

# Pampering & Canapés – The New Millennium Marketing

'It was one of the best corporate client events I have been to - so relaxing with fabulous food. I do think there would be a great deal of interest in doing something like this on a regular basis' *Sinead MacLua, senior in-house lawyer, international banking group*

More and more women are now breaking through the traditional 'glass ceiling' to claim their rightful place as powerful decision-makers in today's global businesses. Since the turn of the Millennium, this trend has raised a huge challenge for event organisers:

## **How to design and host innovative, stylish parties that will appeal to and entertain top female business clients.**

Put simply, a day out at the rugby will no longer do. The holy grail lies in finding a formula with the same level of appeal to today's growing ranks of female power-brokers.

**We think we have found the answer.** As a women-owned events and catering company, we at Jackson Gilmour have launched the **'ultimate ladies' night'** – an evening of indulgence with pampering, canapés and much, much more. It has proved to be a fun way for successful women to spend an evening, chatting with like minded souls and enjoying fabulous food while feeling thoroughly pampered, away from the high stress levels of business and everyday life.

Jackson Gilmour provides a team of holistic and beauty therapists along with hair and clothes stylists, tarot readers and champagne experts who ensure the evening fulfills all the wants and whims of today's successful woman.

Our existing clients include leading City law firms, investment banks, media companies and the Russian business community. At the next **'ultimate ladies' night,'** on 18th May the company will also be showcasing its new menu collection.



**'We have been overwhelmed by the response to these evenings and have been approached by many business clients and individuals to help them organise similarly styled events.'** says Marketing Director Anne Aitken.

Looking for that perfect, highly distinctive event that your female clients will never forget?  
Here are some suggestions from Jackson Gilmour's ENTERTAINING TOP FEMALE CLIENT Team:

## Pampering & Canapés – The Ultimate Ladies' Night



Jackson Gilmour can create an evening of sophisticated indulgence to leave your guests feeling thoroughly pampered and relaxed. We bring together a team of holistic and beauty therapists, along with a champagne expert, tarot readers, aura readers and JG's delicious canapés, to create the ideal environment in which to build client relationships.

Our stunning Knightsbridge Mews House is just one of our many venues perfect for hosting these pampering evenings.

**Jackson Gilmour Ladies** hosts regular pampering and canapé evenings – so if you are interested in adding your name to the guest list and giving this new concept in client entertainment a try, please e-mail [ladiesnights@jacksongilmour.com](mailto:ladiesnights@jacksongilmour.com)

## Lifestyle and fashion evenings/pre-Christmas shopping at top flagship stores



Jackson Gilmour can work with corporate clients to help organise and run ladies' evenings in top flagship stores and boutiques. Your guests can preview the New Season's Catwalk Collections whilst sipping cocktails and enjoying our latest canapé collection. We can help source innovative locations within London such as:

**HOBBS IN THE CITY OR IN CHELSEA**  
**ARMANI IN KNIGHTSBRIDGE**  
**COCO RIBBON IN CHELSEA – STUNNING BOUTIQUE**  
**JIGSAW/COAST/PHASE 8**

Also on offer during these evenings are consultations with stylists, reflexology, manicures and makeovers.

## Christmas Parties



**How do you give your staff Christmas party a unique twist?**

For the past five years, the Jackson Gilmour Christmas Party Team have been helping clients break new ground in festive fun and entertainment for their staff male and female, young and old.

As your guests are eating from our fabulous themed food stations and drinking cocktails, we can provide specially-designed intimate areas where a team of professional therapists will help everyone to relax and revitalise themselves after a hard year's work. Our therapists include: a team of beauty therapists (to buff and polish nails); masseurs (to rub tired shoulders); reflexologists (to boost flagging immune systems); make-up artists (to give the girls a party glow); and tarot card readers (to predict your happy new year).

**The only question is: what would your people enjoy most?**

**Product launches, team reward days and many other original activities can also be organised by the Jackson Gilmour Team so please call us on 020 8665 1855 or e-mail [jane@jacksongilmour.com](mailto:jane@jacksongilmour.com)**