

## Corporate Hospitality - 1

The various chapters in *Successful Event Management* address the key stages of organizing, running and closing-down an event.

This case looks at how all of those key areas are united, for *Corporate Hospitality*.

First look at the material in each of these three online resources:

### *Financial Times: Special Report - Business of Sport*

Click here: <http://www.ft.com/cms/1d7d1f1a-2041-11dd-80b4-000077b07658.html>

[2008] Audio slideshow: "Behind the Formula One roadshow":

[http://www.ft.com/cms/s/0/1417a1aa-8a24-11dd-a76a-0000779fd18c.dwp\\_uuid=1d7d1f1a-2041-11dd-80b4-000077b07658.html](http://www.ft.com/cms/s/0/1417a1aa-8a24-11dd-a76a-0000779fd18c.dwp_uuid=1d7d1f1a-2041-11dd-80b4-000077b07658.html)

This looks at the various motorhomes and corporate hospitality facilities, in the pitlane

### *Keith Prowse:*

Click here: <http://www.keithprowse.co.uk/>

[360°] Virtual tours of *Corporate Hospitality* venues:

<http://www.keithprowse.co.uk/KP/VirtualTours.aspx>

Wimbledon - the *Gatsby Club*:

<http://keithprowse.binarylab.co.uk/wimbledon4/gatsby.html>

Henley Royal Regatta - Fawley Meadow;

<http://keithprowse.binarylab.co.uk/henley/fawley.html>

### *Red Bull Air Race*

Click here: [http://www.redbullairrace.com/cs/Satellite/en\\_air/Official-Red-Bull-Air-Race-Homepage/001238611393596](http://www.redbullairrace.com/cs/Satellite/en_air/Official-Red-Bull-Air-Race-Homepage/001238611393596)

*High Flyer's Lounge* videoclip:

[http://www.redbullairrace.com/cs/Satellite/en\\_air/Video/High-Flyers-Lounge-at-Red-Bull-Air-Race-021242744933711?p=1238611393596](http://www.redbullairrace.com/cs/Satellite/en_air/Video/High-Flyers-Lounge-at-Red-Bull-Air-Race-021242744933711?p=1238611393596)

*Race Club* videoclip:

[http://www.redbullairrace.com/cs/Satellite/en\\_air/Video/Race-Club-at-Red-Bull-Air-Race-021242804403788?p=1238611393596](http://www.redbullairrace.com/cs/Satellite/en_air/Video/Race-Club-at-Red-Bull-Air-Race-021242804403788?p=1238611393596)

Having read the various chapters in *Successful Event Management* and looked at the relevant case studies, in the text, you should look at each of these slideshows, videoclips and virtual tours, then ask yourself:

- how each of the venues will have been set up and broken down
- whether the 'atmosphere' in such venues comes from the event manager, the client company, from the guests themselves, or from a blend of all three
- how you might take aspects of what you've seen and apply them to:
  - a) a small-scale event
  - b) a medium-scale event
  - c) a large-scale event
- how *Design* and *Theme* played a part in what you saw
- how many of the items listed in *Figure 9.5* you did / didn't see
- what details you picked up on - e.g. how were guests welcomed, identified and either admitted / declined