

*The*

**BREWERY**



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**THE BREWERY POWERS BLOOMBERG'S  
FIRST ENERGY SUMMIT**



In October 2015, the inaugural Bloomberg New Energy Finance (BNEF) Future of Energy EMEA Summit took place at The Brewery. The two-day event brought together more than 400 influential decision makers from some of the world's biggest organisations, in order to explore the shifting forces and key areas in the energy system.

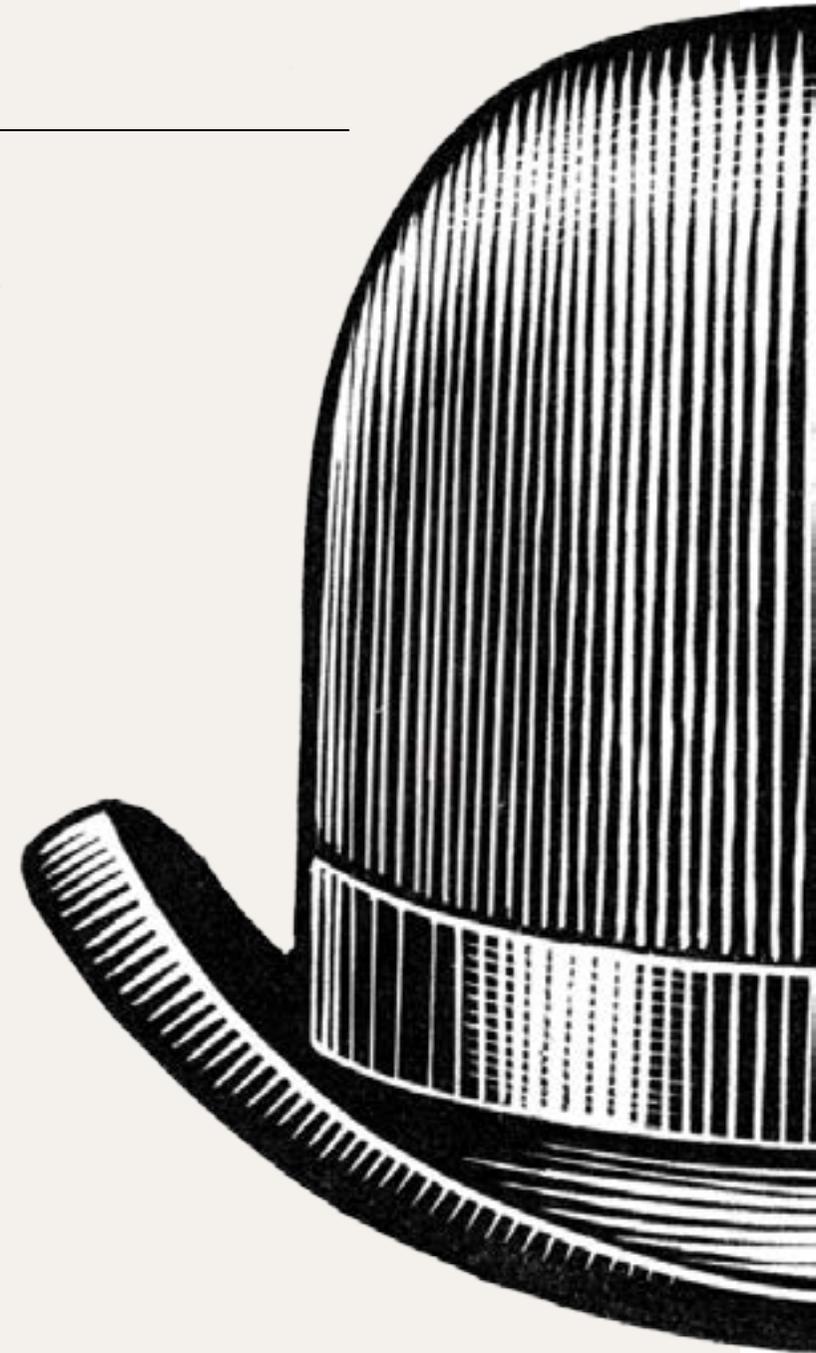
# A VENUE TO FUEL EXCITEMENT

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Bloomberg needed an impressive venue which could not only accommodate hundreds of delegates and speakers, but which offered sufficient room for the many and varied activities the schedule comprised.

