

Brooklands Centenary Festival 2007



**Client Company: Mercedes-Benz World,
Surrey, UK**

The Challenge

The Brooklands Centenary Festival was the celebration of 100 years of motoring at the Brooklands site in Surrey. Zazz Projects were appointed to provide full project management support, from pre-opening through to launch, with hands-on management throughout the event, in partnership with both the Mercedes-Benz World and Brooklands Museum management teams.

The Solution

Zazz were responsible for the development and completion of the entire festival concept, with overall project management for public areas and customer flow.

Prior to the event they assisted with the production of operational documents - including a staff handbook - signage for the event and assistance with the festival telephone line.

The company had full responsibility for the development and management of the Prestige and Performance Gallery - a display of supercars and luxury vehicles - and the trade village. This included planning displays for maximum effect, development, selling trade space and co-ordination of marques.

In addition they assisted with the planning and running of a charity ball and helped with sourcing public catering facilities, historic uniforms and one-off centenary merchandise.

Zazz also developed and managed car parking - arranging the necessary permissions and working with local authorities and the police in relation to traffic control and road access.

The project was very successful and Zazz returned to Brooklands and Mercedes-Benz World the following year to manage the Double Twelve Festival.

Testimonial

“On behalf of Mercedes-Benz World and the Management Team who project managed and delivered the Brooklands Centenary Festival 2007, I would like to thank you for your considerable efforts in making the festival a great event. I can safely say that without your commitment, knowledge, experience and professionalism, elements of the festival would not have been delivered as they were.

“Again, thank you very much, and I look forward to working with you again at some time in the near future.”



**Clive Stephens -
General Manager Operations and Events,
Mercedes-Benz World, UK**



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coordination and management
of events and attractions.

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