

Fujitsu: New Office Launch

Audience: 1,000

Location: Manchester

Project: PR Event



Background & Objectives

To celebrate the regeneration of East Manchester, the completion of the first buildings in Central Park together with the opening of Fujitsu Services new offices.

The Experience

Day one saw the Mayor of Manchester conduct the formal opening. As VIP guests arrived they were greeted by a champagne reception and entertained by wandering musicians on high rise stilts. A dramatic reveal saw an aerialist descending from the roof of the 3 storey building unfurling the opening banners. Following tours of the new offices, guests were entertained during lunch by The Rat Pack Tribute Band.

Day two commenced with a formal welcome to Fujitsu employees and their families to celebrate the opening of their new offices. An array of entertainment for guests of all ages was provided including bouncy castles, pamper-athon, schools' art work display, simulators, go karts and much more.

Results & Outcomes

The event brought publicity to Central Park and the three consortium members, entertaining 1,000 people over the two days. Fujitsu Services employees enjoyed a memorable opening to their new offices which also created awareness and a feeling of inclusion in the local community.

