

## Overview of the event

### BUSINESS IS AN ADVENTURE

As South Africa's leading Caterer and Event Planner, we were tasked with designing a multi day event for Sir Richard Branson's signature International conference 'Business is an Adventure' that draws huge crowds annually.

His philosophy encompasses pushing the boundaries, taking the risk, and giving life everything you've got.

We were deeply inspired. Moved by his business ethos. Ready to design an event that would make history.

Over two days we designed a bespoke 700 guest conference, and a 200 guest gala dinner that would speak strongly to a youthful target audience in an edgy, unique and creative way.





# Event concept and design

### BUSINESS IS AN ADVENTURE

'Business is an Adventure' is an exceptional business networking event hosted by Sir Richard Branson, founder of the Virgin Group, addressing young entrepreneurs and thinkers and offering advice with a high level panel of experts in business from South Africa and around the world. We knew that we would be designing a signature conference for 700 guests, followed by a high profile networking gala dinner hosted at Her Majesty's trade commissioner's residence where top CEO's, Presidents and Captains of business are brought together in order to strengthen ties and enjoy the finale of the conference.

The challenge was to produce an event of equal fortitude and power. They had come to the right people.

For us to make an impact at this International conference we had to ensure that our culinary and design planning team worked very closely in all aspects of the event design and that there would be many varied experiential elements in order to make the conference memorable as well as fun. This included customized décor, set design, fabulous flowers, bespoke furniture, staffing, bar services, creative photo walls and enthralling menu planning.

The event concept encompassed aspects of business, banking and aviation (since Virgin airlines is a major sponsor) and we envisioned an elaborate and vivid red theme across all aspects of the design.

We conceptualized a mystical red passage that led into the conference space that was streamed live all over the world- a sort of tunnel into business Nirvana.

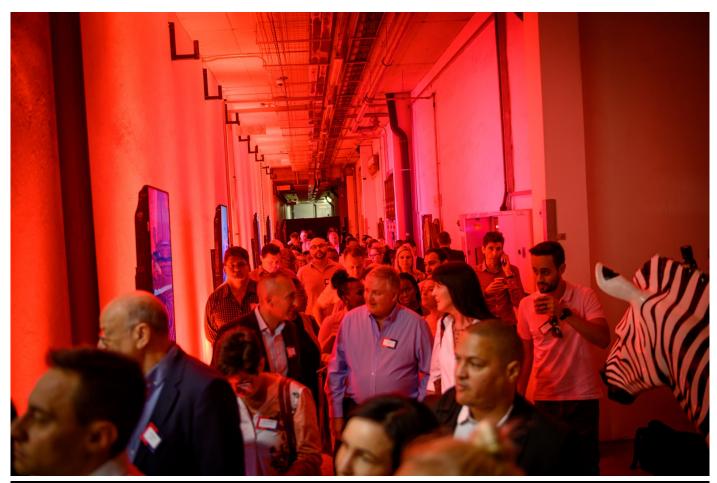
Along the walls of the passage we projected inspirational videos of all the keynote speakers talking individually to the camera, engaging separately with each guest as they moved into the auditorium- a precursor to the inspiring Think Tank which was to come.

For the Gala Dinner event, we followed a similar color palette and there too designed modern but more opulent elements such as a number of impressive chandeliers with vibrant red fringing handmade by African artisans, further enhancing local business and the entrepreneurial ethos of the conference.

The concept of this event was to bring together and recognize, over numerous disciplines and venues, great minds in an interactive, multi-purpose, immersive manner and to consolidate the sharing of great ideas and relationships in an inspiring way.









# Menu design

#### BUSINESS IS AN ADVENTURE

We always say that when you love food, it shows!

With a reputation as the leading award winning caterer in South Africa we had to create an exciting, innovative brand new concept menu using unique methods, unusual serving vessels, styles and techniques, as well as flavors and textures, as the key influences in the food design for this

Our client is known for their innovative business practice, and is a leader in their field, so with this in mind we too had to produce a menu that matched their corporate ethos and expectations.

This was a design dream from conception to fabulous innovative finale making it an absolute visual and gastronomic treat for all to enjoy.

For the conference, the menu was modern and innovative yet still substantial as the guests would be needing 'brain food' to sustain themselves during the day.

