

BEST MULTIPLE DAY EVENT



CATIE AWARDS 2017

A Walk In The Park



OVERVIEW OF EVENT

A Walk In The Park

A leading Bank with a young, funky business culture, approached us to design their annual 4 day Leadership Conference at a popular domed venue in Johannesburg, South Africa.

The client, a visionary in her own right, wanted to create a casual, relaxed 'Walk in the Park' Market theme featuring elements of botanical luxury, street food, ice cream carts and doughnut trolleys, as she felt the delegates would be impressed and rejuvenated by this stylish theme after sitting for hours in conference.

Picture a green, sustainable soul-uplifting walk in the park in a natural and calm environment that feeds your body and your soul- and you've arrived!









EVENT CONCEPT AND DESIGN

A W a l k I n T h e P a r k

The banking environment tends to be conservative, serious and predictable, but wanting to create something unique, innovative and memorable, our professional event design team created a series of curated events for a large 800 person a day conference at Vodaworld- the leading special events venue facility in Johannesburg, South Africa.

We designed a holistic food, entertainment and décor experience which could be enjoyed on all four days in different formats and in different locations throughout the chosen venues and conference timings.

The Leadership Conference is an iconic annual multi-layered intellectual workshop that takes place over four days and is based on the idea that leadership is a highly complex form of human behavior that requires the integration of character, knowledge and experience. The purpose of this event was to bring together over numerous disciplines, great minds in an interactive, multi-sensory manner and to consolidate the ground-breaking business banking strategies for 2016/2107.

During this conference delegates developed their leadership abilities through opportunities to see and hear inspirational leaders, partake in team-building, discuss approaches to leadership which filter to their relevant teams, and to integrate their ideas with other leaders through various mediums.

Focusing on the main purpose of the event, it was introduced that the future of our society depends on leaders who are capable of providing strong leadership, who understand that leadership means service, and who believe that their very existence carry the obligation to lead with integrity, soul, approachability and, that an element of fun is imperative!

In keeping with this concept, the event had to have the playful essence of a central communal market where guests could interact at 'The Juicebox', a cart filled with crushed ice and fresh organic pressed juices for a healthy mind or the decadent 'Doughnut Cart' that entertained the guests whilst pausing for them to indulge in their favourite doughnut toppings.

We also designed the 'Bite Club' Food Bars, a series of varied and unique gastronomic pauses, where one could indulge in street buffet kiosks featuring different delicious food items from varied cuisines every day, without any repetition.

As our focal point we also created the 'Vertical Workspace of the Future', which offered nutritious dry snacks, fruit, brownies, nuts and desserts, cascading from a huge botanical garden wall for your enjoyment.

This of course, was all a strategic part of the event concept and design as conference attendees got to network and interact in the most natural and enjoyable of ways.

EVENT DESIGN ELEMENTS

A W a l k I n T h e P a r k

Three thousand of the Bank's top employees were inspired to lead their future teams in an innovative and engaging way with leaders across 4 divisions of the Bank at a massive 4 day conference event. Designing this type of high profile leadership was an honour that our professional design team was tasked with two months prior to the event.

For this high profile event, the attention to detail and authenticity of design coupled with overwhelming menu intricacy and elaborate culinary expertise was evident from the outset of the process.

We loved incorporating all the 5 sensory elements throughout the event design such as creating Tastes (culinary delicacies and smoothies), Textures (luxury linen, rattan ottoman seats and bamboo recycled plates), Sounds (musicians, singers and DJ's), Visual (the huge stage, the lighting and the gourmet food bars) and Fragrances (like herbed healthy salads, delicious food and the fresh foliage and flowers).

As a starting point our stage designers created a massive stage in the Dome with interchangeable applications and formats, which was to be the central focus of all our corporate speakers, business presenters and entertainers. In the break-away hall we placed pockets of lounge seating in gorgeous fabrics, as well as low cushion seating and reclaimed wooden pallets to emphasize the relaxed tone of the day and to add an element of fun to the event.

A huge part of the event design was the innovative format of the menu which comprised popular food stations and carts. The elaborate menu was also revealed in great detail with an oversized menu board on display above each food type, with catchy words describing the food that was being offered eg. Simple, Soul, Spice, Soy, Stuffed and Sauce- all alluding to the gourmet treats on offer.

