

KICK OFF

LEEDS-BASED EVENT CATERING COMPANY DINE PROVIDED ITS SERVICES FOR THE LAUNCH OF THE NEW MULTI-MILLION POUND FA NATIONAL TRAINING CENTRE, SERVING KEY FOOTBALL FIGURES AND ROYALTY.

The Mission:

The new Football Association (FA) national training centre at St George's Park in Burton upon Trent represents an investment of several million pounds towards creating a sporting centre of excellence in England. The new venue required a full-scale launch event, which was to be overseen by Generate Events, and would be attended by football managers, club chairmen, the full England football team, plus VIPs such as the Duke and Duchess of Cambridge.

Dine, the corporate catering company based in Leeds, was selected by Generate Events to manage the catering. The company was to serve 4,800 canapés in three quarters of an hour to 600 guests, as well as ensure guests were looked after. The launch would be in accordance with strict timings and Dine was to work to this schedule.

Planning and Logistics:

Prior to the event, Dine had to create a presentation and tasting session

for the FA team to showcase the hospitality that the catering company could provide for guests on the day.

A number of considerations came into play as Dine had to carefully plan how to cater for a diverse audience that included the next in line to the throne. Once the cuisine was approved the team wanted to make sure the food would be served in a memorable way that fit the occasion. Custom-made patented iPad trays displaying a video edited by the FA especially for the event were used to present the food to guests, providing an innovative reminder to guests of the launch as they enjoyed the canapés.

The Outcome:

The Generate Events team were impressed with Dine and there are plans for the two companies to work together on forthcoming projects in the future as a result of the smooth running and positive outcome of the launch event. The Managing Director of St George's Park was also impressed with the high quality service provided by Dine.



FAST FACTS:

Event:
The launch of St George's Park, the national FA training centre

When:
9th October 2012

Where:
St George's Park, Burton upon Trent

Planning time:
Six weeks