It began on arrival with a floating brunch featuring French toast shooters, red berry acai bowls, and corn cilantro fritters with salmon and red amaranth, giving guests a small taste of what was to come.

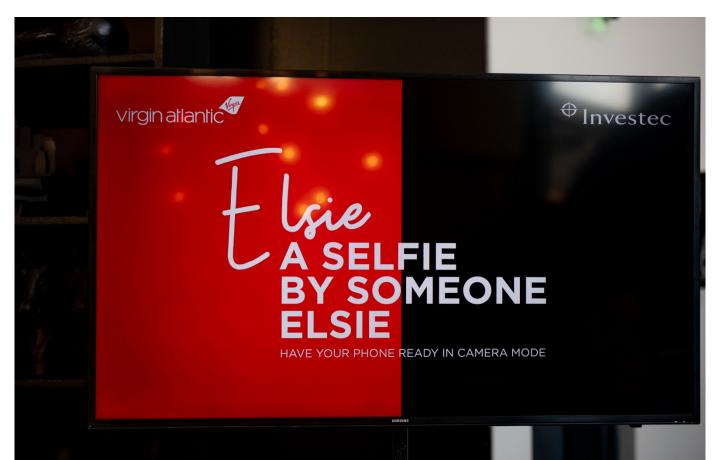
For lunch after their inspiring sessions, our team designed a series of passed bowlsalways with an element of surprise, as well as our new 'Rainbow Dim Sum', Green Goddess vegan zucchini noddle salad with shitake mushroom, avocado and black sesame brittle as well as a series of flower enhanced interactive 'Food Walls', Sushi 'Shelves' and decadent dessert 'installations' which included our brand new Suspended Sweet Chandelier with hand sprayed boxes filled with candies, popcorn and doughnuts for a much needed sugar rush

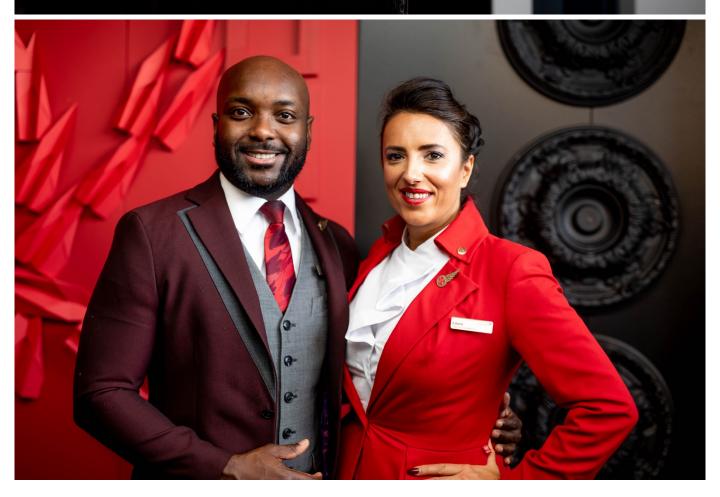
The Gala Dinner was a posh affair and our chefs conceptualized the menu around appetizing and impressive canapés to start, followed by a gorgeous fillet mignon with gold dusted tuile coral garnish or entrée, and finished off by an artistic Royal red mousse sphere with champagne raspberry coulis pipette for the finale – a decadent menu based on the unique vibrant scarlet theme that ran throughout the entire conference.

We kept the elegance but with a twist, using the vibrant red color in the food as well and an added element of surprise was the subtle addition of fusion African ingredients and techniques.

Each course was superbly polished as we paid extreme attention to the meaning of every single item that was put on the plate, making this menu truly a designer culinary creation!











# Overall vision and how we enhanced it

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For this significant event, the attention to detail and authenticity of fusion AfroAnglo design, coupled with overwhelming menu intricacy and elaborate design expertise over two days was our vision from the very beginning.

We creatively conceptualized a series of gastronomic, artistic and sensory experiences that were based on seeing business as an adventure, which we flawlessly delivered.

A huge part of the event design was the innovative event format and the menu, which comprised a series of tasty passed items and food stations throughout the day. We toyed with the idea of unique, customized decor and wanted to add an original air to the design so we mixed it up with a local look and global design influences which made our design very appropriate to the overall impression of the event The emphasis of every single design item and gesture was very significant to our overall vision for these events.

