

Broadgate Estates: Land, Sea and Air

Audience: 30

Location: Hampshire

Project: Client Experience



Background & Objectives

Broadgate Estates is a commercial and specialist property management company, servicing prestigious estates, landmark buildings and major commercial premises.

The company wanted a fun, original way to thank existing and inform prospective clients. With a mixture of prestigious property owners and international organisations on its books, any event had to reflect Broadgate's professional corporate style whilst appealing to a cross-section of guests.

The Experience

Land, Sea and Air: a fabulous full-day treasure hunt where participants followed clues to find and open the secret chest. Their adventure included:

- Cruising across the Solent in powerboats
- Speeding across the countryside in mud spattered 4x4s
- Taking to the skies in piloted helicopters
- Lunch in an exclusive secret venue
- Champagne reception, lavish evening dinner and luxurious overnight stay

Results & Outcomes

- Staff from Broadgate Estates spent quality time with existing and prospective clients in an atmosphere of fun, exhilaration and laughter
- Clients met each other, generating common experiences and plenty of memories to cement their relationship with Broadgate
- Broadgate Estates showed off its fun side, revealing a relaxed and flexible yet professional and organised approach to business
- Extensive networking and introductions took place, leaving a positive glow of achievement as well as enjoyment

