



WHO: Corporate Events Unlimited

WHAT: Managing Virgin Atlantic's Inaugural Sydney Flight launch, including three day ground arrangements for 200 VIPs from Hong Kong and London travelling on the inaugural flight and a launch party for 1200 guests

WHY: To launch the new daily Virgin Atlantic service from Sydney - Hong Kong - London

WHEN: December 8 - 10, 2004, with a launch party on December 9

WHERE: Three day ground arrangements in Sydney and launch party at Wharf 3, Sydney

Photos courtesy of James Morgan

VIRGIN ATLANTIC **Services launch**

HOW: Virgin Atlantic set Corporate Events Unlimited the following objectives:

- To ensure the landing of the first Virgin Atlantic aircraft on Australian soil was as memorable as possible
- To ensure that Virgin Atlantic's arrival was high on the media agenda of both Australian and visiting International media
- To provide a 'Sydney experience' for 200 International VIPs on the inaugural flight
- To make Virgin Atlantic's party the 'party of the year'
- To showcase Virgin Atlantic's Upper Class Suite reflecting Virgin Atlantic's brand values of Innovative, Creative, Individual and Informal.

The key to achieving the above objectives was to create events and experiences that the international visitors enjoyed, but which also created media coverage and excitement about Virgin Atlantic's arrival into Australia. Drawing on Australia's iconic beaches to create a surf beach theme the launch kicked off with Sir Richard Branson's arrival on the first Virgin Atlantic plane at Sydney Airport. Dressed in board shorts with a surfboard under his arm, Sir Richard emerged from the plane with models wearing Union Jack and Southern Cross sequined bikinis, and Collaroy Surf Lifesavers. The theme continued at Bondi Beach Surf Club, with a barbecue by celebrity chef Luke Mangan and where Sir Richard arrived hanging from a helicopter to be greeted by 12 Bondi Beach babes.

The international visitors enjoyed a number of Sydney's sights, participating in a unique 'drag queen' tour of Sydney and enjoying a Harbour Cruise, complete with crab racing. The three days were topped off with the launch party, which saw 1000 guests rub shoulders with local celebrities and see for themselves the Virgin Atlantic Upper Class Suite and in-flight bar.

SPECIAL TOUCHES: While the whole three days were full of special touches, the Virgin Atlantic Wharf 3 party really stood out. On arrival, guests walked through a Hong Kong themed bar, which reflected one of Virgin Atlantic's key destinations, and were greeted by not only Sir Richard but also by a dramatic life-size Airbus nose. All guests were then invited to 'board the Virgin Atlantic plane' and enter the event. The event itself was held inside the world's first air bubble with the world's first rear projection. Projecting 3D animated images of clouds, sunrises, sunsets, and storms, the aim was to simulate the view that would be seen out of the aircraft.

IN SUMMARY: The success of the event can be measured in three ways: Firstly by the unprecedented amount of media coverage, secondly by the feedback from the international visitors and thirdly by the resounding success of the party. Virgin Atlantic wanted to make a statement that 'we are Virgin Atlantic and we have arrived'. Feedback from the client was that we achieved that, and it was their best inaugural event ever.