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# Virgin Holidays



## OVERVIEW

We were commissioned by Virgin Holidays to provide a full event management service to design, develop and deliver their annual staff party.

## AUDIENCE

The audience consisted of 400 employees, typically aged between 20 and 30, proud of their association with the Virgin brand.



## CREATIVE

We established through staff feedback that they were keen to be involved proactively in providing at least some of the entertainment. This insight led to the development of The Britz, a concept loosely based upon The Brit Awards.

## CONTENT

Using this theme, we created excitement and anticipation in the build up to the party through regular communications. Tactics included VIP passes being handed out by a Robbie Williams lookalike and a



competition to find the most musically talented members of staff.



Each department was asked to form a pop band to perform at the party. Chart tracks were offered on the client's Intranet. We provided soundtracks, props, choreography training and studio sessions.

The venue was transformed into a glitzy gala dinner event with red carpet treatment, an X Factor competition judged by a panel of experts that included a Richard Branson lookalike.