist at the 2000 Olympic) and Angus Fraser (England player and Masters champion) and the club, holder of three Royal Warranties – two experts in such different fields!

THE DAY
1200 Meet at Cowes and New Holme Hotel
1245 Welcome drinks
1315 Wine tasting
1445 Speeches
The day will end at around 1700.

BOOKING DETAILS*
Spaces available: 32
Price per player: £30

Tennis Day at The Queen's Club with Annabel Croft

Tuesday 24 July



The Queen's Club, Kensington, is the world famous venue of the St Andrews Trophy, the oldest trophy in history and an oasis in the centre of London, it is also the headquarters of the LTA.

This is a special day for all tennis enthusiasts, whether you play once a week or once a year, as you'll be coached by Annabel Croft (former Wimbledon and British Open Champion and British Open Number One). What an opportunity to learn more on that backhand! After Annabel's coaching, you'll take part in a round robin tournament, followed by a demonstration and a try at Real Tennis (with coaching from some top tennis players) - while a mini Real Tennis tournament will test your newly acquired skills.

THE DAY
1000 Arrival, coffee and welcome
1030 Coaching with Annabel Croft
1230 Round robin tournament
1330 Prize giving
1430 Early supper and prize giving

The day will end at around 1800.

BOOKING DETAILS*
Spaces available: 32
Price per player: £30