

CASE STUDY



Save the Children Literary Luncheon Swansea University Bay Campus

Photos courtesy of Nick Trehane and Save the Children



BACKGROUND

In November 2019, Save the Children's Swansea team held a fundraising literary lunch to celebrate and commemorate the 100th Anniversary of the organisation in Swansea University's Great Hall on the Bay Campus.

CHALLENGE

The key challenges for successful delivery of the event, as outlined by the event organisers, were:

1 A PRESTIGIOUS AND IMPRESSIVE VENUE

This was a significant event in Save the Children's event calendar, therefore securing a venue that set an appropriate tone for the event was essential.

2 APPROPRIATE SPACE

Capacity for 200-300 guests with a generous reception area were required, as well as a stage with good acoustics, up to date technical equipment with onsite technicians and dressing rooms for the performers who would be entertaining the guests on the day.

3 EXCELLENT EVENT CATERING

With the event being a literary luncheon, high quality food and a varied menu choice were of paramount importance to the event organisers.

SOLUTION

1 To achieve the required tone for the event, the Save the Children literary luncheon took place in the Bay Campus' flagship event space, The Great Hall. The retractable seating within the Sir Stanley Clarke Auditorium was removed, converting the magnificent space into a large, flat floor area, perfect for the round table set up. Running alongside the Great Hall Auditorium are two galleries leading to a delightful bar area with breath-taking views of Swansea Bay, which helped to contribute to the splendour of the event. Regular meetings took place between the event organisers and Event Services team to ensure guests were treated to a memorable day.



3 Swansea University's Event Service and Catering teams worked closely with the event organisers to ensure that the menu consisted of various delicious dishes, suitable for those with differing dietary requirements. Highlights included traditional Salt Marsh Lamb Cawl served with Chunks of crusty bread, pan fried Salmon fillet on a bed of sautéed shredded cabbage served with Prosecco and lemon sauce, and Classic Crème Brûlée with Seasonal Fruits & Shortbread biscuits.

2 The spacious Great Hall foyer served as a hospitable welcome area for delegates as they arrived for the event. The ground floor meeting rooms were utilised as dressing rooms and backstage areas for the performers. The international standard acoustics within the Great Hall were perfect and technical support was available throughout the day from the on-site AV Technicians.



RESULTS

The Save the Children Literary Luncheon was an undeniable success, with profits being raised to fund Save the Children's child poverty programs in Wales.

"From the word go, we knew the Great Hall was the right venue for our luncheon, setting the tone for a literary themed event including presentations to children for a writing competition. Staff were very responsive when it came to organising meetings, providing relevant information, responding quickly to emails and with their invaluable support and presence on the day. The Great Hall looked amazing when all the tables were in position and laid out; and the auditorium area was ideal for meeting all our needs (bar/ table for wines / space for a choir with piano provided, space for sponsors banners and cloakroom area). All in all, the feedback from our guests was extremely positive about the venue and we would highly recommend anyone looking to hold an event...to consider the Great Hall"

PAMELA MUIRHEAD, EVENT ORGANISER