



PAMPERING & CANAPES – 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’

Bank of Ireland

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, enjoying fabulous food, while feeling thoroughly pampered, away from the high stress levels of business and every day 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 fulfils all the wants and whims of today’s successful woman.

Jackson Gilmour’s existing clients include leading City law firms, investment banks, the Russian business community and Prince Michael of Kent. 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.