



NAME

James Joyce

COMPANY

Astound Commerce

EVENT TYPE

Corporate Golf Day

EVENT OBJECTIVES

The Retail Open is the biggest golf event of its kind, with more than 100 of the UK's top retailers, including Mulberry and Gymshark, coming together for a day of golf on Luton Hoo's 18-hole, par 73 course. Each hole was sponsored by a participating company, with a unique competition to win a prize from them on that hole, including 'nearest the pin', 'longest drive' and hitting a golf ball with a hurling stick. In addition to the day of golfing, Luton Hoo provided a three-course dinner for 130 in the hotel's Mansion House Drawing Room, with a Q&A with David Howell and several current England cricketers. The evening was closed with a magic, golf and fireworks display lead by Jamie Raven, winner of 2016 Britain's Got Talent, and Joe Miller.

EVENT EXECUTION

It's great to work with such like-minded people that help me organise this event every year – somehow we managed to raise the bar once again from last year's event. The attention to detail, effort and genuine willingness to help with the event from the Luton Hoo team is honestly second to none. Everyone from the breakfast and waiting staff to on-course staff and golf team were exceptional!

EVENT RESULTS

The event was a huge success. All of the participants have a fantastic day and night of golf and entertainment and thoroughly enjoyed themselves.

