



Association & Conference  
Management Group

# Case Study: Social Events during a Conference

March 2018





# Background

When K.I.T. Group is contracted to function as Professional Congress Organizer (PCO) for a society or association, we usually also handle the congress catering as well as the social events in connection with this congress. Social Events describe a variety of functions and can be anything from a breakfast, a luncheon or a welcome reception to a conference party or a gala dinner for several hundred participants.

K.I.T. Group is experienced in planning, organizing and executing such events either in the congress venue or in unique locations in or around the destination city. With our long lasting expertise in organizing events in various cities all over the world, we can revert to a multitude of local partners and suppliers to make sure the event will be as unique and unforgettable as the client expects it to be. Our experience in social event planning ranges from VIP dinners for 10 guests to receptions for more than 3,000 participants.

# Idea



For one of our European clients, each year we organize five social events in connection with the congress: a welcome reception in the exhibition area for 1,500 people, a VIP lunch for 15 guests, and three dinners in various sizes: One dinner for 20 VIP guests, one dinner for 50 participants, and the main event, the President's Dinner for 300 invited guests.



# Solution

When the congress took place in Barcelona, the welcome reception as always took place in the congress venue, and the VIP lunch was organized in a nearby 4 star hotel. For the VIP dinner for 15 people a table in a traditional Barcelona seafood restaurant was booked, to which the guests were driven with a shuttle service from their hotel. The dinner for 50 people was organized in the Torre D'Alta Mar, a panoramic tower restaurant with a 360° view of Barcelona and the sea. The President's Dinner was in a unique event location called *Mirabé* in the foothills of Mount Tibidabo, overlooking the entire city of Barcelona. As the dinner was in the summer time, the guests could enjoy a spectacular view of Barcelona by night on the open terrace while enjoying their dinner.



# Solution

K.I.T. Group searched for suitable locations for all those dinners and suggested several for each dinner to the client, who was then able to choose based on location, price, and individual atmosphere. Once the venue was confirmed, K.I.T. Group took care of booking all needed services such as the venue, catering, security, cleaning, hosts for the entrance control and shuttle buses.

Are you planning an event and need support with the realisation?

Let's talk about your ideas and see how K.I.T. Group can help you turn them into reality.

Contact us at [info@kit-group.org](mailto:info@kit-group.org).