

# Day Out With Thomas™



**Client Company: HIT Entertainment Ltd,  
London, UK**

## The Challenge

To project manage, coordinate and control the Day Out With Thomas (DOWT) programme - more than 90 events and 250 days over a calendar year - held at Heritage and Tourist Railway based tourist attractions throughout the UK.

Zazz Projects act as a link between HIT Entertainment who own the rights to Thomas the Tank Engine and the railway venues licensed to hold DOWT events. The project is still ongoing.

## The Solution

On commencing the DOWT project, Zazz conducted a thorough review of the event process, with respect to Health & Safety, child protection and brand portrayal, going on to implement improvements identified as part of the review.

A major part of the project is to communicate with the 30 venues offering DOWT events to ensure a high standard of operation at each. Zazz initiated a documentation system to assist both HIT and the DOWT venues in managing, monitoring and evaluating the events to provide a continuous review and improvement process, ensuring that the events offer a fantastic experience and a value for money family day out.

Zazz also holds responsibility for approving media and advertising undertaken by the venues for DOWT events, ensuring artwork and brand guidelines are upheld.

An unexpected positive side to the work undertaken by Zazz in managing the DOWT events has been that a number of the railway venues have gone on to implement Zazz's systems when running other events, resulting in positive feedback and improved visitor numbers throughout their own operating year.

## Testimonial

"HIT Entertainment value our close working relationship with Zazz Projects, and take pride in the improvement of the Day Out With Thomas programme, which is a direct result of Zazz's commitment to the project.

"The team at Zazz are committed to delivering a service that exceeds expectations. They work within budget and deliver on time. I would have no hesitation in recommending Zazz."

**Marion Cursons - Director Live Events &  
Attractions, HIT Entertainment Ltd,  
London, UK**



**Zazz Projects Ltd**

Experts in the planning,  
coordination and management  
of events and attractions.

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