

December 2006

Double Honours for Knebworth House at Eventia Awards

Knebworth House demonstrated itself as the premier venue for delivering exceptional events by winning **GOLD Award** and **Winner of the Best Use of Venue's Facilities award** at the Eventia Corporate Event Awards, held at The Hurlingham Club on Thursday 30th November 2006.

Conceived to honour creativity, logistical excellence and best practice within the industry that produces events for business, the Eventia CE Awards brought together a host of venues, caterers, production companies and event management agencies, to spotlight those organisations that had produced the most outstanding events and service in the UK during the last year.

Awards ranged from 'Best Hospitality Offer' to 'Production Agency of the Year', however, top spot was reserved for the climatic gold 'Event of the Year Award' which was taken home by our very own Knebworth House team.

Knebworth House with its large parks and grounds, ample facilities and large stately rooms is particularly well suited for all styles of events, securing the success of many. Able to accommodate all manner of occasions, both public and corporate, from enormous outdoor concerts, to classic dinners, seminars and conferences, drinks receptions or outdoor events for up to 125,000 guests.

It made an ideal setting for Hedgestock, a three-day conference and networking event for the hedge fund community, which ran from 7-8 June 2006. Created and produced by Albourne Partners, facilities at Hedgestock included flower-power vans, beach huts for meeting rooms and tents sponsored by prime brokers, including Merrill Lynch, UBS and Morgan Stanley. There were over 5,000 attendees and all profits were donated to the Teenage Cancer Trust.

The facilities at Knebworth House were used to their fullest, with every element of the property and grounds being used in some way. More than 100 speakers, over 3,000 one-to-one meetings, 20 conference panels, 16 presentations and industry's only democratic award ceremony - the Grannies, took place over the two days. In addition, several events hosted by the 10 Founding Sponsors were held inside Knebworth House and Barns and there were over 60 exhibitors in the Tented Village. For fun, there was a choice of sporting events from Polo to Cricket, playing out to the tune of Radio Hedgestock which was broadcasting from Knebworth House to a five mile radius. A grand finale rock concert with Roger Daltrey and Pete Townshend reforming 'The Who' was the headline act.

The catering was a feat in itself - Run by Jason Richards and Marcie Warden of Relish The Experience, and Niamh Long of Knebworth House, they managed 18 operational areas and ensured that the food, drinks and service for 3,000 guests and 1,000 support crew were of the highest order.

The whole event was very informal, and the catering requirements on the day had to match the experience by providing a wide range of options, 18 were available in total including:

- A barbecue for 90 guests on the cricket pitch for the Bank of Canada.
- Cheese, wine and ale tasting in the Knebworth Barns for Barclays.
- The Knebworking restaurant catering for 1,000 guests in under 90 minutes.
- High tea served by butlers on the front lawn in the gazebos.
- Orders for 1,000 Solero ice-creams.
- Pimm's served in the Bear Stearns hot air balloon.
- Canapés and drinks in six hospitality double-deckers.
- Exclusive barbecue enjoyed on picnic blankets in the formal gardens in quintessential English surroundings.

In addition to this, Knebworth operations team catered for over 1,000 crew, as well as backstage catering for The Who, which involved successfully sourcing 12 litres of US energy drink Gatorade, not commonly available in the UK, with just 12 hours notice. On site, golf buggies, bikes and vans were used to cover the ground quickly due to the large distances at Knebworth between the kitchens, stock room, gazebos and exhibition stands.

Feedback has shown that the event exceeded expectations. Nora Quain, Corporate Events Manager, Bear Stearns Europe said, "I would give them (Relish the Experience) 11 out of 10 for their service. They were really professional, tuned in and approachable. At the last minute we had to make changes but this was no problem for the team and they were flexible and responsive to our needs - the staff on-site were very calm under pressure."

Martha Lytton Cobbold of Knebworth House added,

"The event has been run extremely well and it has been a fine example of different teams pulling together to deliver a fantastic event with such a heart-warming objective. Everyone has had a good time, objectives were met, the theme was well received and it is always nice to see the house and the park being enjoyed in such an all-encompassing way."

"We chose the village and countryside theme because the traditional view of the financial world is of the City. We needed somewhere flexible and spacious, so the facilities at Knebworth House were perfect." said Simon Ruddick of Albourne Partners.

"It has definitely been a success for us," said David Clarkson, head of prime services for Credit Suisse in London, one of the sponsors. "It's a good opportunity to get investors and fund managers together in a more casual environment, when the Pimm's is flowing," he continued.

Away from the stage, teams called the Hunters, Gatherers and Scavengers fought out a triangular cricket tournament, while exhibitors pulled no punches trying to draw people to their tents. Efforts included a Formula 1 racing car simulator with Henderson Global Investors, a climbing wall from BNP Paribas, a six-track Scalextric at the Armajaro stall as well as table football, a bucking bronco and laser clay pigeon shooting.

Extra information

Knebworth House is situated within 30 miles of London. The property's Jacobean Banqueting Hall, one of the most beautiful rooms in the country, has played host to literally thousands of notable guests from Queen Elizabeth I to Queen Elizabeth II. Diners

find sentiment in the knowledge they are eating in a room that has played host to monarchs, world leaders, artists, authors, philosophers and explorers. Knebworth House is situated within 30 miles of London.

Along with the Jacobean Banqueting Hall, Knebworth House also offers the Edwardian Dining Parlour, designed by Sir Edwin Lutyens, and the Victorian Library of Sir Edward Bulwer Lytton, one of the 19th Century's foremost novelists and statesmen.

The Knebworth Barns Conference and Banqueting Centre is made up of two 400-year-old Tithe Barns, carefully restored to create a unique setting, and is in walking distance of the house. The barns seat up to 200 each, and are available for conferences, product launches, exhibitions, banqueting, themed occasions, and are also licensed for civil weddings.

Knebworth Park's 250 acres of rolling parkland can be used extensively for: corporate events, marquees, public events, motorised/traditional country hospitality, family days from 40 to 40,000 and open air concerts for up to 125,000.

Ends

Press Contacts:

Camilla Hutchinson

Tel: 07810 204071

Email: Camilla@millyhutchinson.co.uk

Notes to Editors

Sodexo Prestige

Sodexo Prestige is the UK's largest event caterer and provider of corporate hospitality packages. The company provides catering at prestigious events such as the Chelsea Flower Show and Royal Ascot. It also provides catering at permanent visitor attractions such as Blenheim Palace, Knebworth House and Epsom Downs Racecourse, as well as Murrayfield and Hampden Park stadia in Scotland.

Visit www.prestigeexperience.co.uk

Relish the Experience

Relish the Experience is the bespoke outdoor catering offer of our parent company, Sodexo Prestige. Every event we put on is entirely bespoke, incorporating high levels of flair, innovative catering and attention to detail - all underpinned by our exceptional quality and event management skills. We will offer our experience and expertise to help you in your event planning, always ensuring our complete flexibility to create that individual and unforgettable event.

Visit www.relishtheexperience.co.uk

Prestige Experience

Location is essential, and through Prestige Experience's collection of over 30 properties you can select venues throughout the UK. that run the gamut from racecourses and castles to stadiums and ships.

The booking of an event is now made easy through our central sales team - a group of dedicated professionals who look after your individual event from start to finish. Our high-level organisational expertise, genuine hospitality and inspired catering all combine to ensure that an event at any of our venues is a success.

www.prestigeexperience.co.uk

The online service has a unique collection of venues ranging form Ascot Racecourse to Glamis Castle. Visit the site and take a 360o tour of the facilities on offer.

For more information call:
England and Wales 0870 421 4868
Scotland 0800 328 1373