

Case Study

Rock 'N' Roll Bowl

Marcol International Asset Management Ltd

Brief

Create an entertaining evening event with subtle team building elements to engage and unite Marcol's London offices and celebrate a successful summer.

Concept

Guests were transported into the golden age of Rock 'n' Roll at an exquisitely themed evening of bowling, pinball, cocktail making, jive dancing and hula hooping at All Star Lanes in Holborn.

Activity

Attention to detail was key to creating a fully immersive 1950s experience for the guests, and included sourcing genuine 1950s pinball machines and a double decker bus. Teams were given costumes based on famous 1950s icons and participated in themed team building activities before a final bowling showdown and prize giving. This gave the cue for guests to see the evening out on the dance floor.

Result

"The event was an enormous success. It was the first event we ran with Alchemy and I was very impressed with how they sought to understand our people and their tastes, and translated that into an event that really hit the spot. The team from Alchemy are hugely professional and delivered the event seamlessly on the night, allowing me to relax and enjoy the evening."

Victoria Kane, Group Operations Manager, Marcol International Asset Management Limited.



Event Planning & Management

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Case Study

00M License to Thrill

Marcol International Asset Management Ltd

Brief

Create an exciting and action packed Christmas party for the London and European offices of international property company Marcol. Taking place over a full day and night in central London, the event needed to include creative internal pre-communications, team-based activities, top-notch entertainment and exclusive five star glamour.

Concept

CCTV footage shows that, in a brazen daylight heist, villains have broken into Marcol's offices and stolen their property portfolio. The company directors request that all staff members go undercover as 00M agents and join them on a high adrenaline day and evening of intrigue, adventure and glamour as they enter into the world of James Bond and seek to recover the portfolio.

Activity - Daytime

The 00M agents were whisked away from their offices by stretch hummer to a secret riverside location for an intelligence briefing from M (a Judy Dench look-alike). Agents then took part in secret agent training interspersed with some urgent missions in iconic central London locations: collecting forensic evidence; diffusing a bomb (fake!); laser target shooting; and weaponry skills to name a few.

Activity - Evening

00M Agents were invited to a lavish white tie dinner at Shoreditch House which had been transformed into the ultimate Bond penthouse for the night, complete with a covered swimming pool, silhouetted dancers, an 8 piece band, burlesque showgirls and surprise fireworks. In a spectacular finale the villains abseiled through the roof, only to be apprehended after a stunt fight by 007 himself (a Sean Connery look-a-like) who returned the portfolio to its rightful owners.

After the event, as a thank you to the agents for their help retrieving the portfolio, each agent was sent a case closed file containing photos of all their efforts, along with video footage of the day and the intelligence briefings leading up to it.

Result

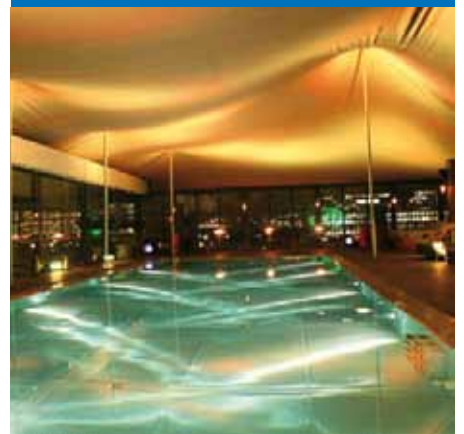
"Alchemy delivered exactly what was requested and far more. The team were amazed, rendered speechless and laughed like there was no tomorrow. We couldn't have asked for more. I would happily recommend the highly professional Alchemy team."

Victoria Kane, Group Operations Manager,
Marcol International Asset Management Ltd.



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Case Study

OPN Launchpad

Oracle

Brief

Oracle asked Alchemy to assist in creating a website to act as a 'one-stop-shop' of event and marketing services for Oracle's network of 900 partners - Oracle Launchpad. Once Oracle Launchpad went live, Alchemy was commissioned to devise, plan and deliver all jointly funded marketing events run through Launchpad.

Concept

Working closely with Oracle and Busara, Oracle's design company, we devised a user-friendly 'brief builder' for the Launchpad web site. The brief-builder allows Partners to obtain a cost for a variety of events and gives them the benefit of Oracle's preferential rates with suppliers.

Activity

Alchemy is engaged by Oracle to coordinate and project manage all partner events commissioned through the OPN Launchpad, ranging from marketing events to client entertainment and sales incentives.

Result

The OPN Launchpad was formally launched in September 2008 and has already won two Oracle awards. Alchemy has successfully delivered over 10 partner events since the site's soft launch.

"It has been a real pleasure working with Alchemy on establishing the OPN Launchpad site. I have found them to be incredibly professional and adaptive to our needs, and I am delighted to present them to our 900+ partners in the UK as our trusted events agency for Launchpad."

Pippa Old, Channel Sales Manager, Oracle.



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