As the first event of its kind, identifying the right venue was equally vital for ensuring and cementing the reputation of summits to come.

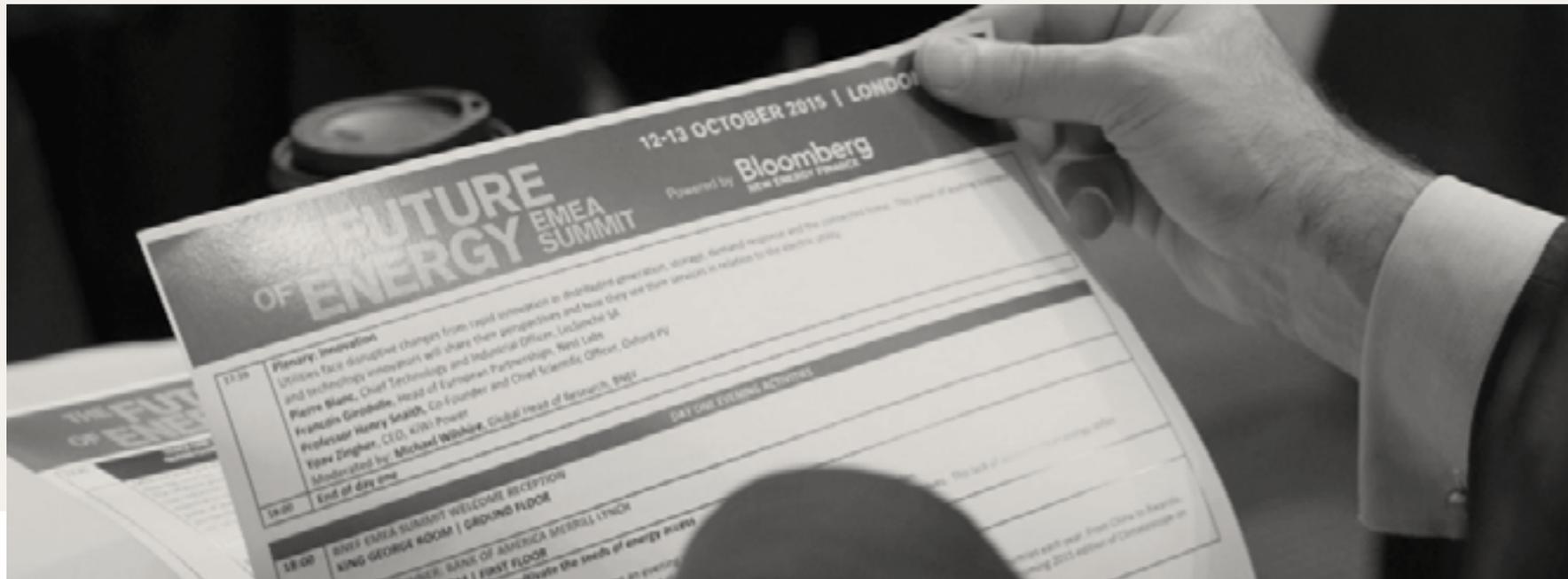
Located in central London, The Brewery, with its high-end facilities and flexible spaces, was able to far surpass those requirements while also providing top-level catering across the two days. It was the ideal choice.



# POWERING OFF

Ensuring a stress-free experience, The Brewery's experts worked closely with the Bloomberg team to create a unique forum in which senior decision makers could discuss change in the energy industry; in an atmosphere conducive to interaction and the generation of important ideas.

