

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 wonderful experience. Owned by celebrated chef Raymond Blanc, Le Manoir is a haven of superb dining, luxurious accommodation and superior comfort. You'll dine in the private Milton Room from this month enjoying the course menu.

Home smoked fishback soup with cress and celeriac
Risotto of wild mushrooms, egg and lemon verbena sauce
Assorted fish of venison, veal or 'silver salmon' with bitter chocolate
Crispy chocolate cauliflower, hazelnut sauce
Call your Avonlea, party's hours and chocolate

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

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

BOOKING DETAILS*
Spices available: 50
Price per person: £20

Registration option is available. Transport extra.

The Lotus Experience factory visit and test drive

Thursday 11 October



Together with Lotus Cars Ltd, this terrific day will give a unique insight into the successful and historic company - and an opportunity to test your driving skills in their superb performance cars. This event really does promise to satisfy the latent race in all of us!

Split into two groups, the day includes a tour of the factory where you will see the type of car you are to drive being built, a drive on Lotus' test circuit (prices awarded for various performances), a photo viewing of the Colin Chapman Heritage Video and a visit to Classic Team Lotus.

This is no ordinary 'track day' with the full backing of Lotus. It is bound to take a place in those special memories.

THE DAY (Group 1)
1030 Arrival and welcome
1100 Factory tour/Classic Team Lotus visit
1215 Lunch
1300 Lotus test drive
1630 Tea and prize giving
Group 2 arrive morning and afternoon programme
The day will end at around 1700

BOOKING DETAILS*
Spices available: 50
Price per driver: 160

See the reverse of the booking form for registration rules and registration regarding 4th day.

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 Ltd, former Crown Jeweller & Carver.

This promises to be an entertaining, enjoyable and unique night on the Crown Jewels and HM The Queen's personal jewellery with special regard to the Golden Jubilee and a chance to see modern, exclusive crafted silver, gold and enamel work.

The evening will take place at Great Fosters, Egham - reputedly a Royal hunting lodge in the heart of Windsor forest and for nearly four centuries the stately Elizabethan home of many notable families. It is a place of great charm and tradition - a scheduled Grade I Historic Monument which maintains the atmosphere and splendour of the past. It is renowned as one of England's most distinguished country hotels.

THE EVENING
1900 Arrival at Great Fosters for drinks and canapés
1945 Presentation by William Summers Ltd
2030 Exchange exhibition of modern silver and gold
2100 Dinner
2230 Coffee and liquors
The evening will end at around 2300

BOOKING DETAILS*
Spices available: 48
Price per person: £40
Plus tax.

Golf Day at Castle Combe with John Embury and Angus Fraser

Wednesday 6 June



Set in the Wiltshire countryside, the Manor House Golf Club at Castle Combe is one of the west country's leading courses. Nestling in 200 acres of wooded valley in an area of outstanding natural beauty, the course setting, layout and design make each hole individually memorable. And the clubhouse, with its magnificent Savon Hall, is both discerning and luxurious.

Your hosts will be cricket legends John Embury (former England Captain and Middlesex player) and Angus Fraser (England player and Middlesex Captain). The contest will be a pairs competition played to the Foulsh Butts/Stafford format with some great prizes. You'll need a current golf club handicaps certificate to be in the running for a prize but if you have a Society or EGJ handicap, you can always just play for fun!

THE DAY
0900 Registration and full English breakfast
1000 First tee-off
1500 Drinks and late lunch
1700 Prize giving
The day will end at around 1800

BOOKING DETAILS*
Spices available: 48
Price per player: £30

See the reverse of the booking form for registration rules and registration regarding golf handicaps for play at the event.

Sail to Cowes with Shirley Robertson

Thursday 28 June



Enjoy a leisurely sail over to Cowes on your own boat in time for 12 noon. With the New Holmwood Hotel, the premier hotel on the island in its unique position on the water's edge as your venue, you'll be treated to an enjoyable (and light-hearted) wine tasting followed by a full lunch.

Your hosts will be Shirley Robertson (gold medalist at the 2000 Olympic) and James Long (MD of Corney & Barrow East Anglia, holder of three Royal Warrants) - two experts in each different field!

THE DAY
1200 Meet at Cowes and transfer to New Holmwood Hotel
1245 Welcome drinks
1315 Wine tasting
1400 Lunch
1600 Speeches
The day will end at around 1700.

BOOKING DETAILS*
Spices available: 50
Price per person: £30
Includes berthing but not individual sailing costs

THE EVENING
1900 Arrival, coffee and drinks
1930 Coaching with Annabel Croft
1945 Light lunch
2130 Round robin tournament Real Tennis
2150 Early supper and prize giving
The day will end at around 1800.

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

You should bring professionally white tennis clothing and rubber court footwear. In the event of rain the outdoor courts, outside tennis will be applied.

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 Wills Arena Tournament. Steeped in history and an oasis in the centre of London, it is also the headquarters of the LTA.

This is a very 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 Junior Champion and British Number One). What an opportunity to ask for advice on that backhand! After Annabel's coaching, you'll take part in a round robin tournament. This is followed by a demonstration and a try at Real Tennis (with coaching from some top professional players) - while a mini Real Tennis tournament will test your newly acquired skills!

THE DAY
1000 Meet at Cowes and transfer to New Holmwood Hotel
1245 Welcome drinks
1315 Wine tasting
1400 Lunch
1600 Speeches
The day will end at around 1700.

BOOKING DETAILS*
Spices available: 50
Price per person: £30
Includes berthing but not individual sailing costs

THE EVENING
1900 Arrival, coffee and drinks
1930 Coaching with Annabel Croft
1945 Light lunch
2130 Round robin tournament Real Tennis
2150 Early supper and prize giving
The day will end at around 1800.

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

You should bring professionally white tennis clothing and rubber court footwear. In the event of rain the outdoor courts, outside tennis will be applied.