

# CASE STUDY

CLIENT NAME: WELSH FOOTBALL TRUST

## Type of Event:

Three-day Conference with Gala Dinner. Guests speakers from the world of football. Held for first time at Celtic Manor, having outgrown previous venue.

## Number of delegates attended:

190 each day  
235 for Gala Dinner

## Number of bedrooms/nights:

30 bedrooms each night for 2 nights

## Number of staff used during the event:

50

## Number of meetings held during the event and meeting rooms used:

One third of Caernarfon Suite used for main meeting with remainder of Caernarfon Suite used for breaks

## GALA DINNER DETAILS

Three-course Gala and Presentation Dinner for 235 people. Guest Speakers who included famous former footballers.

## OTHER FOOD AND BEVERAGE DETAILS

1435 meals served in total

## THE LIKELY LEGACY FOR FUTURE EVENTS

This conference has just booked to return for a larger event in 2016

## THE VERDICT

“The National Coaching Conference is the flagship for the FAW Coach Education department and growing in stature every year. We moved the Conference last year to Celtic Manor as the facilities are perfect for what we require. At the end of the three-day conference I was totally satisfied with the whole event. The Celtic Manor made the National Coaching Conference world class with their facilities, professionalism from the staff and event organisation. I can’t speak highly enough of the Celtic Manor hence the reason for rebooking the facilities again for 2016 and hopefully making Celtic Manor the home of our National Coaching Conference for many years to come..”

- Head of Coach Education, Welsh Football Trust

“The resort was a larger venue for this conference and a European Senior Tour golf tournament was being staged here at the same time, so the client needed constant reassurance that their event would not be affected. Fortunately we are accustomed to staging multiple large events simultaneously so this was never an issue.”

- Event Manager, Celtic Manor Resort

