



APOLLO'S LITTLE BLACK BOOK

One of the UK's leading specialists in event management

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2011



WELCOME TO THE 2011 LITTLE BLACK BOOK



A new year brings a new look! As you can see we have updated our image; it is classic and timeless, a true reflection of our company values and sets us apart from our competition, which we believe will give our clientele a mark of assurance in the knowledge that they are working with an experienced and well established company.

The 3 areas of business: Weddings, Private and Corporate have now been given their own identity, which will become more apparent as we go through the process of updating our new look.

This year brings sporting events such as the England Cricket team taking on Sri Lanka and India in their bid to become the best in the world, the Rugby World Cup in New Zealand in September and who could forget the well anticipated Take That tour. All the usual events are still there as well as a few newcomers.

If you know of an event that we have not mentioned, or are indeed looking to organise your own event then please don't hesitate to get in touch, as we would be delighted to hear from you.

Have a great year.

Regards

Apollo Event Consultants' founder Tim Hanbury is one of the UK's leading specialists in planning corporate events, private parties and weddings.

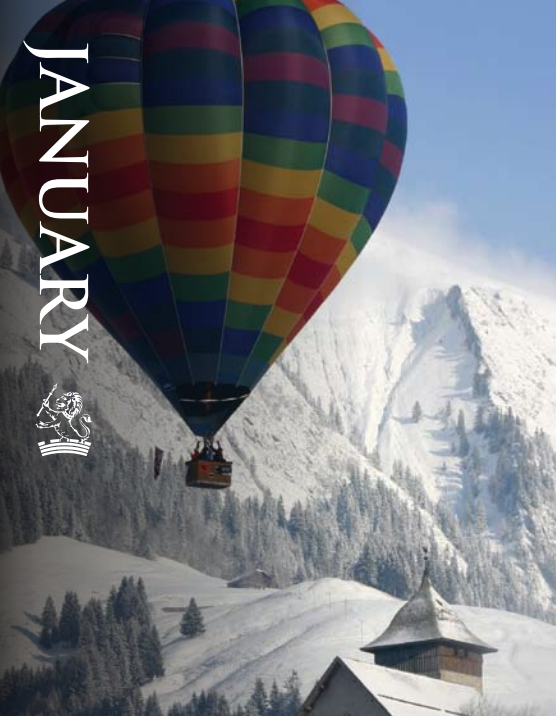
For more than 20 years, Tim has organised some of the country's most elegant and stylish weddings and events, ranging from intimate private parties to large charity gala dinners.

Tim consistently exceeds his clients' expectations by producing impeccably executed, highly creative and thoroughly original events.

His clients include members of the Royal Family, blue-chip companies and high street brands..

*The contents of this guide are believed correct at the time of printing. Nevertheless we can accept no responsibility for changes in or omissions from the details given.

JANUARY



DATE	EVENT	LOCATION	SPORT
16 Dec-3	Ladbrokes.com World Darts Championships	Alexandra Palace	D
1	New Years Day		
1	Chelsea v Aston Villa	Stamford Bridge	F
1	Tottenham Hotspur v Fulham	White Hart Lane	F
2	Australia v England, 5th Test	Sydney, Australia	C
4	Arsenal v Man City	Emirates Stadium	F
5	Fulham v West Brom	Craven Cottage	F
5-17 Feb	TOTEM – Cirque du Soleil	Royal Albert Hall	A
7-16	London International Boat Show	Excel	Y
14	Strictly Come Dancing Tour Starts	Nottingham	A
15	Chelsea v Blackburn	Stamford Bridge	F
15	Tottenham Hotspur v Manchester United	White Hart Lane	F
16	Australia v England 1st ODI	Melbourne	C
17-29	Australian Open	Melbourne Park, Australia	T
21	Australia v England 2nd ODI	Hobart	C
22	Arsenal v Wigan	Emirates Stadium	F
22	Fulham v Stoke	Craven Cottage	F
23	Australia v England 3rd ODI	Sydney	C
25	Robert Burns Night	Scotland	
25-7 Feb	Roxy Music Tour	Various	A
26	Australia v England 4th ODI	Adelaide	C
30	Australia v England 5th ODI	Brisbane	C

CORPORATE PARTY

“Good morning Tim, Thanks again to you and Gail and of course Holly for all the organising and for the preparation matters that you did in the back ground - very much appreciated.”

