

# Conferences

## Case Study

### The Client

Japanese Shipping Company, NYK Line.

### The Brief

To organise a four day conference with a 'Traditional English' theme for 50 delegates at an English country house located within 40 minutes of Heathrow airport.

Gray Dawes' Event Management team were asked to source a suitable venue and theme for the conference and to book all return flights and transfers. They were also asked to provide ideas for team building activities, the gala dinner and a leisure activity on the last day of the event.

### The Conference

Danesfield House Hotel and Spa, a picturesque country house hotel set high in the beautiful Chiltern Hills between Marlow and Henley on Thames, was chosen from a shortlist of suitable properties offered to the client. Selected for its perfect mix of business and pleasure, the venue provided the ambiance of a private country house with its home comforts and personal service.

#### Day 1

Luxury people carriers collected guests from Heathrow, Gatwick and London City. On arrival at the hotel they were served a traditional English cream tea with cucumber sandwiches before the welcome speech from NYK Line's CEO.

#### Day 2

After a morning conference, followed by workshops in the afternoon, the traditional English theme continued that evening. In the cellar of the country house the group was split into teams that challenged each other in a variety of traditional pub games, including darts, shuffleboard, shove ha'penny, skittles and table football. Medals were awarded to the winners.

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### Day 3

Following a full day's conference a gala dinner was held on the last evening at the hotel. To make the room special for the guests a linen specialist was sourced to dress the tables and a florist employed to create wonderful centre pieces. A sumptuous four course dinner was served during which the guests were entertained by a pianist and three opera singers.

### Day 4

On route to the airport a stop was made in Windsor, where the group enjoyed a guided tour of the historical town and its famous castle. People carriers then transported the guests to Heathrow, Gatwick and London City airports in good time for their return flights.

“Gray Dawes’ continuous support throughout the event was invaluable. Their professionalism and attention to detail were apparent throughout the planning process and during the event itself. Gray Dawes really did go above and beyond the call of duty and fully understood how important it was to NYK Line for this event to be the success it was.”

**NYK Line**