



## NAME

Nikki Karouzis

## COMPANY

Age Concern Luton

## EVENT TYPE

Black Tie Dinner - Legends of Sport

## EVENT OBJECTIVES

Age Concern Luton is a small independent charity which takes care of over 4,000 old people in Luton. It's Ambassador, Professor Greg Whyte OBE, a former Olympian and major trainer/fundraiser for Sports Relief (Walliams, Davina, John Bishop, Jo Brand etc) decided to host a Legends of Sport Black Tie dinner in aid of the charity. The only place to hold this exclusive event was the five star Luton Hoo Hotel.

## EVENT EXECUTION

From the first meeting with the hotel's manager Matthew Long and Jayne Allison, head of Events, we were in expert hands. They couldn't have done enough to make sure the event was a huge success and they were very generous in what they offered us. The event itself on March 31st was managed perfectly by the hotel and the food and service was absolutely a five star experience. It truly could not have been better. The tables were set up beautifully and at no point did anyone have any empty wine glass because the waiting staff were so on the ball (which also helped us in our auction!). I've stayed in 5 star hotels around the world and this is up there with the best of them. From the moment people came up that long and winding drive to the fabulous Mansion House and were shown into the Drawing Room for our champagne reception, we knew we had a hit on our hands. it was glamorous and great fun.

## EVENT RESULTS

A phenomenal £18,500 was raised for Age Concern Luton and I can say that in no small way the hotel made a great contribution to the success of the night.

