



Bidwells Olympics-themed staff event

Venue: Crowne Plaza Heythrop Park

Number of delegates: 450

Organiser: Venues & Events International

Date: 9th June, 2016

Client: Bidwells

Supplier: Zing (sports day activities)

Objectives



Bidwells, the property consultants with offices in England and Scotland specialising in residential, rural, and commercial property, brought 450 staff together to unveil a major rebrand, discuss a new strategy for the business, thank staff and reiterate key messages for them to implement into their day-to-day roles moving forward.



With the Rio Olympics taking place this summer, Bidwells wanted an Olympics event theme to create more interest in the day and provide activities for the delegates to enjoy and help them to get to know each other.



Solution



Bidwells employees arrived at the Crowne Plaza, Heythrop Park for the internal rebrand reveal, which was followed by a motivational keynote address from Lord Chris Holmes of Richmond MBE - Britain's most successful Paralympic swimmer ever.

After lunch, delegates were treated to an afternoon sports day, which saw them compete in activities ranging from three-legged racing, sack races and beanbag relays to soft-ball tennis, archery and football.

In the evening, staff gathered for a drinks reception in the courtyard of the hotel and enjoyed some Rio carnival entertainment. Guests then went inside for food stations from around the world, a Mariachi band and DJ who played long into the night.



Verdict

Emily Shaw, Bidwells Senior Marketing Manager

“The whole day was a great success and the sports day element worked seamlessly. Venues and Events International were brilliant and it certainly wouldn’t have been as slick an operation if they hadn’t been with us onsite for the duration. I didn’t have to worry about a single thing all day as they took care of every detail and made sure it all ran smoothly.

Venues and Events sourced all the suppliers and even built our delegate registration website for us. They managed the registration process of all 450 guests which was such a help. They were amazing and we would definitely use them again.”

