

Fineos – Client Company

Established in 1993, FINEOS is the number one provider of group and individual software solutions for the worldwide life, accident and health insurance industry. FINEOS software supports thousands of users and millions of citizens around the world. With a presence in 9 countries, Fineos employs over 400 staff worldwide and over 150 in their Dublin HQ.

Event Rationale

In October 2013, Fineos approached MCE Events to assist in the celebration plans for the company's 20th Anniversary. Fineos is a dynamic member of the insurance services industry with a diverse employee profile and an entrepreneurial ethos. The challenge was to provide a fun event which perfectly matched the company profile, suited the employee profiles and appropriately marked the milestone anniversary.

Event Objectives:

- To create an event which appropriately marked the company occasion and reflected the company's profile and industry leading status
- To reinforce the value of all employees and their contribution to the company
- To create an occasion where staff could mix and socialise in an environment alternative to work.
- To execute an event which was entertaining for all involved in the company's 20th Anniversary

Event Concept and Execution:

MCE Events considered the event brief and the company's position carefully and developed a number of different concepts based on the client's objectives. Following a number of meetings with the Client, MCE Events were awarded the event contract in November 2013, based on the following concept.

Fineos 20th Anniversary Night at the Races

Fineos' clients, in turn insure their own customers against risk in the insurance supply chain. MCE Events presented a concept that introduced a little healthy "risk" into their anniversary event with a **glamorous race night show case**. Focusing on the elements of status and prestige meant that the company's industry position was reflected in this fun element of their event.

To create a lasting memory of the company's anniversary for guests, MCE Events introduced **Photo Booth Studio entertainment**. This meant that the guests were entertained whilst also getting a visual memento of the event. It was important to represent the company and MCE Events ensured that every opportunity to cleverly include the Fineos brand and identity was explored.

Location, Display and Enhancers:

The venue, **The Double Tree Hilton**, formerly The Burlington Hotel in Dublin, was suggested to complement the esteem of the evening as it's a conveniently located 4 star hotel, considered one of Dublin

city's finest. The venue was decorated in a race night theme and the corporate colours of the company were reinforced with a 10x10ft balloon archway and cluster displays.

To create the exciting and dynamic atmosphere of the "track" 2 giant 8 foot specially designed wall displays were erected along with 2 10ft projection screens to view each race, facilitated by DVD. Tote staff operated from 4 official tote booths using company branded tote tickets and fun money and background music enhanced the atmosphere. All event collateral was produced by MCE Events which included a custom branded race book. Within this booklet, names of races, jockeys, trainers and horses amusingly reflected elements of the company and its staff.

Entertainment:

Entertainment was staggered to ensure that every guest had the opportunity to enjoy and experience it all – race night show case, photo booth entertainment and dancing.

As the focal point of the evening was the race night, this was staged first and foremost in the event itinerary. It was produced on the night as a full showcase which included a race compere and event Emcee who brought the show to a crescendo with the final winners' race.

The race night was followed by green screen photography, one of the products within the Photo Booth Studio. This style of entertainment ensured that the attendees received a token to remember the event (*this type of entertainment places the guests in any place of their choice in or out of this world and the guest receives a framed photo as a memento*).

The event was topped off with dancing to hits of all decades with a professional DJ. This ensured everyone's tastes were catered for and it ran simultaneously to the green screen photography to instil a stimulating ambience.

Hospitality and Catering:

Due to the nature of the event, MCE Events had to ensure the highest quality produce and diligence in service was used for food and beverage provision. A formal drinks reception, followed by a buffet style dinner was served by the venue. MCE Events liaised closely with both the client and venue in deciding that a premium buffet would be most expedient in allowing the client get to the entertainment section of the evening as early as possible.

Event Itinerary and Operations

Itinerary

4.00pm	MCE Events crew arrive to setup room
7.00pm	Guests arrive for drinks reception
7.30pm	Buffet Dinner is served
8.30pm	Speech's and acknowledgements
8.45pm	Race night money packs distributed by tote staff and races begin.
11.00pm	Race night ends and the top 8 winners of the evening take part in the final race

11.00pm	Green Screen Photos
11.00pm	DJ Toni plays everyone's favourite hits
1.30am	Event Ends
1.45am	Set down and strip out the last of room décor display

Event Operations

- **Process** – The senior event manager held several production meetings with the client and venue to ensure that the event would be flawless. 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 event evaluation was held post execution with both venue and client.
- **Team Members and Event Staff** – A total of twelve MCE Events staff worked on the event. One senior event manager, one event coordinator and ten field staff that manned and supervised individual activities and event elements. All staff members attended a briefing in advance of the event to receive roles and instructions.
- **Safety** – Safety of both the client and event staff is always 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 the venue.
- **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 the venue.

Event Outcomes and Client Feedback

The client was extremely pleased with the concept, development and execution of the event, so much so that they are seeking to repeat two similar events in 2014. Based on the clients feedback, all event objectives set by both the client and MCE Events were met, and in most cases exceeded.

"FINEOS engaged the services of MCE Events for our company's 20th Anniversary Party in November 2013. From my initial call with Brian to the final closeout of that evening MCE were outstanding. Their professional approach, attention to detail and prompt responses to my many queries during the planning process were exemplary. No task was too great and every one undertaken by Brian and his team with efficiency and good humour. MCE Events are a truly professional company to work with and I am very happy to continue engaging their services for future FINEOS events."

Patricia Hewit
Executive Assistant

