

# soundsCommercial

## Capital Bank Celtic Manor, October 2007



Capital Bank Motors provide financial services and products to dealer networks and car sales businesses UK wide, the event was to be the ultimate conference prior to the launch of the new branding to Bank of Scotland Corporate. Building on the success of the "FOCUS" event in 2006, the conference took the themed title "ON TARGET".

The event, the final phase of three forward focused events designed to inspire delegates and drive the company forward, was held at the Celtic Manor Hotel Gwent. The Caernarvon Suite was the setting for the daytime conference and evening dinner, which included a reveal of Capital Bank's own version of the hit TV show 'The Generation Game'.

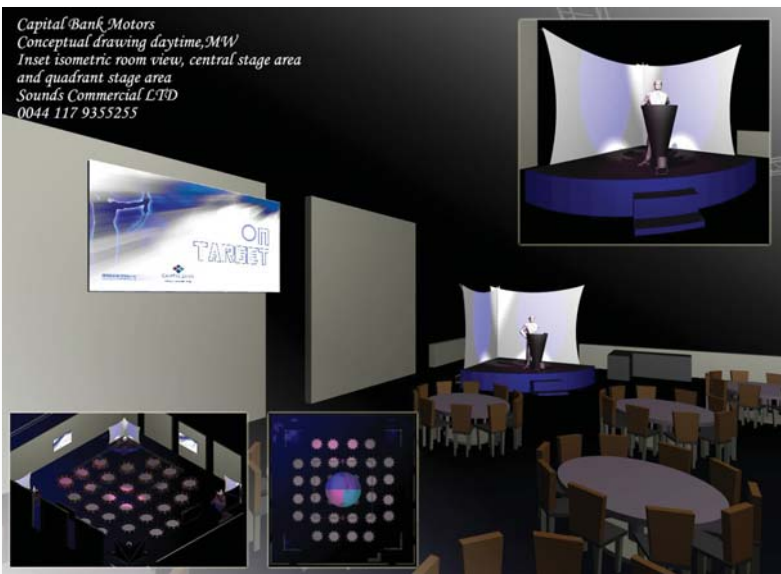
The 'On Target' theme followed throughout the event. The many video and graphical presentations were all displayed on a giant widescreen which spanned the full width of the suite.

Forward of the widescreen, the stage setting comprised

of a quadrant stage in each of the four corners of the room each with a different colour used to demonstrate the four different principles behind the 'On Target' title; Shareholders, Customers, Colleagues and Suppliers.

In the evening the Caernarvon Suite was transformed into a chic and elegant TV Studio space with crisp white table and chair covers and stunning glittering floral table centres. The back section of the Suite was turned into the Generation Game with a burst of pyrotechnics to give a real Wow effect!

A band, DJ, casino tables and racing games entertained the guests until the early hours.



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