

# Bollington Wilson Group Annual Conference and Christmas Party



30 November 2018



The Point



390 daytime guests  
265 party guests

## Event Overview

In November 2018, Bollington Wilson Group held their annual communications day and private Christmas party at the award-winning venue, The Point, for the first time.

## The Brief

Bollington Wilson Group needed a venue that provided great space in an ideal location, which boasted excellent public transport links and free on-site parking, due to the number of delegates in attendance.

It was important for the company that the events team would be able to turn the space around from a theatre style corporate conference to a party atmosphere in a short timeframe.

As the event was a combined conference and private party, there was also a need to have the option of an on-site hotel, where guests could freshen up in-between the day and enjoy pre-event drinks, without having to step outside.

The Point offered the versatile space that Bollington Wilson Group were after, which was ideal for the annual daytime conference, while providing a large space where guests could soak up the evening entertainment. The Mezzanine Bar within The Point offered the perfect setting for guests to enjoy welcome drinks before the evening celebrations.

## The Result

*"Emirates Old Trafford is a fabulous venue to hold an event. I would highly recommend it to anyone looking for exceptional facilities, a great atmosphere, excellent food and service combined. We all had a brilliant evening and have booked again for this year!"*

**Elaine Daley, Executive Assistant.**



