

MPS & BBI International Limited

PROJECT OVERVIEW



Client: **Tosoh Bioscience Europe**

AGENCY SERVICES: **Conference Organisation**

BRIEF

The European Head Office of Tosoh Bioscience wanted us to organise a ‘Thank you’ trip to London for their European distributors, incorporating a mixture of fun, business and high-class entertainment to take advantage of one of the World’s great cities.

STRATEGY

Research and relationships are fundamental to organising this type of event and our links with hotels, caterers and venues were all used to provide Tosoh with exactly the sort of event they required. We researched all venues, tasted all the foods and visited all the suppliers – it’s a tough job, but somebody’s got to do it.

Only the best would do, and the best thoughts complimented the best of what London has to offer. The final gifts given to the guests at The Tower were commemorative bells marking the 400th anniversary of the accession of Queen Elizabeth. Commissioned by the Royal Mint and made in a limited edition, they were a truly apt memento of the weekend.

IMPLEMENTATION

The Montague on The Gardens, a boutique hotel in Bloomsbury, formed the relaxed HQ for a short conference with guests transported through London in a fleet of ubiquitous Black Cabs. An arrival dinner at The Dorchester, a champagne flight on the London Eye and a tour of the West End in an amphibious vehicle splashing through the Thames and guided by Sarah, our own Blue Badge Guide, were some of the highlights of the conference.

The final evening was a gourmet dinner in Edward the First’s bedroom at The Tower of London (we did check with him first – he has a mean reputation), arriving in style on a river launch from Westminster with Sarah answering questions on a London skyline bathed in Autumnal sunshine. A champagne reception on the walls of The Tower followed a tour by a Yeoman Warder and the sumptuous meal was accompanied by the celebrated ‘String Fever’ group.

RESULT

A memorable trip, on budget and filled with unique events that only come from a detailed knowledge of the venues in question (we take our research very seriously so that the actual day can be enjoyed wholeheartedly) and the people we work with. We were lucky with the weather on this occasion, but every eventuality had been foreseen.

When we organise this type of event, the key is knowing what our client really wants. The World is out there and anything is possible; all we do is organise it to the last second and take every ounce of stress away.