

AJ Bell



'Ibiza Nights' Summer Party



19 July 2019



The Point



300 guests

Event Overview

In July 2019, AJ Bell hosted their 'Ibiza Nights' summer party, in celebration of their recent achievement in being recognised as one of the 'Sunday Times Top 100 Best Companies to Work For'.

The Brief

AJ Bell needed a venue that could a) accommodate a large number of their team, and b) had an event space that could be transformed, as it was important to them that the Events Team could decorate the room to create an evening which really encapsulated the brand and theme.

The Point is the largest event space at Emirates Old Trafford, and can be sub-divisible into three areas, ideal for large events such as AJ Bell's. The Point had enough space to accommodate the guests and included room for a dancefloor and the theming and props etc. As an intelligent and blank canvas, the space is adaptable and can be tailored to suit any needs.

AJ Bell chose an 'Ibiza Nights' theme, so the open space and natural lighting in The Point was ideal in creating the right atmosphere. The private Mezzanine Bar provided a great reception area for the VIP guests which overlooked the event space, and with its large windows and balcony overlooking the pitch offered a unique setting for their celebration. Due to the large number of guests, the company made use of the three bars to minimise queues on the evening and efficiently serve guests.

The venue is ideally located just three miles from the city centre, offering excellent transport links as well as on-site parking which was a must for AJ Bell, and with the on-site four-star Hilton Garden Inn, complete with its unique bridge links connecting the buildings provided the ideal solution for AJ Bell and its guests.

The Result

"On behalf of everyone at AJ Bell, I want to say a big thank you to the team at Emirates Old Trafford, from the sales team to the serving staff. This was the first time we've hosted our staff summer party at the venue, and we had an amazing night! The facilities were excellent and the service from bar staff, management and the kitchen team on the night was fantastic and really allowed us to celebrate another successful year.

"In particular, Louise Milne was fantastic, she provided me with exactly what I was after to make the final venue decision and amended the proposal to suit my needs. Victoria Sharratt was also very helpful, as she really understood the event and advised where certain features could be located. The team were lovely to work with and really demonstrated their expertise in the field."

Abbie Cottrill, Events Coordinator.



Old Trafford



HOME OF
Lancashire
Cricket

