



## Speaker Acquisition Case Study

### London Club Launch

*Client: A Leading UK Lifestyle Radio Station*

*Venue: Profile, London*

*Size: 500+*

#### **Objectives:**

- To source and secure a suitable celebrity to appear at the event
- To managed said celebrity during the evening
- To ensure media profile of both celebrity and the club were maximised

#### **Result / solution:**

- Due the very short notice, 24 hours, options were limited however Obis 360 overcame this to source a fantastic celebrity for under their budget
- The nature of the Client and the Club provided guidelines as to a suitable celebrity, which resulted in us booking Claire King
- Obis 360 met Ms King before the launch, arranged transport to the venue and accompanied her
- We ensured that all photographers got a clear shot of Ms King and that promotional shots for the venue were also taken

#### **Action:**

The celebrity sourcing and event management on the night was conducted by Obis 360 who worked together with the client to produce a fabulous event. The feedback from the client was amazing and they were very pleased with the whole evening.

#### **Result:**

This was a very important event, as it was a Club Launch for a prominent radio station. The celebrity had to be a suitable match that could come to an event with 24 hours notice, and within their budget and guidelines. All of this was successfully achieved with great results.

#### **Client Testimonial:**

"Profile is the new Gay and Lesbian bar in Soho created by Vince Powers and Gaydar. When we needed a star to make our event a success, Obis 360 pulled out all the stops to find us the right face to work for our niche market and all within less than 24 hours. They ensured that the celebrity guest, Claire King, was fully briefed and escorted her to the venue. Claire mingled with the guests throughout the evening and was more than happy to have photographs taken for publicity purposes. The Obis 360 representative liaised with the event organisers throughout the night and ensured the event was not only enjoyable for Claire but a memorable one for our guests. A thoroughly professional performance throughout. Thank you."

**Programme Controller**