FEBRUARY



DATE	EVENT	LOCATION	SPORT
14 Jan-13	Strictly Come Dancing Tour	Various	A
5 Jan-17	TOTEM – Cirque du Soleil	Royal Albert Hall	A
25 Jan-7	Roxy Music Tour	Various	A
1	Arsenal v Everton	Emirates Stadium	F
2	Fulham v Newcastle	Craven Cottage	F
2	Australia v England 6th ODI	Sydney	C
4	RBS Six Nations – Wales v England	Millennium Stadium	R
5	Chelsea v Liverpool	Stamford Bridge	F
5	RBS Six Nations – France v Scotland	Stade de France	R
5	RBS Six Nations – Italy v Ireland	Stadio Flaminio	R
5	Tottenham Hotspur v Bolton Wanderers	White Hart Lane	F
6	Australia v England 7th ODI	Perth	C
12	Arsenal v Wolverhampton	Emirates Stadium	F
12	RBS Six Nations - England v Italy	Twickenham	R
12	Fulham v Chelsea	Craven Cottage	F
12	RBS Six Nations - Scotland v Wales	Murrayfield	R
13	British Academy of Film and Television awards	London	A
18-23	London Fashion Week	Various venues	A
19-5 Apr	X Factor Tour Starts	Birmingham	A
21-27	Boyzone Brother Tour	Various	A
24-12 Mar	Madame Butterfly	Royal Albert Hall	A
24	The Gaucho International Polo	O2	P
26	Chelsea v Birmingham	Stamford Bridge	F
26	RBS Six Nations – England v France	Twickenham	R
26	RBS Six Nations - Italy v Wales	Stadio Flaminio	R
26	Tottenham Hotspur v Arsenal	White Hart Lane	F
27	RBS Six Nations – Scotland v Ireland	Murrayfield	R
27	83rd Academy Awards	The Kodak Theatre, USA	A

MARCH



DATE	EVENT	LOCATION	SPORT
24 Feb-12	Madame Butterfly	Royal Albert Hall	A
1	St David's Day	Wales	
1-18	Boyzone Brother Tour	Various	A
5	Arsenal v Sunderland	Emirates Stadium	F
5	Fulham v Blackburn	Craven Cottage	F
8	Shrove Tuesday	UK	
9	Ash Wednesday	UK	
10-13	Crufts	Birmingham NEC	
12	RBS Six Nations – Italy v France	Stadio Flaminio	R
12	RBS Six Nations – Wales v Ireland	Millennium Stadium	R
13	RBS Six Nations – England v Scotland	Twickenham	R
13	Bahrain Grand Prix	Sakhir, Bahrain	MR
15-18	Cheltenham Festival	Cheltenham Racecourse	HR
17	St Patrick's Day	Ireland	
19	Chelsea v Man City	Stamford Bridge	F
19	RBS Six Nations – France v Wales	Stade de France	R
19	RBS Six Nations – Ireland v England	Aviva Stadium – Lansdown Road	R
19	RBS Six Nations – Scotland v Italy	Murrayfield	R
19	RBS Six Nations – France v Wales	Stade de France	R
26	The Boat Race	River Thames, London	RO
27	Australian Grand Prix	Albert Park Circuit, Melbourne	MR
27	British Summer Time Begins (Forward)	UK	
31	Symphonic Rock	Royal Albert Hall	A

