



The Challenge:

We were approached by Audi marketing to come up with something a little different for their quarterly marketing meeting.

We needed to provide a suitable meeting venue and overnight accommodation for their 40 guests but wanted to surprise their staff with a special activity in the evening.

The Result:

We hosted their meeting at **The Garden Room, Cambridge.**

During their break, we took all of their bags and belongings and arranged for the concierge to deliver to their own rooms. We arranged for a speedy check in so that once their meeting had ended at 5.30pm they could go straight to their rooms to get changed. When they arrived in their rooms they were greeted with their own branded Audi jacket (specifically their size).

We then greeted them back in reception and then we are off for their very own Ghost Hunt in the heart of Cambridge.

The Evening Entertainment:

The team from Audi Marketing were a lively bunch and were on the look-out for a truly unique evening event to entertain the troops at their Spring conference. A spot of Ghost Hunting was the perfect solution!

This fantastic after-dark treasure hunt saw teams hunting for spooky clues in creepy city locations and completing an against-the-clock torchlight challenge in the haunted prison cells beneath the former Cambridge Crown Court. Along the way, teams met with a host of ghostly characters and had opportunities for some Dutch courage in a few of the city's most haunted pubs!

The Showdown Finale was a test of the teams' paranormal abilities and bravery, with prizes were awarded to the Champion Ghost Hunters.

With plenty of spooks and even more laughs, this great event was a real winner and received fantastic feedback from every member of the 40 strong group.

"We've received positive comments from EVERYONE! We'll be in touch when the next one comes around - I'm worried now that this one's going to be hard to beat!Centre Marketing Co-coordinator, Audi Marketing

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when's your next event?