



INTERNATIONAL MINI DEALER CONFERENCE 2009 (IMDC 2009) CLIENT: GEORGE P. JOHNSON

CLIENT TESTIMONIAL:

"I would like to give you all a big THANK YOU for the support you have given and the very good job you have made! MINI is happy and this is also the result of your hard work which respectively would not been possible without you!"

Volker Leitl, Event Manager, George P. Johnson

"We would also like to thank you for the great job you and your promoters did.

Especially because the time frame for the preparation was really short. Your staff were really motivated and they internalised the MINI brand behaviour! Even at midnight they were still in good spirits and they were dancing at the help desk!"

Barbara Radloff, MINI Event Team, BMW Group

On 21st May 2009, George P. Johnson and BMW AG hosted the International MINI Dealer Conference 2009 (IMDC 2009) at London's ExCeL centre, and Blackjack were selected following a successful pitch to cover all staffing & hospitality responsibilities to welcome and manage 2,000 VIP delegates attending.

Following 2 months of planning with the client based in Munich, the dedicated Blackjack project team of 3 Account Managers recruited a team of 212 premium Brand Ambassadors who were hand picked by the client, extensively trained in MINI Brand Behaviour and allocated to specific roles in a range of locations covering 5 airports, 13 hotels and London's ExCeL centre.

Each individual Brand Ambassador had a unique workflow which included meeting & greeting guests on arrival, ensuring a smooth transfer to the hotel and registration for the event, scanning & security at ExCeL, wardrobe management, way-finding duties, workshop direction and control, seamless transition between the day and evening events, management of the award ceremony and overall supervision for the conference. In addition, Blackjack provided staff to man an Event Hotline with fluent speakers of 7 international languages including Chinese, Japanese, French, Spanish, German & Italian.

Special guests such as Dr Wolfgang Armbrrecht, Senior Vice President of Brand Management for BMW AG, were looked after by elite VIP hostesses who ensured professional and efficient presentation throughout.

As a new venture for Blackjack, the event was an enormous success and hugely enjoyable for everyone involved.