APRIL



DATE	EVENT	LOCATION	SPORT
1	April Fools Day	UK	
19 Feb-2	2011 ICC World Cup	Dhaka, Bangladesh	C
2	Arsenal v Blackburn	Emirates Stadium	F
2	Fulham v Blackburn	Craven Cottage	F
3	Mothers Day	UK	
4-10	The Masters	Augusta, Georgia	G
19 Feb-5	X Factor Tour	Various	A
7-9	The John Smith's Grand National Meeting	Aintree Racecourse	HR
8-10	Tatton Park Flower Show	Tatton Park	A
9	Chelsea v Wigan	Stamford Bridge	F
10	Malaysian Grand Prix	Kuala Lumpur	MR
15	Jamiroquai in Concert	O2	A
16	Arsenal v Liverpool	Emirates Stadium	F
16	Fulham v Bolton Wanderers	Craven Cottage	F
17	London Marathon	London	AT
17	Chinese Grand Prix	Shanghai, China	MR
21-25	Badminton Horse Trials	Badminton House	E
21	The Queen's Birthday	UK	
22	Good Friday	UK	
23	St George's Day	England	
23	Bet365 Gold Cup Day	Sandown Park	HR
24	Easter	UK	
25	Easter Monday	UK	
23	Chelsea v West Ham	Stamford Bridge	F
23	Tottenham Hotspur v West Brom	White Hart Lane	F
29	ROYAL WEDDING	Westminster Abbey	
30	Arsenal v Man United	Emirates Stadium	F
30	Chelsea v Tottenham	Stamford Bridge	F

MAY



DATE	EVENT	LOCATION	SPORT
2	Early May Bank Holiday	England & Wales	
3-21 Jun	John Cleese – The Alimony Tour Starts	Cambridge Corn Exchange	A
4-6	Barry Manilow	O2 Arena	A
7	Fulham v Liverpool	Craven Cottage	F
7	Tottenham Hotspur v Blackburn	White Hart Lane	F
7-12	Kylie – Aphrodite – Les Folies Tour	O2	A
8	Turkish Grand Prix	Istanbul, Turkey	MR
11-22	Cannes Film Festival	Cannes, France	A
11-15	Royal Windsor Horse Show	Windsor Castle	E
14	Arsenal v Aston Villa	Emirates	F
14	Chelsea v Newcastle	Stamford Bridge	F
14	FA Cup Final	Wembley	F
17-5 Jun	French Open	Roland Garros, France	T
18	UEFA Europa League Final	Lansdowne Road, Dublin	F
19-22	BMW PGA Championships 2010	Wentworth	G
20-22	Heineken Cup Final	Millennium Stadium	R
22	Spanish Grand Prix	Catalunya, Spain	MR
22	Fulham v Arsenal	Craven Cottage	F
22	Tottenham Hotspur v Birmingham	White Hart Lane	F
23-5 Jun	The French Open	Roland Garros	T
26-30	England v Sri Lanka, 1st npower Test	Cardiff	C
24	RHS Chelsea Flower Show	Chelsea, London	A
28	UEFA Champions League Final	Wembley	F
28	Aviva Premiership Final	Twickenham	R
29	Monaco Grand Prix	Monaco	MR
30	Spring Bank Holiday	UK	
30-9 Jul	Take That Progress Tour 2011	Various	A