*“We had excellent feedback - guests loved the venue and the food - and the whole team were professional and polite” - Jo Stapley, Bloomberg*



# REACHING THE SUMMIT

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Layout was not an issue for this event, with the option for linking spaces and using break-out areas where needed. Rooms were used for exhibitions, lunches, syndicate sessions, receptions, registration and the conference itself, meaning The Brewery's specialists were called upon to change, clear and turn around rooms throughout the duration.

Day one saw the main conference take place in the iconic Porter Tun room, with the King George III assuming both exhibition and refreshment responsibilities. On day two, a working breakfast was served in the Upper Sugar Room before the Porter Tun, once again, hosted the main and closing events.

Every room was intelligently utilised, enabling Bloomberg to proudly put its name to a professional and valuable global event.

# OPERATIONS

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Successfully facilitating over 45 separate sessions required the expertise of The Brewery's full service production company, AVC Live, who was responsible for all of the engaging audio/visual elements and provided fully-customisable electronic entrance signage in every room, enabling Bloomberg and its partners to brand each space as appropriate.

Naturally, WiFi connectivity was essential. The Brewery's advanced technological infrastructure allowed for unparalleled, secure multimedia coverage of the summit.

# OPERATIONS



*“The head of BNEF was so impressed with the overall format that this is now likely to be the benchmark model for the New York event in coming years - so again, thank you for helping us to pull it off” - Jo Stapley, Bloomberg*

# CATERING

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A crucial factor that cannot be overlooked when arranging an event, is food and drink. Bloomberg naturally wanted to ensure that all delegates were suitably fed and watered, no matter what activity they were attending or what time it was.

As such, The Brewery's talented, award-winning chefs created an innovative, bespoke menu which encompassed high-end three course VIP dinners, lunches in boxes which could be served to those attending individual seminars, incredible breakfasts and the most amazing cakes during breaks. All of which demonstrated how flexible the catering offering is.



# CATERING

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**Innovation Breakfast** – A VIP breakfast in the Upper Sugar Room before the main delegates arrived, where 50 guests enjoyed a luxurious twist on the Full English, including slow roasted ham, oven roasted vine tomatoes with parsley crumble and baked herb frittata.

**Arrival break** – Delegates were offered pancetta madeleines, lemon and courgette polenta cake, mini coffee eclairs, and caramelised carrot, white chocolate and parsnip muffins with their tea and coffee.

**Main delegate lunch** – Featuring items from the Marketplace menu: Thai curries, pesto turkey crowns, roasted sweet potato and parsnip salad, and Winter Pimms fool.

**Private Bloomberg dinner**- Located in the Queen Charlotte room, the chefs served rump of lamb, tamarind-infused tofu and apple tarte Tatin with clotted cream ice cream.

**Bloomberg pantry** – Specially created for this event, the pantry offered a selection of snacks that delegates could help themselves to throughout the day: popcorn, chocolate rice cakes and pretzels.

**Luxury nibbles** – Served at the drinks reception in the King George III room, delegates sampled nocellara del Belice and Gaeta olives, dusted curried nuts, and heritage puff pastry swirls.



# RAISING THE BAR

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The Brewery delivered a professional and successful event for Bloomberg, one which has raised the bar for future summits around the world.

With countless activities taking place simultaneously, the BNEF Future of Energy Summit 2015 showcased how flexible and adaptable The Brewery's offering is. It's not easy to keep several plates spinning at the same time, but The Brewery's experts managed it with aplomb.



# TESTIMONIALS

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# Bloomberg

It's always fantastic to receive feedback and compliments from clients after an event has taken place at The Brewery, and this review is no exception:

*“I never really said thank you to you or the team for helping make the event such a success.*

*“I am honestly so grateful for the time, effort and patience you all gave to help launch this London event with style and presence.”*

*Jo Stapley*

*Event Planner, Bloomberg*

*The*  
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