

# Case Study

## Rock 'N' Roll Bowl

Marcol International Asset Management Ltd

### Brief

Create an entertaining evening event with subtle team building elements to engage and unite Marcol's London offices and celebrate a successful summer.

### Concept

Guests were transported into the golden age of Rock 'n' Roll at an exquisitely themed evening of bowling, pinball, cocktail making, jive dancing and hula hooping at All Star Lanes in Holborn.

### Activity

Attention to detail was key to creating a fully immersive 1950s experience for the guests, and included sourcing genuine 1950s pinball machines and a double decker bus. Teams were given costumes based on famous 1950s icons and participated in themed team building activities before a final bowling showdown and prize giving. This gave the cue for guests to see the evening out on the dance floor.

### Result

"The event was an enormous success. It was the first event we ran with Alchemy and I was very impressed with how they sought to understand our people and their tastes, and translated that into an event that really hit the spot. The team from Alchemy are hugely professional and delivered the event seamlessly on the night, allowing me to relax and enjoy the evening."

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



Event Planning & Management

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