

Fact File

Client	:	Royal Bank of Scotland International
Event	:	'Evening of Culture'
Attendees	:	250
Location	:	Le Mare Wine Estate, Jersey

Brief

Royal Bank of Scotland were looking to hold an evening of entertainment for their top tier clients that would not only be different from previous years but have the ability to stand out from other invitations and entice clients in what would be the beginning of a busy party season on the island of Jersey.



The event had to be based on 'best of the best', 'Michelin star', and 'top quality service'. The evening's itinerary was to be based around a drinks and canapé reception, with visual entertainment, instead of the traditional sit down dinner.

Our response

Jersey has a high level of corporate entertainment throughout the year but a lack of different and suitable venues result in many of these events being held at the same place time and time again.

Jarvis Woodhouse Events first task was to source a venue that was both unique to the corporate market and in its ability to host the visual entertainment.

The La Mare Wine Estate was a perfect match. It has a fascinating combination of history and tradition; historic buildings and beautiful gardens; extensive vineyards and orchards; a winery, distillery and estate kitchens producing a wonderful array of genuine Jersey produce.



La Mare officially opened their new facilities in June 2007, including a large suite that can comfortably accommodate 200, an ideal setting for unique events.

All the elements of the evening, including entertainment, food, invitations were centred on one theme, 'culture'. Our vision was to design a cultured and stylish evening based on the "cultured pearl" with the visualisation of an oyster. The following strap line was created;

"RBS International invites you to an evening of *culture*"

By its own definition, the word 'cultured' stands for sophisticated, educated, refined and civilised, all of which can be associated not only with the event and the RBSI brief, but also RBSI clients who will be invited to the evening.



On arrival, guests were greeted by 2 dramatic white and silver stiltwalkers who guided them along the red carpet. The centre piece of the drinks reception was a 4ft ice sculpture depicting an open oyster with the RBSI logo inside. Surrounding the base of the sculpture were oysters on a bed of ice, for guests to enjoy whilst sipping their Champagne. Throughout the drinks reception, guests were entertained by a silhouette artist and Poet Genius.

Throughout the evening, guests were served a 3 course canapé menu, including Garlic roast king prawns, Smoked trout blini's, Cod and chips with tartare sauce, Massaman Thai beef curry with Jasmine rice, Lemon meringue pie and Banana fritters with chocolate sauce

As guests were served their canapés and fine wine, they were entertained by a spectacular array of acts.

The Serpentine Dancer wowed guests with her beautiful, graceful and mesmerising performance on her own 'sacred stone' podium. The dance combined fluid movement with hand balance and acrobatics, and was costumed in a stunningly bejewelled costume.

Adagio Statues, two marble statues, one male and one female performed a hypnotic, classical acrobatic act with astonishing strength and grace.

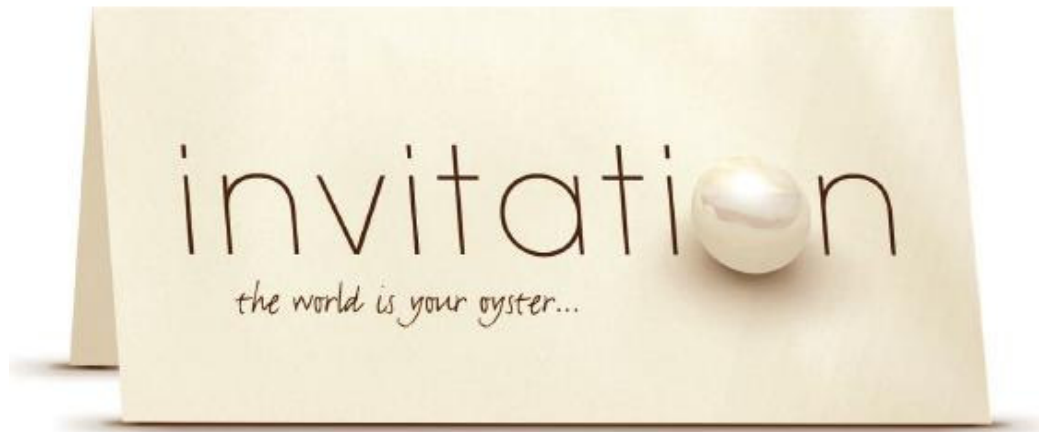
Crystal Oysters, their beautiful and bizarre act left guests spellbound as they manipulated 4 glass sphere's in the palm of their hands. These awesome-looking characters wore intricate white costumes and their entire skulls were brilliant metallic silver.

In between each of the above acts, guests were treated to a stunning female string quartet playing both classical and exciting electric pop arrangements, including Bond and Irish music.

Guests also had the opportunity to win a selection of gifts including a cultured pearl and VIP tickets to Cirque du Soleil. At the end of the evening, a fleet of complimentary taxis were waiting to ensure all guests returned home safely.

Jarvis Woodhouse Events designed and printed invitations, programmes and name badges, collated all the RSVP's, emailed an exit survey to all guests and compiled their responses into a measurable report.





“The theme of Cultural Entertainment was exceptionally well received by our clients and Executive Management. The overall effect was outstanding, the theming and set-up of our venue was stunning.

The client feedback has been overwhelming in its positivity and we definitely achieved our goal of providing an evening of unique and different hospitality.

You and your team grasped very quickly in our initial sessions exactly the effect RBS International were looking for and the overall ethos of the event.”

Rachel Neill
Senior Business Manager
RBSI Treasury & Investor Solutions