

Case Study

00M License to Thrill

Marcol International Asset Management Ltd

Brief

Create an exciting and action packed Christmas party for the London and European offices of international property company Marcol. Taking place over a full day and night in central London, the event needed to include creative internal pre-communications, team-based activities, top-notch entertainment and exclusive five star glamour.

Concept

CCTV footage shows that, in a brazen daylight heist, villains have broken into Marcol's offices and stolen their property portfolio. The company directors request that all staff members go undercover as 00M agents and join them on a high adrenaline day and evening of intrigue, adventure and glamour as they enter into the world of James Bond and seek to recover the portfolio.

Activity - Daytime

The 00M agents were whisked away from their offices by stretch hummer to a secret riverside location for an intelligence briefing from M (a Judy Dench look-alike). Agents then took part in secret agent training interspersed with some urgent missions in iconic central London locations: collecting forensic evidence; diffusing a bomb (fake!); laser target shooting; and weaponry skills to name a few.

Activity - Evening

00M Agents were invited to a lavish white tie dinner at Shoreditch House which had been transformed into the ultimate Bond penthouse for the night, complete with a covered swimming pool, silhouetted dancers, an 8 piece band, burlesque showgirls and surprise fireworks. In a spectacular finale the villains abseiled through the roof, only to be apprehended after a stunt fight by 007 himself (a Sean Connery look-a-like) who returned the portfolio to its rightful owners.

After the event, as a thank you to the agents for their help retrieving the portfolio, each agent was sent a case closed file containing photos of all their efforts, along with video footage of the day and the intelligence briefings leading up to it.

Result

"Alchemy delivered exactly what was requested and far more. The team were amazed, rendered speechless and laughed like there was no tomorrow. We couldn't have asked for more. I would happily recommend the highly professional Alchemy team."

Victoria Kane, Group Operations Manager,
Marcol International Asset Management Ltd.



Event Planning & Management

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