



Welcome to Newsletter no. 2 and thank you to those of you who gave us some great feedback on issue no. 1! Despite the traditional British weather and doom and gloom of the apparent 'credit crunch', everyone here at the event business is focused on the exciting range of events we are organising over the coming months.

Even though we are frequently up against much larger agencies in new business presentations, every now and then we need to remind ourselves that small is good, boutique is best! We like to work with fewer clients, build deeper relationships and provide a genuinely personal and committed service to their projects. If you would like to read more about why 'Small is smart' in the world of experiential marketing and events please go to our website at www.theeventbusiness.co.uk.

On the reverse, you will see that Marrakech is one of this month's overseas hot spots, so to give you a taste of this exotic destination please click here to request a little packet of local spices for you to use with a recipe on the next page for a traditional Moroccan dish.

We hope you enjoy our news

Rimmel rocks the Isle of Wight Festival

June saw the start of the festival season and the first live music event of note was the renowned Isle of Wight Festival. Rimmel London, as official make-up sponsor of the event, asked us to make a big noise for the brand in front of a sold-out 70,000 crowd. We created a haven of peace in the midst of madness with the combination of a beautifully branded classic London Bus and some wildly garish phoneboxes, where girls (and a few boys) could undergo rescue treatment in the form of a consultation and make-over by a professional beautician. Not surprisingly our girls were in hot demand for 3 days with queues never falling below 60 minutes. This was tiring enough but our brave team who were camping at the festival, were subjected to a barrage of night-long noise in the campsite – at least they could sympathise for real with those seeking a Rimmel Rescue!



Exhilaration By Appointment

An 18 day run of customer driving events have just taken place for Land Rover at the Gaydon Test Track and Kemble Airfield with over 1000 guests enjoying the thrill of driving both the Range Rover and Range Rover Sport on a variety of exhilarating driving exercises.

Guests were hosted in our purpose-built luxury structure, which included a presentation lounge and restaurant area where guests enjoyed a delicious breakfast, lunch and afternoon tea.



meet the team: Gemma Thomas (nee Regan)



Our little girl is all grown up! We are pleased to report that our lovely Gemma recently married a very lucky guy called Phil in a beautiful ceremony in Warwickshire. We wish them all the best in their future together.

Gemma came to **the event business** in her work placement year, whilst studying Event Management at Leeds Met University, and she was so good we offered her a full time position when she graduated with her BA Honours degree!

She is now the glue that holds us all together, managing the office, supporting everyone else across a wide range of projects and increasingly managing her own accounts, especially for longstanding client Coty.



Corporate entertaining has long been proven to connect clients at a deeper level, building brand loyalty and brand affinity, but more and more often means being one of a number experiencing the same hospitality that is offered year on year, private box upon box, season after season.

It is becoming increasingly critical to entice clients to your brand by standing out from the crowd, stepping away from the easy, off-the-peg invites and engaging fully in their passions in unforgettable surroundings away from the office. Entertaining is a fantastic leveller and provides an ideal setting to interact – but they must now exceed expectations, delight individuals at a higher level and offer the unexpected. The aim is to strengthen relationships, leaving the client feeling special and ideally then cascading your message to their colleagues and friends – the perfect viral marketing tool.

the event business moves away from the traditional, predictable activities and only offers highly bespoke and imaginative ideas. Over the past 14 years we have built up exceedingly strong relationships with leaders of their game – whether that be chefs, sport experts, personalities and speakers and coupled with our exacting logistics and boundless creativity will provide a series of ideas that exceed all expectations.

For more information, call Cressida on 01295 268111



Last month, the event business decided to join in Cancer Research's Race for

Life. After the warm-up run, we joined 5000 other women and ran, jogged and walked around Silverstone Race Track covering 5k and raising over £900. Here we are at the finish line with our medals, not looking too exhausted!

Oxfordshire Business Awards

We were thrilled to be announced as a runner up in the Creative category at the recent Oxfordshire Business Awards. Our first ever submission for an award with a great outcome; and a thoroughly good night was had by all!



Ras el Hanout Lamb – 'a taste of Morocco'

Ingredients - serves 4

500g (1lb) lean lamb cut into bite sized chunks • 2 large onions chopped • 2 garlic cloves chopped • 2 tbsp of olive oil • 2 tbsp honey • 30g (1oz) toasted almonds • salt & pepper • 2 tsp Ras-El-Hanout spice blend (enclosed) • 1 pint of vegetable stock

Cooking Instructions

1. Add the oil to a large saucepan or deep-sided frying pan and fry the onions and garlic until brown. Set aside. 2. Fry off lamb until coloured, add onions and garlic back into the pan. 3. Add Ras el Hanout, salt and pepper, stir well. 4. Add vegetable stock and bring to the boil, reduce to a simmer and cook for 1 hr 30 mins. 5. Add the honey and continue to cook for 30 minutes until the lamb is very tender. 6. Serve with rice and scatter the toasted almonds over as you serve it.



Short-haul Hotspots

for further information call Charlotte on 01295 268111

Budapest - Hungary



Budapest, the capital of Hungary is a fantastic city split in two by the Danube. Buda is older, hillier, and more graceful, while Pest is the commercial centre dotted by gorgeous art nouveau buildings.

Highlights: Excellent air access • Wide variety of 4 & 5* hotels • Old Tram and Underground transfers • Wine tasting • Equestrian Park • a Knights Tournament and Renaissance Feast at Visegrád • Canopy Zipwire • Bobsleigh • Gala dinner at the Ethnographical Museum

An urban spa town

Marrakech - Morocco



The very name Marrakech conjures up images of an exotic, distant city, of hot desert winds blowing in from the Sahara, of magic carpets and snake charmers and of spices and perfumes brought in by camel trains.

Highlights: Warm winters • Luxury hotels & exquisite Riads • 4x4 safari in the Atlas Mountains • Moroccan Spice & cooking workshop • Array of Museums • Berber tented dinner • Cosmopolitan nightlife • Bartering in the souks • Trend setting but traditional

An exotic experience

Bucharest - Romania



Known for its wide boulevards, glorious Belle Époque buildings and a reputation for the high life, Bucharest - Romania's capital was once known as the "Little Paris".

Highlights: The House of People • Beautiful palaces and museums • Witchcraft tour • Gala dinner in the Palace of Parliament • Romanian myths & vampires treasure hunt • Transylvania castles and Dracula • Romanian wine and gastronomy

A buzzing cultural scene