Significantly, the impressive glossy red and black feature walls, the sprayed scarlet woven chairs and baskets, and the richly colored red corridors at the conference, as well as our clustered fringed lights and vinyl wrapped bars at the Gala dinner are testament to our passion for unique presentation and our flair for strategic design aligning the superior quality of our team, with the innovative and inspiring culture of our client.

The vision of event was to bring together and recognize, over numerous disciplines, strategic partnerships and inspiring experiences in an interactive, multi-purpose manner, and to consolidate the meeting of this generation's great minds.









# Challenges and overcoming obstacles

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Executing this type of series of events with so many aspects and complicated components will always present some challenges which in essence is something we've come to expect and overcome.

As with any multiple day event, we faced several challenges such as staff fatigue, creating new and unique ideas, time constraints, challenging spaces and complicated processes.

Finding a venue to accommodate 750 pax for a televised panel discussion whilst keeping our stylish vision in mind and within the brand corporate identity, security, parking, logistics and health and safety requirements was challenging but had been planned months before with several preplanning site visits, meetings, brainstorming sessions and tastings.

Making use of a professional recording studio was an unusual choice but it gave us the space we needed to create a simulation of the inside of a Virgin Atlantic airplane with tiered seating in order to allow all guests to feel included in the panel discussion- an unusual but very welcome feature.

For the gala dinner, the venue, which was in fact the garden of a residence comes with its own challenges.

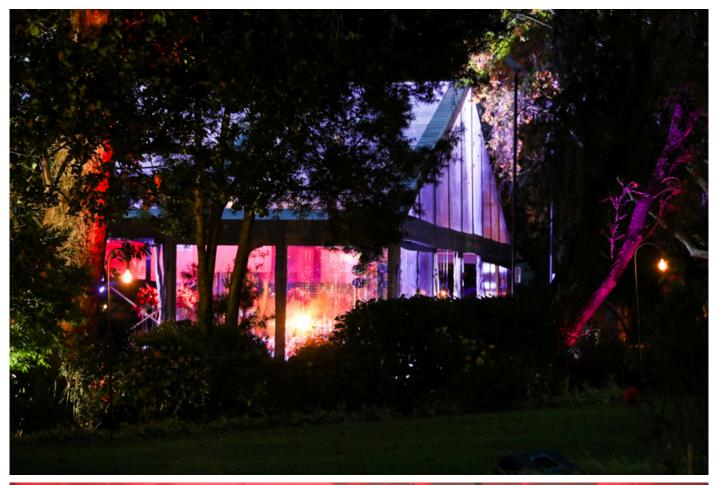
Being a diplomatic residence for the United Kingdom, security was very strict and build up of the marquee began only 2 days prior to the event with a  $25 \times 15m$  tent.

Bringing all the items in was challenging as we needed to maintain stringent health and safety standards governed by South African and UK laws, and furthermore managing a diverse crew of almost 100 people with several suppliers onsite at two locations was a mammoth task.

We remedied this by scaling up our operations teams to handle the volume of work, had clear lines of communications and did most of our food as well as floral pre-preparation offsite the day prior to alleviate the pressure.

This plan worked perfectly well and culminated in a perfectly orchestrated series of impressive, professional and memorable events









# Uniqueness of the Event

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Our designers are always on the quest for the Unusual, the Memorable, the Unique.

We loved creating this series of bespoke events as they were unique in every element yet had the common thread of color, passion and exuberance running through them.

Our professional design team decided on a modern, abstract red and black color scheme, with very subtle touches of Africa, which could be seen through the type of indigenous flowers and foliage we used, and the abstract little objèt that accessorized the custom made shelving. This also served as a great opportunity for photographs and business banter.

Renown as innovative experience developers, event designers, catering experts and leaders in our field, we produced a unique multi-day event with unprecedented touches that matched the corporate expectation, as well as enjoy the process along the way.

We used numerous unusual techniques to bring our concept to life, namely multi-faceted menu experiences, sushi walls, food stations, passed bowls, interactive bars, customized candy chandeliers, musical bands, interactive attendee lounges and booths, watermelon cakes, and soaring macaron towers, as well as the ever-popular Instagrammable photo walls, fringed chandeliers and fumiture settings, all set within a passionately curated realm.

