



The Black and White Event Company

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The
Black and White
Event Company



...bringing colour to your events and productions.



Welcome

At the Black and White Event Company we don't just 'do' events ...we deliver a quality of creativity and innovation combined with experience and attention to detail that turns an 'OK' event into a very special experience.

From the most exciting yet demanding conference and product launches featuring some of the UK's most prestigious products and suppliers ...to entertaining some of the most discerning corporate and private customers we have a proven track record in delivering exceptional events ...on time and within budget. And we have demonstrated on many occasions that there is no reason why a low budget programme cannot be innovative and exciting!

Creating the most spectacular environments in any given location is our speciality and our in house creative team relishes a challenge. Venue selection is also a key aspect to the success of many events and this is also an area where we believe our experience is second to none.

This brochure is designed to provide you with a brief overview of our services and approach but please contact us to discuss your specific requirements.

Conferences



Conferences and large scale productions are the mainstay of our business. Our experience covers a broad spectrum, from technical production to venue, food and beverage and catering management. Utilising the latest technology available across lighting, audio and production, we deliver spectacular visual solutions guaranteed to impress. In short we take pride in delivering our projects on time, within budget and beyond expectations.

Our team can manage accommodation bookings, billing arrangements, travel logistics and every aspect that is required to deliver a smooth, seamless event for you and your delegates.

Our logistics management team takes care of all the intricate dynamics and details of your conference from venue selection right through to delegate management.

Our in house creative team will produce a series of solutions to your requirements in a graphical visualisation to help you deliver the right impact for your event. And we also carry out our own venue searches to provide you with a full range of options that meet your brief and budget.

All in all we can provide you with a cost effective one stop shop which is committed, to exceed and not just meet your expectations.

Over the years, we have gained considerable experience from working on a diverse range of projects such as the launch of a new range of mobile phones through to the official introduction of the UK's first wind farm manufacturing facility.

Everything is possible – but we do understand the need to work within budget which is where our creative skills really come to the fore – delivering impact cost effectively. Quite simply we subscribe to the view that each project we undertake should represent exceptional value for money.

Venue selection is also a key element in the delivery of a successful event and our extensive experience in this

Product Launches



Product launches requiring that extra 'zing' are our speciality. Renowned for our creativity, we place a huge importance and focus on the creative solution that delivers against the brief.

field means that we negotiate the best deal with the 'right' venue rather than accept a cheaper less than ideal alternative. In addition our back office systems and technology are geared to assisting with audience and delegate recruitment/promotion.

To maximise the success of your event, you can also call on our marketing consultancy services to put together a complete marketing programme to ensure the right message is reaching the right audience.

Our team has worked with a wide range of audiences – from a small group of Directors to over 10,000 people in a concert arena. We have delivered quality solutions at a huge variety of locations and functions both at home and abroad and we are always prepared to go that extra mile or kilometre, whatever the case maybe!

Hospitality

We devise and deliver bespoke packages that are designed to impress. And we tend to build them around unique elements that are not generally available 'off the shelf'. For instance, a backstage tour at the Royal Opera House offers a unique glimpse behind the scenes of one of the busiest international venues in the world. A tour can include opportunities to see the Royal Ballet in class, the Royal Opera artistes in costume or the magnificent backstage technology. You can take backstage tours, attend after-show parties, Gala Premieres, and dine with the stars. We can provide first class private hospitality at any event, anywhere in the world and quite often at a cost much less than you would imagine ...Just about anything is possible.



It is acknowledged that acquiring new clients is far more costly than retaining existing ones!

Our experience has been derived from many years managing market leading sales teams in blue chip corporate environments – so you can rest assured we have faced just about every challenge going – but we are still keen to rise to new ones!

We manage and coordinate all the essential elements of the programme – We can provide executive check-in services at airports and hotels worldwide or have your guests collected from their homes in our fleet of luxurious limos. The choice is yours.

Quite often our programmes are based on self financing principles. From campaign launches through to teambuilding and incentive programmes, we have a whole raft of solutions and innovative programmes to help you get the best out of your team.

Rewards & Incentives

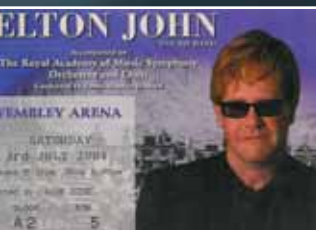
We have utilised James Bond style speedboat chases under Tower Bridge through to snowmobling at night down a mountain in Whistler. Our highly qualified instructors can provide expert assistance and guidance to enable your team to reach new heights.

Having worked with a wide range of sales teams across the UK, Europe and the USA, we have considerable experience and expertise in running motivational events and incentive programmes.

We often use ex-special armed forces personnel to provide the highest quality of instruction on a wide range of activities from ocean going yacht racing to skid pan driving.

We also hold exclusive rights to the Luton Hoo Country Estate – the location chosen by the Queen and Prince Philip for their honeymoon – and a venue which offers fantastic opportunities for a wide variety of activities from JCB and tank driving to hot air balloon and quad bikes.

So if you need to improve your team's performance or address attitudinal issues we are here to help.



Parties

From a simple but sophisticated event through to a lavish themed extravaganza – when it comes to throwing a party we really excel. Our clients range from private individuals to major plc's and the events themselves range from Summer Balls and Christmas bashes to premiere events and of course special birthday parties. We have even done some rather exclusive weddings!

We take care of all the details and offer a wide range of complementary activities such as casinos or vodka luges and funfair rides or sideshows. We can provide bands, DJs or magicians and specialist artists such as Tequila girls or fire eaters.

From venue selection catering and entertainment through to the minutest detail we are sure you will find our innovative approach to creating something very special and our commitment to customer service is second to none.

White
Company



To find out how we can make your event particularly memorable call us today.