

Rational FT Services Ireland – Client Company

Rational FT Services Ireland is part of the Rational Group which forms the largest gaming business in the world. Rational FT Services Ireland is based in Dublin and is one of the primary support offices to the group. Established in 2006, they currently employ over 250 people and reach up to 23,000 customers online at any one time.

Event Rationale

In March 2013, Rational FT Services Ireland approached MCE Events to supply services to entertain their staff at a fun company day on 20th July. Their employees are diverse and the age profile is broad. The challenge was to provide a full day of fun which suited all of the employee profiles.

The aim of the event concept was to incentivise Rational FT Services Ireland staff to attend but also as the company operates on a 24/7 basis, the event had to accommodate those staff members that had to work that day over several shifts.

Event Objectives:

- To create a team building event for all employees which was not too competitive on individuals
- To reinforce the value of all employees and their contribution to the company
- To execute an event that promoted activity and fun in a stimulating but informal atmosphere.
- To create an occasion where staff could mix and socialise in an environment alternative to work.
- To include families of staff without making those without partners and children to feel excluded.

Event Concept and Execution:

MCE Events considered the client brief and the company's brand carefully and developed a number of different concepts to revert with, based on the client's objectives. Following a number of meetings with the Client, MCE Events were awarded the event contract in June 2014, based on the following concept.

“Best Day Ever!” Rational FT Services Summer Staff BBQ Fun Day

The concept centred on the idea of “something for everyone” – a stimulating day of non-stop activity happening simultaneously in one location with a boutique summer BBQ theme. Entertainment had to be age appropriate for all attendees at all times, to this end MCE Events presented and ultimately implemented the following:

Location, Housing and Display

The venue, **Wanderers Rugby Club** in Dublin, was suggested as it is close enough to the client's premises for convenience and ease of access with enough distance to feel like it was an away day. As good weather conditions are never guaranteed, MCE Events supplied 4 marquee units.

To drive home the boutique Summer Outdoor BBQ theme, gingham decor and pod tables were utilised. The entire area was also decorated with bunting and LED lighting during the evening. Red and black balloon bouquets and arches ensured that the corporate colours of the company were represented.

Entertainment

Entertainment was broken in two categories – active and ambient floating, to ensure that all guests were 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 3 large fun inflatable activities for children and adults to enjoy – suitable for all ages
- **Carnival Style Fun Fair**
 - A selection of fun for older children and adults including a Rodeo Bull Simulator and Hook-a-Duck, test your strength, and Raffle Range Carnival Stalls. MCE Events also sourced and supplied over 120 carnival prizes.
- **Giant Games Extravaganza**
 - Hands on fun for all ages which included, giant jenga, giant connect 4, giant draughts, old school arcade games, foosball, table tennis and air hockey.
- **Kids Only Zone**
 - Selection of entertainment for smaller children to include 3 large inflatable activities, 2 soft play areas and a toddlers' only crèche. Kid entertainment also included "Paul the Magician".
- **Heads on Bodies Photographic Entertainment**
 - This style of entertainment ensured that the attendees received an event token to remember it (*this type of entertainment puts the guests face in place of their choice of a myriad of famous characters setting associated with the character and the guest receives a framed photo as a memento*) – suitable for all ages.

Ambient and Floating Entertainment

- **DJ** – full day atmospheric entertainment
- **Acoustic Guitarist** – played for 2 hours to transition daytime into night time activities
- **Contemporary Magician** – A illusionist to mingle with and entertain the adult guests
- **Kid's Costume Characters** – included 6 kids favourite characters interacting with families
- **Children's Entertainers** – 2 costumed entertainers providing face painting and balloon modelling

Event Enhancers

To add to the laid back element of play throughout the theme, MCE Events added the following to enhance the atmosphere of the event and also to further facilitate guests.

- **Double Decker Party Bus**
- **Mobile Train Ride and Driver** - to provide trips around circumference of grounds with 3 carriages.
- **Fun Foods** – Carnival Candyfloss and Pop Corn Stands and Mr. Whippy Ice Cream Van

Hospitality and Catering

As the event was a full day and catered for a diverse set of guests, with varied dietary requirements, MCE Events had to ensure the highest quality produce and diligence in service was used for food and beverage provision. A full premium BBQ was provided during the day time and a high end canapé service was available during the evening. A full beverages bar with servers was available to guests throughout the day. A children's menu was also available for the convenience of families.

Event Itinerary and Operations

Itinerary

9.30am	MCE Crew arrive to setup
1.00pm	Event is fully setup, event staff arrive and final safety and operational checks
2.00pm	Event begins and Rational FT Service staff arrive Registration will be taken at front desk by MCE Events staff All games, music, activities and inflatable's are open for use
2.30pm	Old School Sports Day begins coordinated through emcee BBQ service begins
3.00pm	Ice Cream Van arrives with music playing.
4.00pm	Sports day ends and medals awarded to the winners
4.30 - 5.30	Popular magic Show for kids and adults
5.30pm	Food service closes
6.00pm	All daytime games and activity's end - equipment is set down Evening games remaining - Foosball Football / Buzzer frustration / Connect 4 / Giant Jenga Game, Balance Ball Puzzle Game / Real Arcade Games Background music will commence with live guitarist
6.30 - 7.30	Shane Black magician
8.00pm	Evening party night formerly begins - Games are setup inside venue in advance
8.00 - 9.30	Canapé food is served
9.00 - 11.00	Heads on Bodies reopens for the evening event
1.00am	Party night ends
1.30am	All final equipment is set down and removed from the venue

Event Operations

- **Process** – The senior event manager held several production meetings with the client and also third party suppliers 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 event evaluation was held post execution.
- **Budget** – Overall MCE Events were able to make **cost savings of over 20%** to the original event budget due to clever use of products – adapting daytime entertainment into night time with small but effective changes and also by using industry relationships to negotiate better rates from third party suppliers.

- **Team Members and Event Staff** – A total of 25 MCE Events staff worked on the event. 1 senior event manager, 2 event coordinators and 22 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 for the day. All third party suppliers – caterers, entertainers, and venue had individual briefings for this event.
- **Safety** – due to the very physical nature of this event with many activities happening simultaneously, safety of both the client and also event staff and third parties 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 where appropriate. The Red Cross were also employed on site of the event with 1 ambulance and 3 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 Outcomes and Client Feedback

The client was extremely pleased with the concept, development and execution of the event, so much so that they are returning to us to repeat a similar event in 2014. From formal confirmation of the event in June to execution in July, MCE Events had just over 5 weeks to turn the event around. Due to this short turn around time for such a large and busy event, final execution exceeded the client's expectations.

From a potential list of 450 invitees (250 staff, 200 partners/children), 363 guests attended the event – over 80% attendance. The attendance is indicative of the wide appeal of the event concept and that it met with the original event rationale. Based on the clients feedback, all event objectives set by both the client and MCE Events were met, and in most cases exceeded.

