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## ase study

Hewitt  
Barcelona

## Hewitt (HR Consulting Company UK)

### Gala Event

New Perspectives / New Wisdom

### Venue

Opium Mar Beach Club, Barcelona

### Audience

250 directors and clients from offices around the world

### Challenge

To define the term “surprising” for a highly sophisticated and well-traveled target group.

### Solution

Based on a very close and transparent relationship with the client, Ovation Spain provided a stunning and coherent creative concept comprising venue, plot, catering and show elements. Creativity was defined by providing high-outcome and fitting the budget. The creative concept was a constantly evolving night full of changes of space, entertainment, and conceptual ideas of catering.

### Tools

Knowledge of latest trends in catering and lifestyle as well as links between fashion, music, food and show. Detailed proposal of a coherent and unique concept.

### Event

Innovative projection show with imagery of some of Spain's top artists and dancers, completely personalized video of Barcelona for the client displayed on a number of surfaces throughout the venue, and many other performances from artists incorporating the same themes throughout the night. Live cooking show with complete client participation and featuring some of Spain's most authentic Spanish traditions but with a modern twist.

### Why Ovation Spain?

Ovation Spain's dedicated project team was able to come up with a tailor-made solution acutely addressing the customer needs and exceeding expectations in terms of quality and time of delivery. Vast destination knowledge and the ability to select and manage the right suppliers helped to create a successful event.

Making *it* Happen

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