We designed a captivating culinary, entertainment and décor experience which could be enjoyed in different formats and in different locations throughout the chosen venues.

This inspiring gathering brought together masters and mavericks of business for lively debates and inspirational entrepreneurial insights-definitely the right place for custodians of the future!







# Recipes

### **BUSINESS IS AN ADVENTURE**

Flame grilled beef fillet portions, truffle mash, red onion lotus, merlot and shallot jus, topped with gold dusted red coral tuile pieces

#### Ingredients

- 3x200g beef fillet portions
- 1 tbs cracked black pepper
- 2 tsp salt
- 4 Large potatoes peeled and quartered
- 1 cup frozen peas
- 1 cup fresh chopped mint
- 100g unsalted butter
- 300g baby carrots with stalk on
- 3 red baby onions
- 4 tbs olive oil
- 2 tsp truffle oil

#### Ingredients for sauce

- 1. 1/3 cup finely chopped shallots
- 2. 2 stalks celery
- 3. 20g chopped thyme
- 4. 1 cup diced carrots
- 5. 1½ cup beef broth
- 6. 20g chopped rosemary
- 7. ¾ tsp salt
- 8. 2 tbs brown sugar
- 9. 1 tbs honey
- 10. 1½ cup merlot

#### Method:

- 1. Preheat the oven to 220c, make a total of 4 vertical cuts in each red baby onion to create 8 wedges still attached at the root end. Drizzle a little of the olive oil in a baking dish and arrange onions, root end down, spoon remaining olive oil into and around the onions, sprinkle generously with salt, getting some into the centre of the onions. Roast for 40 minutes and re arrange onions so that the petals open and drizzle with a few spoons of the caramelised onion juices from the pan. Roast until onions are tender on the inside with crispy bites on their outer petals
- 2. Season the beef fillet with salt and pepper and grill on an open flame until lightly browned on both sides, set aside
- 3. Boil potatoes in salted water until tender, drain water
- 4. In a blender add the peas, mint and blend until smooth
- 5. Mash the potatoes in a bowl, add butter and the mixture of the peas, to obtain a creamy consistency, add truffle oil, salt and pepper
- 6. In the meantime heat the oil in a frying pan, add the baby carrots, honey, salt and pepper and fry until golden brown

#### To prepare sauce:

- 1. Preheat the oven to 220c
- 2. In a baking tray bake the cubed carrots, chopped celery, finely chopped shallots, garlic, rosemary, thyme and butter, roast the vegetables until lightly browned, remove and set aside
- 3. In a heavy saucepan over high heat, combine wine, beef broth, roasted vegetables and boil until thick enough to coat a spoon, about 2-3 minutes
- 4. Pour the sauce through a sieve into a bowl

# Recipes

### **BUSINESS IS AN ADVENTURE – GALA DINNER**

Ricotta Spinach zucchini ravioli, in a pool of lemon and herb sauce topped with grilled prawn tails

### Ingredients

- 3 King prawn tails
- 1 1/4 cups ricotta cheese
- 1 cup fresh chopped spinach
- 1 egg lightly beaten
- 2 tbs olive oil
- 20ml Fresh lemon juice
- 2 tbs prawn marinate
- 1 tsp crushed garlic
- 1 large zucchini
- 20g basil
- 100g unsalted butter
- Salt and pepper to taste

#### Method

- 1. Preheat the oven to 220c
- 2. Slice the zucchini into thin ribbons length wise using a mandolin
- 3. Mix the ricotta cheese, spinach, egg and salt and pepper together in a bowl
- 4. Arrange 2 zucchini strips in the shape of a cross. Spoon some of the ricotta cheese mixture in the middle of the cross. Fold ends into the centre to create a parcel, starting from the bottom end and moving clockwise. Repeat with the remaining zucchini strips, ricotta cheese mixture
- 5. Brush with lightly beaten egg and bake in the preheated oven for 20 minutes
- 6. In the meantime marinate the prawns with the prawn marinate, some of the garlic and salt and pepper
- 7. Heat the oil in a sauce pan and grill the prawns for 2 minutes
- 8. Melt the butter in a skillet, add garlic and fresh lemon juice until butter is slightly burnt
- 9. Arrange zucchini onto a plate topped with the grilled prawns and drizzled with the butter, garlic and lemon juice sauce
- 10. Garnish with fresh basil



