

Mitchells & Butlers: Pride Awards

Audience: 2,500

Location: The Celtic Manor Resort

Project: Brand Conference & Awards Dinner



Background & Objectives

Mitchells & Butlers is a leading operator of managed pubs and restaurants in the UK. The company has around 2,000 businesses employing 40,000 people. Their brands include All Bar One, Harvester, Browns and Toby Carvery. Mitchells & Butlers recognise their managers at an annual awards dinner, 'Pride Awards'. MotivAction have supported the event for over 10 years and each year create, produce and deliver an event which continues to wow guests.

The Experience

Over four days and evenings the 'Pride Awards' welcomes 2,500 guests, covering every Mitchells & Butlers brand. A bespoke event website, featuring an integrated delegate management system, provides a smooth user interface and a comprehensive event management database. A full day conference, including brand breakouts, is followed by a glamorous black tie Awards dinner. The evening is supported by major drinks brands who install pop up bars in the Mitchells & Butlers Drinks Lounge. Every manager has the opportunity to get close up to innovation, new promotions and the latest trends in the drinks and hospitality industry.

Results & Outcomes

"A huge, huge thank you everyone for your part in pulling off another great event. ...without your expertise and commitment to M&B it would most certainly not be the success it is. I really appreciate all your help in the various parts played to pull off what has been 'the best ever' event this year. Absolutely everything was fantastic and I owe you gratitude in supporting me and the event and making it such a superb week."

Operations Team Leader

