

Case Study

Everybody Engage: One Bauer Media Awards



Client:
Everybody Engage

Website:
everybodyengage.com

Base:
London

Industry:
Media and Entertainment

Project:
One Bauer Media Awards

Results:

Original and dynamic guest experience

Individually designed dishes precisely duplicated for hundreds of guests

Professional theming and food stations

Flags, can-pack ushers and cosmopolitan street food add a refreshing touch to London's biggest media awards party



Representing lifestyle youth media brands like FHM, Empire and Absolute Radio, nothing short of spectacular was ever going to work for Bauer Media UK's annual awards ceremony.

The challenge

Experiential agency, Everybody Engage organised the innovative and unforgettable event in 2015, choosing the iconic Copper Box Arena to entertain more than 2,000 of the industry's brightest and best.

"The Copper Box Arena is a blank canvas, where we could incorporate all our ideas and deliver an event to meet the company's needs," says Steve Moffett, Managing Director of Everybody Engage.

The event centred on a pixel concept that covered everything

from square signage and seat ushers bearing cubed lights, through to 8-bit, after-show arcade games played on a record-breaking big screen.

There was also a generous sprinkling of famous faces as presenters and entertainers, including Claire Sweeney, Kelly Clarkson, Alesha Dixon, Olly Murs, Carly Rae Jepsen, Jess Glynne, and more.

Slick, high-octane events like these are fuelled by contemporary, original and dynamic food and drink experiences. For this one, it was BH Live's turn to step up to the challenge.

The approach

Everybody Engage set the bar particularly high – only the very best would do for Bauer Media.

With a packed awards programme, it was important that guests missed none of the action. So lunch and drinks would be brought to them at seat.

The after party would replicate the cosmopolitan buzz and aroma of London's street food scene.

"The star-studded One Bauer Media Awards was the perfect opportunity to show just how creative we can be with food and drink, and our ability to measure up to the exceptionally high standards demanded by this sophisticated audience," says Head of Hospitality for BH Live, Alex Robertson.

"We placed drinks beneath every guest's seat in the arena, with a flag to wave whenever they wanted a refill. A can-pack usher in a Thirsty? T-shirt would

then turn up at the end of the row with a tippie top-up. It was a quirky little touch and the crowd loved it."

After the ceremony, themed food stations popped up in the party space with gourmet burgers, red Thai curry, continental platters, tapas and burritos.

All served with the panache and speed of a street trader.

The results

"We were given plenty of creative choices of food to fit in with our theme," says Sarah Payne, Event Operations Director for Everybody Engage.

"We attended a fabulous tasting, all the stops were pulled out. The brief was to provide quick and easy to eat food while guests were socialising and serve it from catering outlets around the venue, creating a street vendor style of food."

"BH Live delivered. The food was plentiful, tasty and the service from the team, spectacular."

Bauer Media UK had great feedback after the event.

"@BHLIVE_UK @Better_UK @everybodyengage Superb day at #onebma2015 you guys rocked!!!!!! Fabulous food and service."

About BH Live

BH Live is the South Coast's leading operator of leisure and event venues – a social enterprise that designs and builds engaging experiences to inspire people and enrich lives.

bhlive.org.uk