We adored the idea of unique, relevant decor and wanted to add an original air to the presentation so we mixed it up with a local look and global design influences which made our design very appropriate to the overall impression of the event

The relevance of every single design item was testament to our flair for unique presentation and our passion for parties, aligning the superior quality of our gastronomic cuisine, with the innovative and inspiring culture of the Bank.









MENU DESIGN

A W a l k I n T h e P a r k

First National Bank is known for its innovative product development and is a leader in many fields, so with this in mind we too had to produce an event that matched their corporate expectations.

The hospitality and catering component was a huge part of the emotional feel of the conference as we gave it a decidedly market-type look, with diverse food stations on offer where guests could indulge in cozy break-away areas to nourish their bodies and souls in a uniquely meaningful way.

One of our creative strengths is the ability to design gorgeous, uniquely themed menus for our events, ensuring that each celebration is different from the last.

For this high profile event the attention to detail and authenticity of design, coupled with overwhelming menu intricacy, our elaborate gastronomic creativity was evident from the outset of the process. Our Culinary Designers conceptualized the menu around recognizable, relaxing comfort food, but skilfully turned the food service into a casual gourmet experience as we were expecting many young investment bankers and future leaders to enjoy the next few days with us.

Of course, no conference is complete without fabulous café bars, smoothies, innovative mixologists and breakfast treats such as morning soufflés and bacon ribbon kebabs.

We also served sunset cocktail snacks in the early evening and for dessert we offered a mobile gelato cart, and a giant cookie bar. For the finale, our special treat were our signature Drunken Afternoon Lollies in a glass of champagne which were an absolute visual and gastronomic treat with everyone.

We created a look and feel that was current, energizing and visually stimulating as these guests would be sharing their experiences on all social media platforms so the need to offer a cool, innovative menu was paramount. Set against the vibrant city sunset, this was a gastronomic and visual treat.

GOALS & HOW THEY WERE ACHIEVED

A W a l k I n T h e P a r k

As leading event designers, we endeavour to constantly innovate and incorporate ground-breaking components into our event design.

Having over 14 catering awards to our name and a reputation as the leading Caterer and Event Planner in South Africa, the expectation was huge, so we had to create an exciting, innovative brand new event design using the a relaxed park-inspired market theme as the key influences in the design.

Conferences can serve as a powerful catalyst to align leaders, develop solutions to problems, introduce new strategies, and fuel collaboration across the organization. The Bank used this rare opportunity as a strategy to harness the collective knowledge of their frontline leaders with informal podium presentations, breakout groups, market-place hospitality areas and interactive sessions which were not only relevant to the meeting objectives, but also coordinated so that together they formed a coherent whole.

The design and execution of the conference itself made that work come alive in what is in essence a series of structured conversations, carefully orchestrated to generate ideas, alignment, and, often, surprises along the way.

We used numerous techniques, namely multi-faceted discussion groups, musical bands, poetry and theatre, as well as the obvious Q + A's and panel discussions to harvest the ideas of conference attendees, one of our primary goals.

The concept was to begin conversation on the desired outcome of the event and solicit input on selected objectives, by making sure that ideas flowed across the meeting to lay the groundwork for genuine collaboration afterwards.

The design component also demonstrated our understanding of interior design and using that to achieve the desired goal of casual relevance

The complex yet comforting menu featuring amongst other items, fabulous breakfast smoothies, a myriad grab 'n go street food stations, gourmet ice cream trays, a botanical snack wall and the doughnut cart, as well as the scope of curated décor services and impeccable service by experienced servers, and the professionalism of the design team, made the event extremely pleasurable.

Our objective of the design and presentation was to offer guests a diverse offering and taste of our unique conference cuisine, and to showcase our award-winning culinary techniques by emphasizing that banking and business can also be fun!









CHALLENGES & OVERCOMING OBSTACLES

A Walk In The Park

Executing this type of lengthy event with so many new concepts, logistics and complicated components will always present some challenges, which in essence, is something we've come to expect and overcome by means of working as a team, and pre-planning in order to secure the success of the event.

