



CASE STUDY

Title: Simmons and Simmons at Lord's

Client: Simmons and Simmons

Event: Annual Dinner

Group size: 140-190

Venue: The Long Room at Lord's Cricket Ground

Date: Thursday 22nd April 2010

The company background: A highly reputed international law firm with offices in Europe, USA, Middle East, Far East and Africa, specialising in energy and infrastructure, financial institutions, life sciences and media & technology. Simmons and Simmons has been holding its annual dinner at Lord's for five years.

The brief: An annual dinner at which both employees and clients are entertained. The event is an important occasion in the firm's calendar, being a chance to thank employees and recognise the loyalty of clients.

For their annual dinner, Simmons and Simmons required:

- A prestigious venue which matched the stature of the company itself.
- Convenience – close to central London and easily accessible by car and tube.
- 'Wow factor' – an iconic venue befitting of such a significant occasion.
- Exemplary levels of service and reasonable value.

The challenge: To meet the very high standards which Simmons and Simmons has become accustomed to over 5 years of holding its annual dinner at Lord's.

The execution: A 3-course black tie evening dinner is held, with bar open before and after. Guests arrived at 6.30pm for a tour of the ground, drinks were served at 7.00pm and dinner began at 7.45pm. A microphone and lectern were needed for the speaker. The Lord's Events Team liaised with Simmons and Simmons in the run-up to the event and were on hand throughout the evening itself. Seating arrangements were planned by the Lord's Events Team, easing the workload on the company itself.

Client feedback: "Lord's has provided very good levels of quality and service for every one of the ten annual dinners I have attended while at Simmons and Simmons. I am leaving the company soon and would not hesitate to recommend Lord's as a venue in the future. The champagne was very good quality and the per head pricing system is easily manageable and excellent value."

Andrew Brydon
Simmons and Simmons