



British Retail Consortium

The ask

A bit of a do. The BRC asked us to help them develop and deliver a theme for their annual charity dinner, to be held at the Grosvenor House Hotel in London. As the BRC is the lead trade association for the whole spectrum of UK retailers, it was going to be one big bash. Mission impossible?

The task

The theme had to be something really special. After some thought, we hit upon the idea of the 'Golden Age of Cinema', and set about staging the entire event as a film premiere. We sent flicker-book invitations out in miniature film cans, red carpet greeted the guests and we designed a Walk of Fame seating plan. We helped create an elaborate velvet stage set with an old-style screen for the speakers and later on, our 'after dark' B-movie effects gave the evening a thrilling, humorous twist. Add ninepin skittles, pinball machines and a 50s-style roadside diner, and the result was jaw-dropping.

The proof

The evening went down a storm. Everyone really enjoyed the event and had a fantastic time. We had a ball working on it, and we're now looking forward to working on the next big event. Mission accomplished.

**bentley
holland**