

CASE STUDY Royal Aeronautical Society Centenary Gala Dinner held at FIVE

The Royal Aeronautical Society chose the FIVE venue at Farnborough to celebrate 100 years of powered, sustained flight in the UK at the Centenary Gala Dinner on Wednesday 15 October 2008.

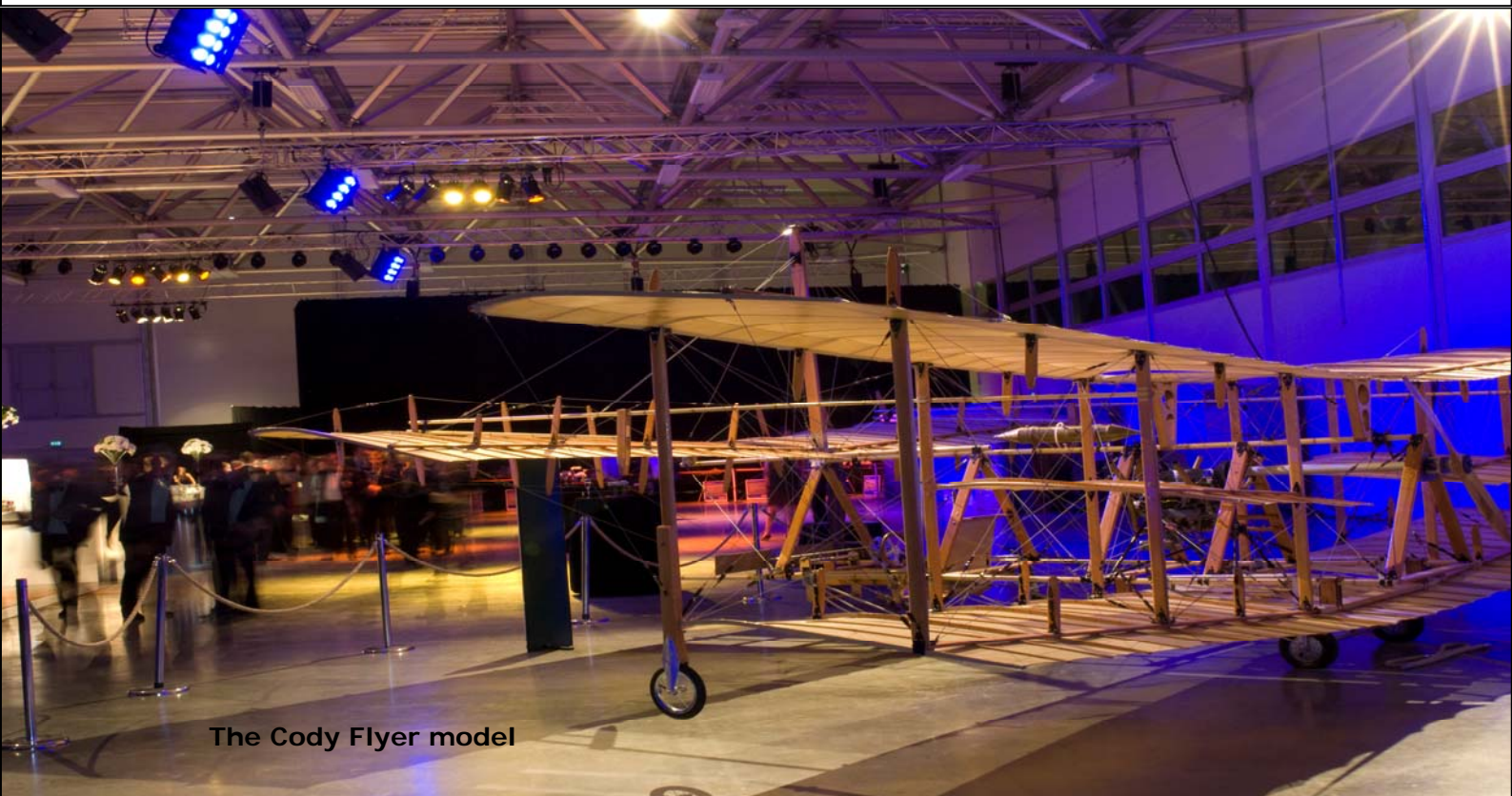


The Society's most prestigious social event of the year, the dinner was attended by some 380 guests and was all about aviation – the past, the present and the future. The Society chose FIVE as the venue for this event as it is aptly located very close to the actual spot where Samuel Franklin Cody made the first sustained flight in the UK in October 1908 and because of the flexibility the FIVE venue offered. This enabled the organisers to create three platforms for the evening – a dramatic arrival experience, a reception hall complete with exhibits and a spectacular 'reveal' to a separate banqueting hall.



On arrival, guests made their way to the venue through a dramatic outdoor exhibit of static aircraft which used some of the 50,000 sq m of hard-standing exhibition space which surrounds the FIVE building.

Guests, who included members of the Society and numerous VIPs from the world of aviation, next proceeded to a drinks reception, accompanied by a live band which was held in half of the main hall, cut off from the dining area. The reception was dramatically lit to set off images of the pioneers of British aviation projected onto the walls and housed a range of exhibits including model aircraft through the ages and a scale model of the Cody Flyer - the aircraft in which Cody made the first ever UK flight.



The Cody Flyer model

When dinner was announced, the electronic partition, which separated the two halves of the main hall was dramatically raised to reveal the glamorous dining room, decked out in red and black, colours set off by the black clothed walls. The tables faced the main stage where after dinner entertainment was provided by Lesley Garrett CBE, following speeches by the Society's President and principle guests.



Speaking after the event President of the Royal Aeronautical Society Captain David Rowland said:

"Everyone who attended this event felt it was a fitting celebration of the phenomenal achievements of British aviation in the last 100 years. We felt it apt to hold our event in Farnborough because of its significant location but our final decision to use FIVE was based fundamentally on the unprecedented flexibility and facilities this venue and site offered. Working with the FIVE team, we aimed to create the ultimate evening of glamour and history and the fantastic feedback we have received from our members proves we did just that."

For further information on events at FIVE, please contact:

FIVE
ETPS Road
Farnborough
Hampshire
GU14 6FD

Telephone: +44(0)1252 532800
Fax: +44(0)1252 376015
Email: fiveenquiries@farnborough.com