



CELTIC MANOR
HOTELS, RESORTS, CONFERENCES

CASE STUDY

SHELL (VIA CH COMMUNICATIONS)

Type of Event

3-day residential conference with dinners, returning for second year at Celtic Manor.

Number of delegates attended

760 over 3 days

Number of bedrooms/nights for delegates

793 bedroom nights

Number of Celtic Manor staff used during the event

Approx 70

Number of meetings held during the event and meeting rooms used

33 across 4 days in the following rooms: Caernarfon Suite, Caerphilly, Cardiff, Caldicott, Chepstow, Denbigh, Harlech, Penhow and Wiston Suites.

GALA DINNER DETAILS

Gala dinner for 270 with a 4-course menu.

OTHER FOOD & BEVERAGE INFORMATION

Informal dinner for first delegation themed along the 1950s style diner. Total of 1608 meals served throughout conference.

PRE-CONFERENCE PLANNING

Planning commenced a year in advance, in February 2015. Three planning days and 15 conference calls in lead-up to event.

HOW THE VENUE NEEDED TO BE ADAPTED (IF AT ALL)?

Caernarfon Suite set was built to look like two garage forecourts with a road and the conference tables running between them. Lots of specialist technical advice required to achieve this including how best to support the ceilings of these sets. Lots of pre-event planning on Health & Safety considerations of such an unusual layout and use of space. Power requirements for clients' exhibition meant we had to re-network 3 phase power to the bar area outside Caernarfon Suite.

THE LIKELY LEGACY FOR FUTURE EVENTS

Provisional booking already in place to return.

THE VERDICT

"The best yet! We have had some great conferences in the past, but this week's was the best ever. The feedback we received from our delegates showed that Celtic Manor was a fantastic venue with great food and facilities. We have made a provisional booking for 2017 already."

General Manager, Retail North Cluster, Shell

"Congratulations on a superb conference. The theatre was spectacularly equipped with Shell forecourts, the signage around the hotel was very good, great food and a superb illusionist, screen and sound for the presentations worked to perfection... it was your best yet! Well done to you and all the team at CH Communications."

Chairman, Petrol Retailers Association

