

Butterfield: Dazzling Christmas Party

Audience: 80

Location: Café Royal, London

Project: Christmas Party



Background & Objectives

Butterfield Private Bank provides its clients with private banking of a standard they are unlikely to find elsewhere. It combines speed, efficiency and flexibility with all the traditional values of a truly personal and high value-for-money private banking service. In keeping with this mission, the Bank wanted to provide an innovative Christmas Party with, for the first time, a novel theme for 80 key staff, which would be memorable, fun and of an exceptionally high standard.

Planning and Preparation

MotivAction came up with the idea of a Moulin Rouge themed event at the Café Royal in London, following several site visits with the client to research suitability for the location, theme and flow of the event. With access to the main room only available from 5pm on the day of the event, MotivAction had to be two steps ahead, ensuring that the theming crew were on site by 4pm to get all the equipment up to the right floor, ready to install. Working quickly and efficiently in a hectic environment where the DJ and dancers also had to rehearse, the entire room, including the table settings, was finished within two hours.

The Event

Moulin Rouge at the Café Royale in London! A lively welcome awaited guests in a 19th century Parisian themed function room, showing an illuminated Eiffel Tower, revolving windmill, star cloth and feather-plumed table centres.

- Feather boas and top hats for the guests
- Guests met and entertained by Harold Zeigler, the Moulin Rouge's wacky ringmaster.
- Dancing girls performed throughout the evening between courses.
- Following a toast of Absinthe at the end of the evening, the dancers performed the Can Can - with guest participation compulsory!



Results and Outcomes

A fun-filled and hugely entertaining evening that involved everyone and successfully captured the unique magic of the Moulin Rouge.

- Extravagant but classy theme extremely well received by staff used to discretion and quiet
- Extensive participation relaxed and involved everyone
- Highly memorable event which left guests feeling valued and appreciated

Testimonial

A big thank you...for everything last night. You did a brilliant job. Everyone has been saying what a success it was, and I thoroughly enjoyed myself."

•Julie Padgham, Butterfield Private Bank

