

Coolmore Stud – Client Company

Coolmore Stud Farm, situated in Fethard, County Tipperary is headquarters of the world's largest breeding operation of thoroughbred racehorses and employs over 1000 people. The operation has been owned and managed since the 1970's by the Magnier family, which has been associated with the bloodstock industry since the 1800s.

Event Rationale

In March 2014, MCE Events were charged by long-time client, Coolmore Stud, to supply services to entertain their staff at a company fun day. Employees are internationally and culturally diverse and the age profile is broad. The challenge was to provide a day of fun which suited all of the employee profiles and an attendance in excess of 2000.

The event date was Saturday 14th June. The aim of the event was to incentivise Coolmore Stud staff to attend and interact with colleagues in an alternative non work related environment. Healthy lifestyle was the theme to fit in with the company's focus on employee wellbeing. With this in mind MCE Events incorporated both physical and educational activities.

Event Objectives:

- To create a team building style event where employees could bond however was family friendly
- To reinforce the value of all employees, their families and their contribution to the company
- To execute an event that promoted activity and fun in a stimulating but informal atmosphere.
- To create the environment whereby all staff could interact in an alternative atmosphere
- To provide age appropriate and educational entertainment for all staff to include their families.

Event Concept and Execution:

MCE Events considered the client brief and the company's culture carefully and developed a number of different concepts to revert with based on the client's objectives. MCE Events also used experience gained on executing previous large-scale events which they believed would work well for the client company. Following a number of meetings with the Client, MCE Events were awarded the event contract in April 2014, based on the following concept.

The concept centred on the idea of "something active for everyone" – a stimulating day of non-stop activity happening simultaneously in one location. To this end MCE Events presented and ultimately implemented the following:

“Coolmore Family Funday”

Location and Decor

As the company is based on a 2000 acre stud farm, the event took place on site of the company's premises. A full site inspection and report was completed to ensure that the areas selected for the event were non integral parts of the stud farm and that the event sites perfectly suited the activities and were safe spaces. A stage area was erected under

a marquee for ambient entertainment and inflatable branded arches welcomed guests. 1 30 x 20 m marquee, to facilitate full event catering, 3 pagoda marquees, to facilitate specialised acts and portable toilet facilities were sourced and supplied. MCE Events also managed all power requirements.

Entertainment

Entertainment was broken in two categories – active and ambient floating, to ensure that all guests were amused and entertained at their leisure throughout the day.

Active Entertainment

- **Old School Sports Day**
 - 5 traditional school sports day favourites including egg and spoon etc – suitable for all ages and to add a slight competitive edge to the day. MCE Events sourced and supplied all medals and sports day awards.
- **Big and Little Kids Inflatable Fun**
 - An area of 6 large fun inflatable activities for children and adults to enjoy – suitable for all
- **Gaming and Activity Centre**
 - A selection of fun for older children and adults including a Rodeo Bull Simulator and arcade and simulation game centre to stimulate coordination. Hands on fun included Giant games
- **Kids Only Zone**
 - Selection of entertainment for smaller children including 3 large inflatable activities, 2 soft play areas and a toddlers' only crèche. Entertainment also involved "The Jungle Zone" where children got to meet reptiles and learn all about them.
- **Extreme Activities**
 - Large Mobile Climbing wall and Giant 4 way Trampolines reinforced the theme of activity
- **Green Screen Photographic Entertainment – 6 Nations Trophy with Munster Rugby**
 - This ensured that the attendees receive a framed photo and an event token. A background image was pre-designed with the Client logo and Munster Rugby theme. MCE Events arranged the 6 Nations Trophy to visit the event to incorporate the real thing into the designed images.

Ambient and Floating Entertainment

- **DJ** – full day atmospheric music and entertainment
- **Mad Professor Science Show** – educational chaos
- **Contemporary Magician** – A illusionist to mingle with and entertain the adult guests
- **Kid's Costume Characters** – included 2 kids favourite characters interacting with families
- **Children's Entertainers** – 4 costumed entertainers providing face painting and balloon modelling
- **Hair Braiders** – to add a festival feel
- **Jungle Animal Zone** – informative and fun allowing up close encounters with reptiles