JUNE



DATE	EVENT	LOCATION	SPORT
3 May-21	John Cleese –The Alimony Tour	Various	A
23 May-5	The French Open	Roland Garros	T
30 May-9 Jul	Take That Progress Tour 2011	Various	A
3	England v Sri Lanka, 2nd npower Test	Lords	C
3	Epsom Derby	Epsom Downs Racecourse	HR
3-5	Polo In The Park	Hurlingham Club	P
17-5	French Open	Roland Garros, France	T
6	Euro 2010 Qualifier England V Switzerland	Wembley Stadium	F
6-12	Aegon Championships	Queens Club	T
7-13 Aug	Opera Holland Park	Holland Park , London	A
11-12	Le Mans 24-Hour Race	Circuit de la Sarthe	MR
12	Canadian Grand Prix	Montreal, Canada	MR
14-18	Royal Ascot	Ascot Racecourse	HR
15-19	BNP Paribas Tennis Classic	Hurlingham Club, London	T
16	England v Sri Lanka, 3rd npowerTest	Rose Bowl	C
16-19	US Open	Bethesda, Maryland	G
17-12 Aug	Newmarket Nights	Newmarket Racecourse	HR
17-19	The Royal Ballet - Romeo & Juliet	O2 Arena	A
20-3 Jul	Wimbledon Tennis Championships	Wimbledon	T
22-23	Kings of Leon – Hard Rock Calling	Hyde Park	A
25	England v Sri Lanka, Natwest Twenty20 Match	Bristol	C
25	Bon Jovi – Hard Rock Calling	Hyde Park	A
26	European Grand Prix	Valencia, Spain	MR
28	England v Sri Lanka, Natwest Series ODI	Brit Oval	C
29-3 Jul	Henley Royal Regatta	Henley	RO
30-3 Jul	Goodwood Festival of Speed	Goodwood	MR



Specialists in PARTY PLANNING

THERE IS SO MUCH MORE INVOLVED IN ORGANISING A PARTY THAN JUST THE PARTY ITSELF...

At Apollo Event Consultants we see each brief as inherently different and each situation as unique, and for this reason, we tailor our services and creativity accordingly.

We offer a comprehensive party planning service involving the overall coordination of the occasion from conception to completion. Our expertise is in bringing all the right ingredients together; the perfect venue, exquisite food, fine wines, luxurious surroundings decorated to create the appropriate ambience, mood enhancing music, entertainment and subtle lighting, then we simply leave the guest list up to you.

Alternatively, having that little 'extra something' at your party or event can change it from being just another night out, to a truly memorable occasion. Our optional extras can be as simple as creating a theme, or as mind-blowing as having your favourite band playing live. Apollo Event Consultants have access to everything from the Cool and Classic to the Weird and Wonderful. Let us into your dream and we will endeavour to create it!

In brief, we believe that the secret to any successful party lies in the detailed planning and meticulous management which comes as second nature to us, we are here to turn your dream into a reality.



JULY



DATE	EVENT	LOCATION	SPORT
30 May-9	Take That Progress Tour 2011	Various	A
20 Jun-3	Wimbledon Tennis Championships	Wimbledon	T
29 Jun-3	Henley Royal Regatta	Henley	RO
1	England v Sri Lanka, Natwest Series ODI	Headingley	C
2	Coral Eclipse Day	Sandown Park	HR
2-24	The Tour de France	France	CY
3	Wireless Festival – PULP	Hyde Park	MF
30 Jun-3	Goodwood Festival of Speed	Goodwood	MR
5-10	RHS Hampton Court Palace Flower Show	Hampton Court Palace	A
5-10	KEW the Music – Summer concert picnics	Kew Gardens	A
7-9	July Festival – Newmarket	Newmarket Racecourse	HR
10	British Grand Prix	Silverstone	MR
14-17	Veve Cliquot Polo	Cowdray Park	P
14-17	Open Golf Championship	Royal St George's	G
15-18	Latitude Festival	Henham Park, Suffolk	MF
20	Music Night	Sandown Park	HR
20-24	Tatton Park Flower Show	Tatton Park	A
21	England v India, 1st npower Test	Lords	C
22-25	Secret Garden Party – Festival	Huntingdon, Cambs.	MF
22-24	CLA Game Fair	Blenheim Palace	
24	Cartier International Polo	Guards Polo Club	P
24	German Grand Prix	Nurburgring, Germany	MR
26-30	Glorious Goodwood	Goodwood	HR
29	England v India, 2nd npower Test	Trent Bridge	C
31	Hungarian Grand Prix	Budapest, Hungary	MR

