

Case Study

The Client

The British Racings Drivers Club; the BRDC is the most prestigious motor racing club in the world, with a membership of over 850. The club is based at Silverstone Circuit in Northamptonshire, the home of British motor sport.

The Brief

To put on a black tie Ball on the eve of the 2007 Formula 1 British Grand Prix for 450 British Racing Drivers Club members and guests. The evening would be hosted by former F1 World Champion and BRDC President Damon Hill OBE.

The task ahead...

Having received the brief a site inspection was required to fully appreciate the scale of the task ahead. The BRDC would erect a marquee in the grounds of the Clubhouse on the circuit, but everything else would be down to the event and catering team, we needed a fully equipped kitchen, power, lighting, tables, chairs, heat in case it was cold and air conditioning if it was warm, a stage set, fully stocked bar, and that was before we looked at a theme and decoration, and worked on health and safety and fire evacuation plans. To make the task more complicated all the work would need to be carried out under the strict security measures put in place for the Grand Prix, no person or vehicle could enter the circuit without the appropriate access passes and clearance.

We also had to get 450 people to buy tickets to the event, Balls held during the GP weekend in previous years had not been well attended and confidence in the ability of the Club to put on a fabulous event was low.

The solution...

It was vital to get to know the client and their expectations, the guests, the caterers and the circuit logistics inside out. To source and pull together over 50 contractors would take solid organisation, and there was no room for error.

Following a number of meetings with Stuart Pringle, the BRDC Club Secretary I gained his confidence to put on the best event possible within budget, I got on with the logistics of the task bringing him in on key decisions.

The result..

The result was, in Stuart's words " the best Ball that member's tell me they can remember". The event sold out within 10 days of being advertised to members, everything ran smoothly, the food and wine, prepared by chef Steven Saunders, were excellent, the marquee looked fantastic and the dance floor was full.

