



NAME

Bim Akin-Agunbiade

COMPANY

Desmo Experience UK Ltd

EVENT TYPE

Corporate Golf Day

EVENT OBJECTIVES

As an event organiser, we wanted to put together an England v Italy golf experience for our customers. We created the “Merchant of Venice Cup”, which provides a platform for networking, new discoveries and creating special moments.

EVENT EXECUTION

The event was a keenly contested match between two countries and everyone had a great time. Breakfast and lunch were provided on time and the players thoroughly enjoyed the golf. The guests bonded and Luton Hoo’s organisation of the event and service was exceptional.

EVENT RESULTS

Luton Hoo are experienced in hosting events and offer the combination of an excellent hotel/resort and golf course with the availability of well tailored packages. The proximity to Luton airport was also helpful. It was indeed a great Desmo Experience and it will become an annual tournament/experience event.