The second challenge was potential menu fatigue since we would be serving the same food for four consecutive days. We remedied this by creating a series of different food stations so people could choose a different food experience every day, and we also cleverly changed the garnishes, and presentation every day to give the impression that an entirely new item was being served.

The menu was extensive and there were many different food items on offer but our team was able to prep some of the more intricate items at our production kitchen beforehand to alleviate some of the pressure on the day.

One of our big challenges was the length and duration of the conference as well as the extended hours our teams were going to work, and the sheer volume of guests per session.

Also, the fact that we had to impress a client who was very accustomed to our style, as well as having a huge business and media contingent present at the conference who would be documenting and photographing the event for future business record. This got our creative juices flowing and we overcame this obstacle by assembling our creative team to design sensory experiences in keeping with the desired objectives of the Leadership Conference.

Despite the challenges though, the upbeat mood of the event, the substantial amount of experienced design and culinary staff, the thorough pre-planning and the positive energy in the kitchen, resulted in an astounding finished product that had every guest marvelling at our design concepts and creativity.

UNIQUENESS OF EVENT

A Walk In The Park

One of the incredible qualities that our Company has is the unique ability to take a theme and embrace every single facet of the event design, from the entertainment, business content, and music to the beverages, uniforms, styling and the menu.

Creating a dynamic, engaging event for 800 people every day, for 4 days was no mean feat, and our design team spent many months conceptualizing this project. Together with our client and the affiliated teams, we designed and executed many unique components, including a specialized app for smart phones that was as informative as it was innovative and user-friendly.

One of the innovative highlights was a 'secret conference session', whereby each delegate was given a set of headphones with which to observe and engage in the discussion, without any sound at all being made in the venue- a concept thoroughly enjoyed by all!

Also, we had oxygen bars and a huge botanical 'green' living wall to encourage health and mental wellness during the extended hours at the event. An unusual charity initiative was also part of the Conference with delegates giving back to the chosen charity, thus adding a more human side to the serious business of Banking.

Renown as innovative product developers, event designers, catering experts and as leaders in our field, we had to produce a unique event that matched this corporate expectation, as well as enjoy the process- like a casual walk in the park!

















VENDOR COMPANIES

A W a l k I n T h e P a r k

Services	Supplier
Hiring	Exclusive Hire 011 444 1371
	Funxion Fusion
Tablecloths	Tablecloth hire
	Decor d-zign
	Exclusive hire (basic designs)
Lighting	De-light - tony 011 787 5133
Dancefloors	Connect-a-floor 011 444 1978
Furniture	Rain productions
	Propstars
	Funxion fusion (miguel)
	Decor d-zign
	Moove Event Design
Carpets	Chairsapes (gold, white, pink)
	Decor d-zign
	Exclusive hire
Vendor trays	Decor d-zign
	Party deesign
Food Stalls	Decor d-zign
	Vaughn's creations
Coffee/gelato bars	Cafe mechanics
Frozen yoghurt bar	A-Z productions (Zelda)
Bar structures	Propstars
	Barcode
Draping	CME Charmaine 011 792 2320
	Two-Way Exhibitions and Events

COLLATERAL: EVENT MENU

A W A L K I N T H E P A R K

DATE: 1-4 JUNE 2016
EVENT: FIRST NATIONAL BANK LEADERSHIP CONFERENCE
THEME: A WALK IN THE PARK, MARKET THEME
LOCATION: VODACOM WORLD, MIDRAND

Jozi juicebox

- The Big Bang
 - Pear, apple, mango and banana
- Red Roar
 - Carrot, beetroot, apple, lemon and ginger
- Very Berry
 - Berries, mango, banana and apple
- Liquid Sunshine
 - Lettuce, cucumber, ginger and lemon

'We'll start with a morning walk in the park' breakfast bites

- Layered fruit and yoghurt parfait with granola
- Home-made mielie, herb and savoury muffins
- Bagels with cream cheese, salmon, capers and topped with fresh dill
- Filled croissants with mozzarella, tomato and basil pesto
- Breakfast in a cup with grilled haloumi, hens egg, creamy aioli and fresh herbs
- Pastry selection
- Hot Options:
 - Freshly baked aromatic cinnamon buns with a sweet glaze
 - Sizzling breakfast beef sausages in a mini roll with gourmet sauces