AUGUST



DATE	EVENT	LOCATION	SPORT
2	Pink Floyd in Concert	O2	A
2-6	The Great British Beer Festival	Earl's Court	
4-7	The Big Chill Festival	Eastnor Castle, Hereford	MF
5-27	The Edinburgh Tattoo	Edinburgh	A
5-29	The Edinburgh Fringe Festival	Edinburgh	A
6-13	Cowes Week	Isle of Wight	SA
8-14	93rd PGA Championships	Johns Creek, Georgia	G
10	England v India, 3rd npower Test	Edgbaston	C
18	England v India, 4th npower Test	The Brit Oval	C
19-21	V Festival	Chelmsford / Staffordshire	MF
28	Belgium Grand Prix	Spa-Francorchamps,	MR
29	Summer Bank Holiday	England & Wales	
31	England v India, Twenty20 Match	Old Trafford	C
31-10 Sep	Venice Film Festival	Palazzo Del Cinema, Venice	A

CLIENT CONFERENCE

“Good morning Team Apollo!

First off 10 out of 10 for yesterday. Everybody from David down had a ball.

The organisation was class – from the signage plus the female escorts (clearly not the right term but brolly dollies isn't either) at the front end to the rooms set up and management through the food and drink, the man on the tote and of course not forgetting Emma – I think the fact that she didn't get the winner of the 1st race actually made it – she was instantly more approachable to the guests.

I really think we have found a winning formula.

Once again many, many thanks for making it such a success – I'm already getting great emails from attendees!”

SEPTEMBER



DATE	EVENT	LOCATION	SPORT
1-4	Burghey Horse Trials	Stamford, Lincolnshire	E
3	England v India, Natwest ODI Series	Emirates Durham ICG	C
6	England v India, Natwest ODI Series	The Rose Bowl	C
6	Euro 2012 Qualifier England v Wales	Wembley Stadium	F
9	England v India, Natwest ODI Series	The Brit Oval	C
9-23 Oct	The Rugby World Cup	New Zealand	R
10th	England v Argentina – Pool B	New Zealand	R
11th	England v India, Natwest ODI Series	Lords	C
11th	Italian Grand Prix	Monza, Italy	MR
16th	England v India, Natwest ODI Series	Swalec Stadium	C
16-18	Goodwood Revival	Goodwood	MR
16-17	Lee Evans Live 2011: Road Runner	Wembley Arena	A
18	England v Georgia – Pool B	New Zealand	R
18	Great North Run	Newcastle	AT
24	England v Romania – Pool B	New Zealand	R
25	Singapore Grand Prix	Singapore	MR
26-28	Reading Festival	Reading	MF
28-26 Oct	Lee Evans Live 2011 : Road Runner	Wembley Arena	A
29-11 Sep	US Open Tennis	Flushing Meadows, USA	T
30-23 Nov	Rihanna Loud Tour	Various	A

OCTOBER



DATE	EVENT	LOCATION	SPORT
30 Sep-23 Nov	Rihanna Loud Tour	Various	A
28-26 Oct	Lee Evans Live 2011 : Road Runner	Wembley Arena	A
1	England v Scotland – Pool B	New Zealand	R
2	Prix de l'Arc de Triomphe	Longchamp, Paris	HR
5-9	Horse of the Year Show	Birmingham	E
9	Japanese Grand Prix	Suzuka, Japan	MR
12-27	The London Film Festival	Various Cinemas	A
16	Korean Grand Prix	Yeongam, Korea	MR
22	Flat Season Finale – Armed Forces Day	Newbury Racecourse	HR
23	The Rugby World Cup Final	New Zealand	R
30	Indian Grand Prix	Delhi, India	MR
30	British Summer Time Ends (Back)	UK	
31	Halloween	UK	

WORLD CUP EVENT, GLAZIERS HALL

“On Wednesday 23rd June the Finance and Private Equity teams co-hosted a client event for the England vs Slovenia World Cup match. Over 150 clients attended the event at Glaziers Hall, where we held pre-match drinks from 12pm. A buffet lunch was later served in “The Banqueting Hall”, allowing everyone to take a seat and watch one of the many plasma screen TVs showing the match.

