

Fact File

Client : Greenwoods Solicitors
 Event : Summer Party
 Attendees : 150
 Location : Bedford Square, London

Greenwoods
 SOLICITORS

Brief

Greenwoods Solicitors annual Summer Party was to be held in Bedford Square, London, which is an exclusive square available only to those buildings which overlook it. The party was for Greenwoods clients and staff, so it needed to be an event of the highest quality.

The Party was to be held in the Square with a marquee erected which allowed easy access to an arrangement of outdoor table and chairs.

Canapés and finger food to be served throughout the evening, a drinks package included, as well as entertainment for the guests.

Our response

This was the seventh annual Greenwoods Summer Party we have organised. As we have arranged many events for this organisation we have gained an excellent relationship with them. This year proved to be the biggest and best summer party yet!

Instead of the usual canapés and drinks package, we arranged a two hour Champagne reception as well as a selection of wines, bottled beers and soft drinks which were served throughout the evening.



We wanted to do something different to the usual canapé and finger food so we had a delicious variety of barbecue bites which were charcoal grilled by expert chefs, beautifully presented and served by professional waiting staff. This was a perfect alternative for the beautiful weather we received that evening, although precautions were taken, as we all know our weather is rather unpredictable!

A large traditional white pole marquee, with full lining, was erected in the square, which was large enough to cater for 200 guests in case of inclement weather. In addition, there was also a catering marquee attached to the side for food preparation.

Taking into consideration that this event needed to mirror the image of the company we wanted the party have a traditional country garden theme. The entertainment therefore was a 5 piece band which focused on traditional New Orleans style jazz and for something with a difference, a close up silhouette artist.

Jarvis Woodhouse Events also designed and printed branded invitations and managed the mailing process of all invitations to guests. The invitations had an RSVP email address which can was re-directed to Jarvis Woodhouse Events, enabling us to collate all responses.

'The event was a great success, Greenwoods staff and clients enjoyed it tremendously, it was the most imaginative summer party we have had yet and I hope next years party will be able to live up to its standards.'

Malcolm Henke, Greenwoods Solicitors Marketing Partner