'Fill the gap' mid morning bites

- Chilled seasonal fruit cup with orange zest and mint
- Petit souffle topped with melted cheese and filled with seasonal veg
- Gourmet bacon ribbons on skewers
- Jozi style baby breakfast bunny chow with savoury mince and baked beans
- Melted mozzarella and mushrooms on breakfast toasties
- Bit size BLT rolls with bacon, tomato and lettuce with a basil mayo
- Colourful mini chicken wraps with sweet chilli and fragrant avocado mousse
- Sweet waffles with maple syrup and fresh berries and banana

Lunch 'Bite club' food bars

- SIMPLE
 - 'Wrap my mind around it' healthy wrap bar
 - Healthy sandwiches and rolls
 - Layered salads in 'going green' custom designed salad bar
- SOUL
 - Chicken from down South - Good ol' deep fried seasoned chicken strips and sauces
 - Shake it up burgers served in branded wax paper with a variety of toppings
- SPICE
 - Bunny chow bar - butter chicken and chilli mince
 - Delightful curry tavern
- SOY
 - Japan on my mind sushi bar
 - Oriental noodles with a chicken and vegetarian stir fry
- STUFFED
 - Pies for Africa - pepper steak, chicken and mushroom, cornish
 - Tarts and quiches
- SAUCE
 - Pasta bar with assorted gourmet toppings

COLLATERAL: EVENT MENU

A Walk In The Park

(Cont.)

Decadent dessert carts

GIANT COOKIE CART

- Chocolate chip
- Macadamia
- Peanut butter

• GELATO CART

- Various flavours of sorbet and gelato
- Sugar cones, cups
- Sprinkles
- Syrups
- Nuts

• DOUGHNUTS

- Various Krispy Kreme doughnuts

'Workspace of the future' mid afternoon shelf service

- Glam popcorn with:
 - Dehydrated rose petals, smarties, cashew nuts
 - Rosemary, parmesan cheese
 - Asian with wasabi nuts and coconut
- High energy crunchy bar
- Dark chocolate pretzels with orange zest
- Dried fruit covered in dark chocolate
- Delicious sliced beef biltong
- Perfectly home roasted artisan nuts

Sunset cocktail snacks

- Sublime corn and chilli fritters topped with avo mousse, red peppercorns and fresh chives
- Rosemary skewers threaded through chargrilled beef fillet with a basil mayo
- Imported prosciutto wrapped around grizzini sticks with olive oil and a balsamic drizzle
- Mini Thai fish burgers served with Asian pineapple coriander salsa
- Herbed chicken skewers with sweet chilli dipping sauce
- Soup shots:
 - Butternut, sweet potato and nutmeg soup topped with a grizzini stick

RECIPES

A Walk In The Park

Layered fruit and yoghurt parfait with granola

Preparation: 5 min

Serves: 4

Ingredients

3 cups of plain Greek yoghurt

- 1 cup fresh strawberries
- 1 pint fresh black berries
- 1 pint fresh raspberries
- 1 pint fresh blueberries
- 1 cup good quality granola
- 2 sprigs fresh mint

Method:

1. Layer 1/3 of the Greek yoghurt into the bottom of each jar, combine all the berries (leave some for garnish) alternate layers and granola with yoghurt until jars are filled to the top. Serve and garnish with the remaining berries and fresh mint

Petit soufflé topped with cheese and filled with seasonal vegetables

Prep time: 10 min

Total time: 20 min

Serves: 5

Ingredients

- ¼ cup butter
- ¼ cup flour
- ½ teaspoon salt
- ¼ teaspoon cayenne pepper
- 1 cup milk
- 8 ounces grated cheddar cheese
- 3 egg yolks
- 6-8 sliced mushrooms
- 4 tablespoons diced assorted bell peppers
- 2 teaspoons olive oil
- 6 egg whites