The atmosphere was fantastic and everyone thoroughly enjoyed the afternoon. The match result also contributed to the elated mood, and the fact that this was the only game that England won during the tournament makes the event even more of a success!”

NOVEMBER



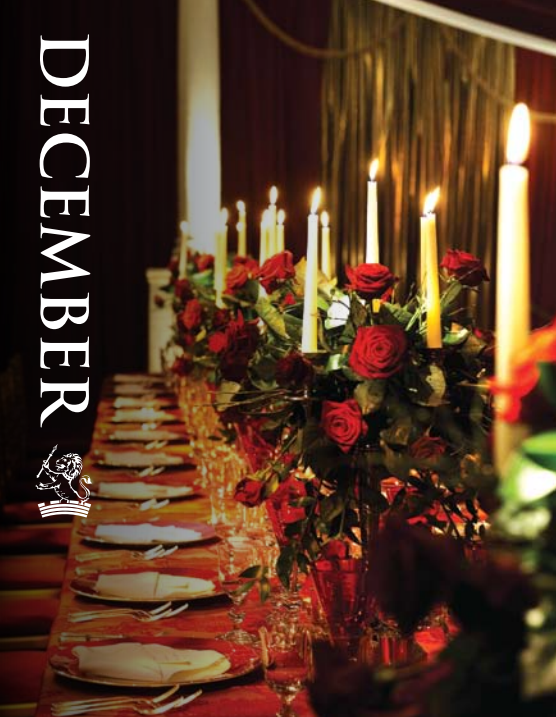
DATE	EVENT	LOCATION	SPORT
30 Sep-23 Nov	Rihanna Loud Tour	Various	A
TBC	Autumn Internationals	Various	R
2-6	Spirit of Christmas Fair	Olympia, London	A
5	Guy Fawkes Night (Bonfire Night)	UK	
11-13	MasterChef Live – Good Food Show	Olympia, London	A
12	The Lord Mayor's Show	London	A
13	Remembrance Day	UK	
13	Abu Dhabi Grand Prix	Yas Marina Circuit, Abu Dhabi	MR
20-27	Barclays ATP World Tour Finals	O2 Arena	T
26	Hennessy Gold Cup	Newbury	HR
27	Brazilian Grand Prix	Sao Paulo, Brazil	MR
30	St Andrews Day	Scotland	
30-4 Dec	AEGON Masters Tennis	The Royal Albert Hall	T

CORPORATE RE BRAND PARTY

“Morning Tim,

Thank you so much for your advice and help with organising Wednesday's success and for supporting Emma and I on the night, making sure all went smoothly. Until you actually reach the day, its very easy to forget how important it is to have someone else in charge of the venue and production - it was wonderful to be able to enjoy the party and make sure everyone was meeting the right folks etc, without having to worry about that. Many many thanks.”

DECEMBER



DATE	EVENT	LOCATION	SPORT
30 Nov-4	AEGON Masters Tennis	The Royal Albert Hall	T
1-23	Christmas Parties	Various	EN
3	Tingle Creek Day	Sandown Park	HR
13-18	Olympia - London International Horse Show	Olympia	HR
17	Family Day Christmas meeting	Ascot	HR
24	Christmas Eve	UK	
25	Christmas Day	UK	
26	Boxing Day	UK	
26	King George VI Chase	Kempton	HR
27	Boxing Day Bank Holiday	UK	
31	New Years Eve	UK	

CORPORATE CHRISTMAS PARTY

“Dear Tim and Gail,

I just wanted to pass on this note of thanks from my Managing Director and the Exec Board – I couldn't have done any of this without you and I cannot tell you how much I appreciate all the support and advise that you've provided over the last few months. It was an absolute joy to work with you and both the parties were fantastic, despite having to battle the elements. The feedback from everyone has been terrific, so job well done.

I hope you both have a very well earned relaxing Christmas and here's to working together again in 2011.

Thanks again and take care, Jess.”