## Collateral – Function Sheet

### BUSINESS IS AN ADVENTURE

#### **FUNCTION SHEET**

Function Coordinator: -	Head Chef:	
Event Date: Thursday, 7 November 2019	Delivery vehicle:	Driver:
Event type: Floating	Staff transport:	Time:
Event colour and theme: Red, black, white	Kitchen equipment at event:	
Pax: 700pax	Flowers required:	
Client Name: Darrin Thomas	Dietary requirements:	
Client contact Nr:	Halaal:	
Event Address: Brightwater Commons, Republic Rd,	Kosher:	
President Ridge, Randburg, 2194		
Guest Arrival Time: 10h30am	Vegetarian:	
Delivery Time: 07h00am	Other:	

Notes for Kitchen:

#### VIRGIN ATLANTIC/INVESTEC BUSINESS IS AN ADVENTURE

#### ARRIVAL BITES (10H30AM - 11H30AM):

- French toast shooters (DIAGONAL PERSPEX CUP / FINGER SIZE BITES) in a pool of lemon honey syrup, stroopwaffel shards (FROM WOOLIES), lemon zest, strawberry half
- Red berry bowl (mixed red berries), bubbly soaked watermelon base, cinnamon maple syrup, vegan crisp shard (sweet), edible flower
- Corn and chilli fritter, avo, smoked salmon rose, red amaranth
- · Potato and cherry tomato frittata bites, whipped herbed feta cheese, cracked black pepper, chives

#### FLOATING LUNCH (13H30PM):

- British fish and chips with a twist, deep fried snapper cubes, ginger honey drizzle, lime pearls, thick cut chips, pickled chilli garnish (FRY FISH AT VC) (CHINESE BOXES)
- Ultra green salad with softened white cabbage, topped with zucchini noodles, blanched broccolini, green beans, avocado, mushrooms, black sesame seed brittle (SMALL DISPOSABLE BOWL)
- Flamegrilled sliced spicy chicken breast on a polenta square with a light chilli Peruvian green sauce topped with red amaranth (LARGE BAMBOO CUP/LARGE BAMBOO BOAT)
- Rainbow dim sum with an indo Shezwan dip (LARGE BAMBOO BOATS)

#### SUSHI STASH (13H30PM):

- Various types of sushi (JP to be creative):
- Classics: smoked salmon, tuna, veg
- Different: Biltong, deep-fried fish, Parmesan, strawberry and cream cheese, etc.
- Order additional: Red, black coral lace, black volcanic salt, various pearls

#### **DESSERT BUFFET (13H30PM):**

- 3 tiered watermelon cake with fresh berries and flowers (X4)
- Macaroon tower draped in chocolate (macaroons with different fillings x2 towers)
- Chocolate ganache brownies with a port wine syrup pipette
- Paint my doughnut (large black boards waiter served, plain white glazed doughnuts) with different toppings white and milk chocolate (paintbrushes)
- · Fresh mixed berry cup with a vodka minty syrup and fresh mint leaves

#### **HANGING BOXES:**

- Airplane biscuits
- White jelly beans
- Various black gummy sweets
- Poncorn (narmesan and thyme red colouring)

### **FUNCTION SHEET**

Function Coordinator: -	Head Chef:
Event Date: Friday 8 November 2019	Delivery vehicle: Driver:
Event type: Plated Gala Dinner	Staff transport: Time:
Event colour and theme: Black and red with a touch of gold	Kitchen equipment at event:
Pax: 250pax	Flowers required: X3 BUNCHES RED ROSES, X2 GREENERY
Client Name: Darrin Thomas	Dietary requirements:
Client contact Nr:	Halaal:
Event Address: 86 Tweedale Road, Hyde Park (LOAD IN TO TAKE PLACE THROUGH THE GATE ON THE END OF THE HOUSE PAST THE MAIN GATE – KITCHEN IS IN THE GARAGE ADJACENT TO THE TENNIS COURTS)	Kosher:
Guest Arrival Time: 18H30PM	Vegetarian:
Delivery Time: 15H00PM	Other:

Notes for Kitchen / Talieta:

### **VIRGIN ATLANTIC UK DIT BIG BASH GALA DINNER**

#### Arrival snacks:

- Coconut prawn, lemon ailoi (SERVED IN SMALL GLASS BOWL/PLATE <u>NOT BEAKER</u>)
- Kataifi nest, curried chicken, fine foraged herbs (SERVED ON SMALL SLATE PLATTERS WITH GOLD DUST)
- Wild mushroom, brioche, whipped nut butter (SERVED ON SMALL SLATE PLATTERS WITH GOLD DUST)
- Goats cheese, black sesame, cranberry champagne jelée, topped with small pieces of red coral tuile (SERVED IN SMALL GLASS BOWL WITH SKEWER ON BLACK ROUND SECTIONAL)
- Beef kofta, coconut cucumber tzatziki, feta crumble, mint (BLACK OVAL SECTIONAL PLATTERS)
- Deep fried cauliflower popcorn with a bright red betroot chipotle mayo (SERVED ON GOLD TRAYS IN BLACK GLASSES WITH BUFFET PICK)



#### Starters (DOME PLATE):

 Ricotta Spinach zucchini ravioli (X4 PER PLATE) in a pool of lemon and herb sauce as per tasting topped with grilled prawn tails (X2 PER PLATE) – without the prawn tail to keep it veg



#### Main Course (LARGE GREY AND WHITE PLATE):

- Flame grilled beef fillet portions, pea and truffle mash, red onion lotus, merlot and shallot jus, topped with a gold dusted red coral tuile piece (MAKE SURE THERE IS ENOUGH TUILE – LAMB IN IMAGE TO BE REPLACED BY BEEF)
- Wild mushroom garlic risotto, glazed beet squares, dehydrated cauliflower crisp, pea tendril (RISOTTO MUST BE CREAMY EXACTLY AS PER TASTING)







#### Plated Dessert (STANDARD WHITE DINNER PLATE):

- Royal red sphere (SAME AS SAMSUNG DINNER FROM JP) with a red mousse centre in the dome, raspberry coulis pippette, red coral tuile
- Vanilla gold dusted macaroons for the tables (PLACED IN GLASS CANISTERS X2-3 PER TABLE)



### BUSINESS IS AN ADVENTURE

#### TAX INVOICE

CK No.: xxxx/xxxxx/xx
Vat No.: xxxxxxxxxx

**Date:** 18-Oct-19

Client: Virgin Atlantic Airways Ltd

The VHQ Fleming Way Crawley West Sussex RH109DF, UK

Contact: Darrin Thomas/Leigh Ayres

**Banking Details:** 

XXXXXXX

XXXXXXX

XXXXXXX

vvvvvvv

Qty	Description	<b>Unit Price</b>	Total
	MENU		х
700	Custom menu incl. arrival brunch, floating and installations	х	х
700	Catering smalls (disposable, hiring, etc.)	х	x
23	Food and drinks waiters	x	x
3	VIP holding rooms incl. President incl. waiter per room	х	x
2	Senior managers	х	x
1	Kitchen set up incl. all necessary equipment, etc.	х	х
1	Refundable shortages and losses	х	x
1	Catering delivery and collection	х	x
1	Buffet/installation styling incl. structures, décor, etc.	х	х
	ENTRANCE		x
1	Entrance registration décor	х	x
1	Large photowall banner flats	х	x
1	Smaller photowall banner flats	х	х
	DOME AREA	_	x
4	Bar décor	х	#VALUE!
4	Plinths for bar décor	х	х
8	Cocktail counters	х	x
80	Cocktail counter chairs	х	x
8	Cocktail counter décor	х	x
8	Café tables	х	x
32	Café chairs	х	x
8	Café table décor	х	x
18	Cocktail tables	х	х
72	Cocktail chairs	х	х
18	Cocktail table décor	х	х
6	Lounge pockets	х	х
6	Lounge styling	х	х