Method

1. Preheat the oven to 220C
2. To make the roux, melt butter, then blend in flour, salt and cayenne pepper. Add milk all at once,. Cook over medium heat until mixture thickens and bubbles. Remove from heat, add cheese and stir until melted
3. Beat egg yolks in a separate bowl until thick and lemon coloured. Slowly add the cheese mixture, stirring constantly. Reserve, cover and keep warm
4. Sauté mushrooms, peppers and reserve
5. Beat egg whites to stiff peaks
6. In a mixing bowl, add 2 cups roux to vegetables and fold in egg whites
7. Pour into ungreased ramekins dish, sprinkle with remaining cheese
8. Bake in the oven for 15-20 until slightly brown

Peanut butter cookies

Preparation time: 15 min

Cooking time: 10 min

Ingredients

- 1 cup unsalted butter
- 1 cup crunchy peanut butter
- 1 cup white sugar
- 1 cup brown sugar
- 2 eggs
- 2 cups all purpose flour
- 1 teaspoon baking powder
- ½ teaspoon salt
- ½ teaspoon baking soda

Method

1. Cream butter, peanut butter and sugars together in a bowl, beat in the eggs
2. In a separate bowl, sift flour, baking powder, baking soda and salt, stir into butter mixture, put dough in refrigerator for 1 hour
3. Roll dough into 1 inch balls and place on baking sheets. Flatten each ball with a fork, making a crisscross pattern. Bake in a preheated oven 220C for about 10 min or until cookies begin to brown

Sublime corn and chilli fritters topped with avo mousse, red pepper corns and chives

Preparation time: 20 min

Cooking time: 16 min

Serves: 8

Ingredients

- 420g corn kernels, drained and rinsed
- ½ cup plain flour
- 2 eggs, lightly beaten
- Fresh chives
- 2 green onions finely chopped
- 2 tablespoons olive oil
- 2 tablespoons red peppercorns
- 2 avocados
- ½ red capsicum finely chopped
- ½ red onion finely chopped
- Chopped coriander leaves
- 1 tablespoon sweet chillies
- 1 red chilli chopped
- 1 tablespoon red peppercorns

Method

1. Combine corn, flour eggs, peppers, coriander, onion and chopped chillies in mixing bowl
2. Heat oil in a non stick frying pan over medium heat, using 1 tablespoon mixture per fritter, cook 8 fritters for 4 min each side or until golden and cooked through. Transfer to plate lined with paper towel. Repeat with the remaining mixture to make 16 fritters
3. Mash the avocado and top the fritters with the avocado mousse, sweet chilli and garnish with red peppercorns and chives

FUNCTION SHEET

A W a l k I n T h e P a r k

Function Coordinator:	Head Chef:	
Event Date: Tuesday, 31 May – Friday, 3 June 2016	Delivery vehicle:	Driver:
Event type: FNB Leadership Conference	Staff transport:	Time:
Event colour and theme: Neighborgoods Market	Kitchen equipment at event:	
Pax: 800pax per day	Flowers required: Greenery	
Client Name: Samantha Gabriel	Dietary requirements:	
Client contact Nr: 083 782 1550	Halaal: 18	
Event Address: Vodaworld Talk 500 N&S	Kosher: 5	
Guest Arrival Time: 06h30am	Vegetarian: 39	
Delivery Time: 04h00am	Other: 2 Vegan 41 Banting 36 Halaal friendly	

Notes for Kitchen / Talieta:

FNB LEADERSHIP CONFERENCE (PLEASE REFER TO IMAGES)

JOZI JUICEBOX

- The Big Bang
 - Pear, apple, mango and banana
- Read Roar
 - Carrot, beetroot, apple, lemon and ginger
- Very Berry
 - Berries, mango, banana and apple

WE'LL START WITH A MORNING 'WALK IN THE PARK' BREAKFAST SNACKS

- Layered fruit and yoghurt parfait with granola – **SMALL CLEAR CUP WITH FLAT LID AND WOODEN SPOON**
- Home-made mielie, herb and savoury muffins – **WHITE PAPER PACKET**
- Bagels with cream cheese, salmon, capers and topped with fresh dill – **SMALL DISPOSABLE ECO PLATE**
- Filled croissants with mozzarella, tomato and basil pesto – **SMALL DISPOSABLE ECO PLATE/WHITE PAPER PACKET**
- Breakfast in a cup with grilled haloumi, hens egg, creamy aioli and fresh herbs – **SMALL ECO BOWL**
- Pastries selection – **PAPER PACKETS**
- Hot option – **ECO PLATE/PAPER PACKET:**
 - Freshly baked aromatic cinnamon buns with a sweet glaze
 - Sizzling breakfast beef sausages in a mini roll with gourmet sauces

