

Ovation Ireland's Luxury Irish Experience Elevates a Board Meeting

Crystal Winner: Ovation Ireland, Dublin, Ireland; The Veritas Group, Sydney Australia

Client: Board of Directors of a South East Asian Financial Institution

Program: South East Asian Board Meeting



Presented with the challenge of building a program around the last-ever board meeting of a Southeast Asian financial institution, Veritas Group Sydney partnered with Ovation Ireland. Together, the team needed to create a high-end, one-of-a-kind experience for this prestigious group, who had experienced many an event and were used to being pampered.

Ovation Ireland worked diligently to understand the client's high expectations and designed a creative, elegant program tailored to its needs. Along the way, Ovation was flexible and proactive, smoothly accommodating several last-minute changes. After a visit by the client, Ovation had to significantly adjust the program: construct a temporary structure at one of the locations to heighten the atmosphere, plan additional entertainment options and locate an alternate restaurant for the final evening. With only two days to work with, Ovation was able to seamlessly accommodate all the requests into the experience.

That experience proved to be enthralling for each of the 90 guests. The event began with a welcome dinner at the Gravity Bar in the Guinness Storehouse. Ovation transformed the entire space, clearing the bar of all existing furniture and providing a completely new look with the help of design, lighting and sound specialists. Ovation brought in custom perplex furniture and futuristic LED lighting, which gently faded from gold to blue to reflect the company's brand. The entire makeover was accomplished in an hour and a half. The result was a modern, spectacular opening to the program.

On the second day, the spouses and partners of the board members were entertained during the meeting. Ovation organized several different entertainment options to cater to all tastes. The spouses and partners went on a historic walking tour of Dublin, learned how to cook Irish cuisine in a farmhouse kitchen and took a literary walk



through the city. That evening, the entire group assembled for an extravagant dinner at Dublin Castle. The guests entered the castle to the haunting strains of a lone bagpiper, illuminated by a spotlight on the clock tower. They then enjoyed a sumptuous feast in the castle's St. Patrick's Hall. They were greeted by music performed by the Irish Baroque Orchestra, the perfect appetizer for their sumptuous five-course gourmet dinner. After the meal, the orchestra and the Resurgam Choir took the stage to perform the Hallelujah Chorus from Handel's Messiah, which was first performed a mere two minutes away.

On the final meeting day, Ovation planned a sophisticated day at the races. The group watched from a luxurious marquee, built especially for them. Each guest received a customized race card, imprinted with the company logo, and a pair of binoculars. The logo could also be seen at the finish line and in the

parade ring, as the client sponsored the feature race. Guests had an excellent view of the races from the glass wall at the front of the marquee and from the marquee's wooden terrace. And if they preferred to remain at their tables, Ovation provided the group with plasma screens inside the space.

While the group enjoyed their day at the races, Ovation was preparing the Royal Hospital Kilmainham for the final dinner. The client had requested a casual yet high-end event, which Ovation certainly provided. It transformed the Great Hall into a vibrant Irish Feile (festival), giving the elegant room a warm, convivial Irish pub feel. While partaking in a delicious spread of Irish and international cuisine, the guests were entertained with Irish music and two world champion Irish dancers. The normally subdued crowd could not help clapping along with the uplifting jigs and reels.

Ovation met its goal of designing and executing an upscale, exciting event, meeting even the lofty expectations of its client. Its hard work, extraordinary attention to detail and ability to adapt and find solutions quickly led to a highly successful event. It was a fitting experience to mark the client's final board meeting. ●