Event Itinerary, Operations and Layout

Event Itinerary

The Event was set up and checks occurred over the course of two days

8.00am	MCE Crew arrive for final setup and safety preparations
11.00am	Event is fully setup, event staff arrive and final safety and operational checks
12.00pm	Event begins and Coolmore Stud staff arrive and are greeted by owners All games, music, activities and inflatable's are open for use
1.00pm	Mad Professor Stage Show
2.00pm	Stage Puppet Show
3.00pm	Kids Disco and Family interactive games hosted by Kids entertainer. Sports Day including the interdepartmental Tug-O-War commences and is compered live
4.00pm	Sports day ends and medals awarded to the winners/ trophy to Tug-O-War winners
4.30pm	Event Ends and dismantle and departure commences

Event Operations

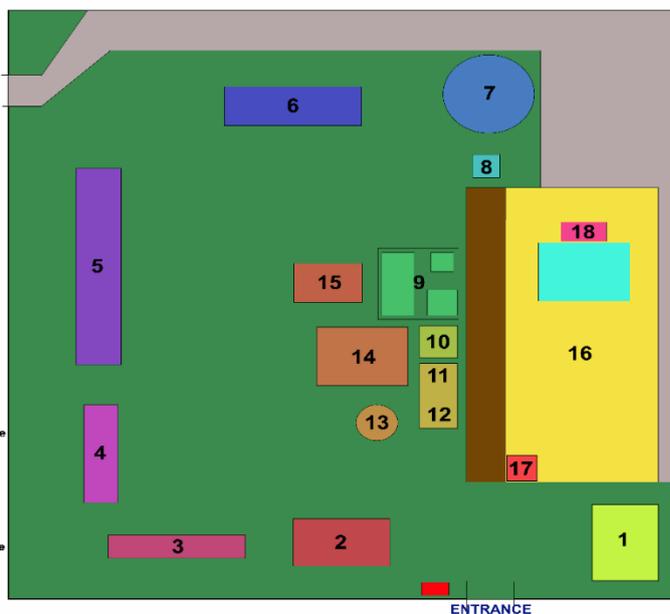
- **Process** – both the senior event manager and in-house event producer held several meetings with the client to ensure that the event would be flawless on the day. MCE Events have developed in house operational procedures for staging events large and small and these were adhered to in the production of this event. A full debrief and evaluation was held post execution.
- **Budget** – The client has requested that we do not disclose overall budget.
- **Team Members and Event Staff** – A total of 25 staff and performers worked on the event. 1 senior event manager, 2 event coordinators and 22 field staff and performers that manned and supervised individual activities and event elements. All team members attended a briefing in advance of the event to receive roles and instructions for the day.
- **Safety** – due to the very physical nature of this event with many activities happening simultaneously and also that over 2000 people would attend, safety of both the client and also event staff was of the utmost importance. Safety checks on all processes, venue and products were undertaken pre, during and post event. Formal assurances were sought and verified from all third party suppliers and MCE Events supplied their certificate of insurance, risk assessment and method statement where appropriate. The Red Cross were also employed on site of the event with first aid staff available.
- **Technical Requirements:** A full technical inspection was carried out by MCE Events production staff pre, during and post event and formal assurances were sought and verified from all third party suppliers.
- **Ecological Considerations and Event Clean Up** – All MCE Events outdoor power outlets are silent diesel generators thereby cutting down on noise pollution and emissions. MCE Events use an in-house clean-up crew who follow ecologically friendly methods of disposal.

Event Layout

COOLMORE
FAMILY DAY 2014

1. Toilets
2. Lazer Zone
3. Krazy Football
4. Obstacle Fun Run
5. Mega Arena of Fun
6. Sports Day Activities
7. 4 Way Trampoline
8. Climbing Wall
9. Toddler Zone
10. Jungle Zone
11. Race Simulators
12. Face Painters
13. Rodeo Bull
14. Ultimate Slide
15. Mega Slide
16. Main Marquee
17. Green Screen Photos
18. Stage

12.30pm - 1.00pm
Puppet Show @ Stage - Main Marquee
12.45pm - 1.45pm
Staff Tug O War Challenge @ Sports Day Area
1.15pm - 2.00pm
Kids Disco @ Main Marquee
2.15pm - 2.45pm
Mad Professor Show @ Main Marquee
2.45pm - 3.45pm
Children's Fun Sports Day Races
4.00pm
Activities finish



Event Outcomes and Client Feedback

The client was extremely pleased with the concept, development and execution of the event, so much so that they have just confirmed a similar event to be held in June 2015. The attendance was significant and is indicative of the wide appeal of the event concept and that it met with the original event rationale. Based on the guests and clients feedback, all event objectives set by both the client and MCE Events were met, and in most cases exceeded.