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1	Area décor	x	х
1	Stage dressing	x	х
1	DJ booth	х	x
1	Roof décor installation	x	x
	VIP HOLDING ROOMS		x
4	Café tables	x	x
16	Café chairs	X	x
4	Café table décor	X	х
8	Cocktail tables	x	x
32	Cocktail chairs	x	х
8	Cocktail table décor	x	х
4	Lounge pockets	x	х
4	Lounge styling	x	x
1	Area décor	x	х
1	Food structures and styling for vip rooms	x	х
	OPERATIONAL COSTS		x
1	Refundable shortages and losses	x	x
1	Full décor and catering operational costs, incl. deliveries and collections, crew, load in, strike, printing, design, etc.	x	х
1	Project management fee	x	х
	COFFEE AND SOFT DRINKS/WATER BAR		x
1	Coffee (400), soft drinks and waters bar incl. all glassware, staff, structures, etc. incl. custom made coffee sleeves Final amount based on consumption	x	х
	ADDITIONAL		x
1	BCOC set up	X	х
<b>SUB TOTAL</b>			x
VAT			x

### BUSINESS IS AN ADVENTURE

#### TAX INVOICE

CK No.: 2009/070457/23 Vat No.: 4330253586

Date: 18-Oct-19 Function Date: 08-Nov-19

Client: Virgin Atlantic Airways Ltd

The VHQ Fleming Way Crawley West Sussex RH109DF, UK

Contact: Darrin Thomas

**Event:** UK DIT Big Bash Gala Dinner

Banking Details:

XXXXXXX XXXXX-XX XXXXX XXXXXXX

Qty	Description	<b>Unit Price</b>	Total
	Menu		х
250	Custom gala dinner menu	Х	х
250	Catering hire (incl. all necessary crockery & cutlery)	х	х
20	Food and drinks waiters for approximately 6 hours	х	х
1	Kitchen set up (outside shed area)	Х	х
1	Senior catering manager	х	х
1	FULL premium bar set up incl. staffing, glassware, structures, etc. INCL. COFFEE	х	х
	Décor Arrival		x
1	Arrival décor (incl. all floral, bar styling, lounge styling, etc.)	х	х
	Tenting & flooring		х
1	Marquee infrastructure - freestanding A frame, 25m x 15m on 4m leg height, clear roof, solid white covers to protect tent roof, clear sides with grey trim, All safety, labour and transport, set up, strike, delivery, collection, etc.	х	x
1	One black new ABS floor 25m x 15m (incl. all set up, strike, safety, delivery, collection, etc.)	х	х
	Décor Dinner Area		х
8	Fairy light chandeliers	Х	х
1	Star gazing styling (incl. 'hotel room' set up with bed, etc.)	х	х
1	Tree dinner entrance floral	х	х
4	Bar styling	Х	х
25	Rectangular tables	Х	хx
25	Luxurious tablecloths	Х	х
200	Stylish chairs	Х	х
25	Elaborate centrepieces (floral, candles, etc)	х	хх

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200	Base plates	x	х
200	Napkins & printed menu per person	х	x
200	Glassware	х	x
200	Stylish cutlery	x	x
1	Lighting installations for area	x	x
1	Large florals for space	x	x
1	Full operational décor costs, incl. all set up, strike, collection, delivery, pre event management, cleaning, h&s, etc.	x	х
	Technical & AV		x
1	Full audio incl. tech rider for Rocketeers		
1	Full lighing of arrival, dinner area	x	
1	Power 63 Amp-distro, 32 Amp-stage box, mics, screens x2		
1	Manufacturing: stage set, perspex podium, deck and ramp with steps		x
1	Full rigging		
1	Full operations for AV and tech, incl. certificates, h&s, staffing, set up, strike, delivery & collection,e tc.		
1	Rocketeers performance 2 hour set (split throughout evening)	x	х
1	Telescopes and staff for full event duration for star gazing	x	х
<b>SUB TOTAL</b>			x
VAT			x
TOTAL			x

# Supplier List BUSINESS IS AN ADVENTURE

Services	Supplier
Hiring	Exclusive Hire
Tenting	Outdoor Infrastructure/Downings
Tablecloths	Tablecloth hire
	Afresh Event and Design
Lighting, AV & Technical	Bluemoon Productions
	Sunfire Media
Furniture	Afresh Event and Design
	So Where 2 Events
	Funxion Fusion
	Something Different
	Dish Social
Carpets	Chairscapes
	Exclusive hire
Vendor trays	Afresh Event and Design
	Csquare
Printing/design	Digital Dimensions
Coffee/gelato bars	Liquid Chefs
Frozen yoghurt bar	A-Z Productions
Bar structures	Liquid Chefs
	Afresh Event and Design
Draping	RSA Draping

