

Case Study

Microsoft | Rugby World Cup Kick-Off Dinner 2011



Objective

- Microsoft engaged LSM to create a London event with a sporting theme to build relationships with targeted customers and grow business through entertaining, with a view to rolling this out across key regions

Strategy

- To host the event at an exclusive venue, creating an intimate networking environment with appealing and entertaining speakers to discuss sport and business, attracting senior level IT industry guests. Then applying a similar formula, with a relevant panel of speakers around the Six Nations in other target regions

Implementation

- We worked closely with Microsoft to deliver a first-class Rugby World Cup dinner for 70 guests overseeing the process from selecting the venue, F&B, managing the budget, invite process, technical production and sourcing the panel of rugby experts Mark Durden-Smith, Kenny Logan and Sir Clive Woodward

Evaluation & results

- The event received an excellent response in attendance of senior level customers
- The panel provided an evening of entertainment with stories and anecdotes, expertly steered by Mark Durden-Smith
- Microsoft received very positive customer feedback and have engaged us to create a series of regional events

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