

Success story

## Creating the ultimate rockstar experience



## BUSINESS

Celebrating outstanding employees and creating a memorable experience at a prestigious annual awards night.

300+

Guests attended, personalising every aspect of the journey.

SPARKLE

LIKE A ROCKSTAR

### Delivering a memorable experience

Virgin Media Business's annual awards evening is a peer nominated programme and is one of the most prestigious events its employee calendar.

"As a long standing supplier to Virgin Media Business, it was fantastic to be asked to deliver this event. The aim was to make it a unique and memorable experience for all 300 guests."

Creative Manager,  
Capita Travel and Events

Demonstrating a performance based culture and recognising the value of its employees, the black tie awards required a theme that was innovative and motivated top performers. Inspired by these objectives, the theme 'Sparkle Like a Rockstar' perfectly put guests centre stage and made them stars of the show.

### Bringing it all to life

One of the most important things to get right was the venue. For this type of event, the venue needed to allow complete creative control and have the ability to fit the space to the event, spark a wow factor, and provide a practical location.

After a selective process and multiple venue visits, the annual event was held at the stunning Victoria Warehouse in Manchester - a versatile and fitting venue that's previously hosted legends such as The Rolling Stones.

The venue offered a blank canvas setting, keeping the possibilities truly endless for creating the all important enveloping experience for guests. Full production, theming, staging and lighting all helped to bring the venue and overall event to life.

Event management ensured the delivery of:

- Full project and supplier management.
- Creative concepts, theming and entertainment.
- AV and production.
- Bespoke delegate registration and management.
- All event material and communications.
- On-site event management and logistics.
- Health and safety and delegate welfare.

## Immersing guests in the rockstar experience

Working in close collaboration with supplier network, the team were able to deliver on creative concepts and maximise the event budget through supplier negotiations.

Guests could easily register for the evening via a bespoke registration website that captured cost centre codes allowing registrations to be monitored. Working with the group reservations team, guests were placed in suitable accommodation based on office location.

The rockstar experience was weaved into everything, from the pre-event communications, right

through to each guests' favourite drink on arrival. No rockstar experience would be complete without a band performance, so the night's entertainment completed the rock star illusion; Rockaoke, the Hard Rock Café's house band, performed rock classics with the audience, making guests the literal stars of the show.

Frequent and personalised communication and planning sessions with the Virgin Media Business team ensured that every aspect of the event was delivered on track, within budget, on brand and within theme. Effective communication with invitees ensured maximum up-take on the evening with all 300 guests accepting and attending.

'Sparkle like a rockstar' was perfect for recognising Virgin Media Business' people for what they have achieved and thanking them for doing an amazing job every single day. Ensuring that nothing was replicated from previous events, and with a personal attention to every detail, guests experienced a rock star night of glitz, fun and appreciation.

You can see the event in action by [watching the video](#) on Capita Travel and Event's website.

## Highlights

- Memorable experience for all 300 guests, with maximum attendance.
- 'Sparkle like a rockstar' theme put guests centre stage.
- Held at stunning Victoria Warehouse, Manchester after venue research and selective process.
- Team worked with a blank canvas to bring the event to life, including full production, theming, staging and lighting.
- Delegate registration and management captured the rockstars' demands, for example their preferred drink on arrival.
- Themed 'Rocktail' menu, including Bellini Rhapsody.
- Personalised vinyl place mats for each guest that doubles as a keepsake.
- Hard Rock Cafe's house band entertained the guests.

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**“Thank you for your incredible support, enthusiasm and expertise in arranging the best Virgin Media Business event ever. I’m so proud to be associated with ‘Sparkle like a rockstar’. You’ve helped smash all expectations and give our people a night they’ll never forget.”**

Internal Communications Coordinator, Virgin Media Business

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If you'd like to know more, get in touch with a member of the team:

 0330 390 0340

 [travevents@capita.co.uk](mailto:travevents@capita.co.uk)

 [capitatravevents.co.uk](http://capitatravevents.co.uk)

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