CASE STUDY

CLIENT: Emirates
EVENT: Emirates World Gala Dinner
DATE: December 2011

Brief
Emirates, one of the fastest growing and most dynamic airlines in the world, had announced plans for the launch of its inaugural Dublin to Dubai route on January 9th, 2012. The new service would connect Ireland to Emirates’ hub in Dubai and beyond to almost 120 destinations including Melbourne, Perth, Hong Kong, Shanghai, Singapore, Kuala Lumpur and Cape Town.

In line with Emirates’ global strategy to showcase the supreme quality of its offering, both in the air and on the ground, the airline hosted a high profile World Gala Dinner for over 800 guests.

Senior Emirates executives were joined for the evening by Minister for Transport, Tourism and Sport, Leo Varadkar TD; the UAE Ambassadors to Ireland and the UK – His Excelencies Khalid Nasser Rashid Lootah and Abdulrahman Ghanem Almutaiwee, respectively; representatives from the travel trade and local and international business associations, in addition to members of the press.

The selected venue needed to reflect the high profile and unique nature of the event and the high standards that are synonymous with the Emirates brand. The different spaces within The CCD were used to great effect, housing the various elements of the event.

Solution
Emirates’ dedicated global events team flew in from Dubai to organise and manage the World Gala Dinner, supported by local event agency, Verve Marketing. The event required full use of the building. The external facade of the building was used on the night as a giant projection surface and, using cutting edge 3D mapping and state-of-the-art projectors, the building became a storyboard of Emirates destinations.

Guests and passersby were wowed by the illuminations that spread from the exterior of the building right across the city, lighting up the river in their wake.

Guests were greeted at the red carpet registration desks by the Emirates team and were treated to a taste of the Middle East with Arabic coffee and dates. Emirates international cabin crew flew in especially for the occasion, greeting guests warmly on arrival in customary Emirates style.

A drinks reception with canapés of sushi, complemented by live music, awaited guests and preceded a multi-media presentation and introduction to Emirates in The CCD’s auditorium. Compere for the evening was singer, songwriter and ‘The Voice’ judge, Sharon Corr, who added to the glamour of the occasion.

A five-course, uniquely designed menu was served as the award-winning and internationally acclaimed dance troupe, Spirit of the Dance, entertained guests with an incredible performance of exclusively choreographed ‘Dances of the World’ sequences.

Queues formed at the bespoke, specially installed Emirates First Class Suite, which created a real buzz as people settled into the luxurious surrounds for a flavour of life onboard with Emirates.

Anticipation was mounting in advance of the arrival of the special guest, whose identity had been kept a closely guarded secret. For weeks, several acts had been mooted and the rumours around the city were rife. Superstar Lionel Richie ended up stealing the show, with ‘dancing on the ceiling!’ The former Commodore was completely engaged with the crowd as he blasted out all of his greatest hits and packed the dance floor. It was the highlight of what had been described as an exceptional and brilliant evening.

Results
The Emirates Gala Roadshow at The CCD was described as ‘the talk of the town’ and was arguably one of the most exciting, entertaining and enjoyable events hosted in Dublin in 2011.