



Romeo and Juliet Corporate Hospitality Evening

CLIENT

Cicada Public Relations

OBJECTIVE

To host a corporate event for Cicada's clients and key contacts at a promenade production of "Romeo and Juliet" performed in the walled gardens of Ripley Castle.

IMPLEMENTATION

The event management team at Cicada recognised that holding a corporate event at Ripley would be an unusual and memorable way of entertaining their clients.

Cicada began by drawing up a list of target clients and contacts, particularly new clients and those interested in the arts. Cicada designed a creative and eye-catching invitation to encourage guests to attend. The team also co-ordinated the replies.

The team at Cicada then organised the catering, having to consider the implications of having drinks and a buffet for over 50 people in such an unusual and inaccessible venue. Cicada worked around the problems which included having no permanent catering facilities, hot water or electricity and very limited access for vehicles by providing a picnic buffet, which added to the relaxed and informal atmosphere of the event.

The timing of the play also gave the caterers a very limited time in which to set up and clear away. Cicada counteracted this by providing staff to oversee the serving of food and drinks and to clear away at the end of the night.

RESULTS

More than 50 of Cicada's key clients attended the event, enjoying the performance and networking with other contacts from the region.

The guests enjoyed a picnic buffet with drinks reception, followed by an impressive performance in a wonderful setting. Cicada concluded that it was an unusual and interesting way of entertaining clients allowing them to bring their children and partners.