

Client

Echelon Group for Greene King
Annual Charity Golf Day and Gala Dinner

Number of delegates

565

Event Brief

This annual Charity Golf Day for Greene King's clients and suppliers has been staged at Celtic Manor Resort for the past four years with future bookings already in place for 2026 and 2027. With 175 golfers, it is one of the largest golf days staged at the venue requiring the exclusive use of two of its three championship course – Twenty Ten and Roman Road. The gala dinner was hosted by TV presenter Mark Durden Smith and attended by 565 guests, raising an estimated £300,000 for Macmillan Cancer Support.

Event Activations

With the support of headline sponsors Billington Foods, Budweiser Brewing Group, Asahi UK, Maris Seafoods, Fresh Direct, Coca Cola European Partners, GXO Logistics and Pernod Ricard, the golf day included a host of imaginative refreshment installations on the golf courses including a pizza truck, fish and chip stop, doughnut stall, strawberry and ice cream gazebo, mobile bars, and a Coca Cola bike.

Daytime activities for non-golfers included a cookery masterclass with Michelin-starred Great British Menu winner Adam Handing who also led the Resort's culinary team in delivering the exceptional gala dinner. A full programme of entertainment included darts challenges with leading PDC professional Nathan Aspinall, live music from The Kings, and DJ sets from Stephani B and Matthew Dawe.



The Verdict

"We choose Celtic Manor Resort as the host venue for this event because of the reputation and appeal of its Ryder Cup golf course and the fact that there are two more high quality championship golf courses on site as we need a second course to accommodate all of our golfers. There is also a wide variety of other activities available for our non-golfers including the fantastic spa. The size of the hotel with the number of bedrooms and the magnificent Caernarfon Suite to stage our gala dinner is also important. The events team are fabulous to work with and it's very helpful to have the same people working on our event year on year as they have a full understanding of how the day works and how we can keep making things better."

- Maddy Burgess, Head of Client Events, Echelon Group



THE
CELTIC
COLLECTION