

BEYOND EVENTS



Katie Reynolds
Managing director

What are your two favourite entertainment acts? A mind reader and psychological magician called Marc Paul (*right*) and flair barman Nicolas St Jean, who was flair bar world champion in 2003.

Why did you choose these acts? With regards to Paul, we were briefed that the audience for a particular event was potentially difficult and that conversation may be laboured, so a lift was needed to lighten the atmosphere and generate conversation. The entertainer had to impress a very senior sceptical corporate audience and offer strong value for money, because the event was small with a tight budget. The act needed to gauge the audience constantly and perform to guests' requirements and reactions, not their own.

St Jean was booked to layer an event, building it up throughout the evening. The flair barman's set warmed up the event, which had a lounge vibe at the cocktail reception and club-style entertainment that included live music and dancing. The flair set involved juggling carving knives and slicing limes in mid-air. The act was very much tailored to the feel, timings and atmosphere of the event.

What other type of events have you used these acts at? We used Paul for a small, luxury private dinner that was attended by board-level corporate guests, while St Jean worked brilliantly for an internal corporate Christmas party held for 500 people.

How important are entertainment acts to your events? Very important in the right context. In client hospitality the act needs to match the style of the event and the company brand if it is to enhance guests' perceptions of the host company, as well as provide them with an enjoyable event.

What is the worst thing about hiring an entertainment act? Celebrity riders.



THE THREE WAITERS™



"The best act I've seen by far for ages".

Raymond Blanc, Michelin Star Chef

Sophisticated and spontaneous, The Three Waiters involves three talented singers masquerading—as legitimate waiters before unleashing a dynamic surprise performance a la The Three Tenors. From a stylish, intimate reception to an exquisite, lavish affair, The Three Waiters will provide you with highly polished, unique entertainment made up of some of the best performers opera and musical theatre have to offer.

6000 Shows
65 Countries

Ph: 0207 436 4484 www.threewaiters.com