'FILL THE GAP' MID MORNING BITES

- Chilled seasonal fruit cup with orange zest and mint – **SMALL CLEAR CUP WITH FLAT LID AND WOODEN FORK**
- Petit soufflé topped with melted cheese and filled with seasonal veg – **GREASE PROOF SHEET**
- Gourmet bacon ribbons on skewers – **GREASE PROOF SHEET**
- Jozi style baby breakfast bunny chow with savoury mince and baked beans – **ECO BOWL**
- Melted mozzarella and mushrooms on breakfast toasties – **PAPER PACKET**
- Bite size BLT rolls with bacon, tomato and lettuce with basil mayo – **PAPER PACKET**
- Colourful mini chicken wraps with sweet chilli and fragrant avocado mousse – **CLEAR PACKET**
- Sweet waffles with maple syrup and fresh berries/banana – **ECO PLATE AND WOODEN KNIFE AND FORK**

LUNCH 'BITE CLUB' FOOD BARS

SIMPLE:

- 'Wrap my mind around it' healthy wrap bar
- Healthy sandwiches and rolls
- Layered salads in a 'Going green' custom designed salad fridge, handpicked by the guests

SOUL:

- Chicken from down south – Good ol' deep fried seasoned chicken strips and sauces
- Shake it up Burgers served in branded wax paper with a variety of toppings (medium size)

SPICE:

- Bunny chow bar – butter chicken and chilli mince
- Delightful curry tavern

SOY:

- Japan on my mind sushi bar

FUNCTION SHEET

A W a l k I n T h e P a r k

STUFFED:

- Pies for Africa – pepper steak, chicken and mushroom, etc.
- Tarts and Quiches

SAUCE:

- Pasta bar with assorted gourmet toppings

DECADENT DESSERT CARTS

- Giant cookie bar (**SERVED IN VENDOR TRAYS**):
 - Chocolate Chip
 - Macadamia
 - Peanut butter
- Gelato cart (**CART**)
 - Various flavours of sorbet and gelato
 - Sugar cones, cups
 - Sprinkles
 - Syrups
 - Nuts
- Doughnuts
 - Various Krispy Kreme doughnuts on a custom wall (**PAPER PACKETS**)

'WORKSPACE OF THE FUTURE' MID AFTERNOON SHELF SERVICE – GRAB AND GO SERVED ON DOUGHNUT WALL

- Glam popcorn with (**CHINESE BOXES AND OR CONES -- BRANDED**)
 - Dehydrated rose petals, smarties, cashew nuts
 - Rosemary, parmesan cheese
 - Asian with wasabi nuts, coconut
- High energy crunchy bar (**CLEAR PACKET**)
- Dried fruit covered in dark chocolate (**CLEAR PACKET**)
- Dark chocolate pretzels with orange zest (**CLEAR PACKET**)
- Delicious sliced beef biltong (**CLEAR PACKET**)
- Perfectly home roasted artisan nuts (**CLEAR PACKET**)

SUNSET COCKTAIL SNACK MENU

- Sublime corn and chilli little fritters topped with avo mousse, red peppercorns and fresh chives
- Rosemary skewers threaded through chargrilled beef fillet with basil mayo
- Imported prosciutto wrapped around grizzini sticks with olive oil and balsamic drizzle
- Mini Thai fish burgers served with Asian pineapple coriander salsa
- Herbed chicken skewers with sweet chilli dipping sauce
- Soup shots (**VODAWORLD TO PROVIDE SHOT GLASSES**):
 - Butternut, sweet potato and nutmeg soup espresso with a grizzini stick

AFTER HOURS DRY SNACKS

- Delicious sliced beef biltong
- Perfectly home roasted artisan nuts
- Dark chocolate pretzels with orange zest
- Dried fruit covered in dark chocolate

DRUNKEN AFTERNOON LOLLIES

Glass of bubbly with a fruity lolly and seasonal berries

THANK YOU

We are not wasted
we will be donated
for this event.

Mo
Tomi
Bos