

A FRESH APPROACH TO UNFORGETTABLE EVENTS

We deliver outstanding guest experiences
with creativity and finesse



 **so.smith** 



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WELCOME NOTE

We are delighted to demonstrate for you our capabilities within Corporate Events, Hospitality and Catering.

so.smith will provide you with access to expertise in top-class hospitality and events management. The team at so-smith have impressive credentials from proven experience at World-class events covering:

- ❖ Turnkey solutions for hospitality and F&B provision for individual requirements and events.
- ❖ Staging bespoke, large scale and intimate social and commercial events.
- ❖ Collaboration with leading chefs and brands to create one-off unique events.

We look forward to helping you realise your vision for once in a lifetime experiences.



A WINNING PARTNERSHIP

We bring your vision to life with our passion for food,
culinary expertise, imagination and creativity



YOUR PARTNER



so.smith provide the X-Factor touch to world-class sports and leisure events from well-known annual events, to bespoke one off showcases. so.smith bring together a specialist team of experts who have been involved in catering at sports and leisure events for numerous years. They have a passion for delivering exceptional hospitality services, helping their partners to exceed expectations and deliver the most innovative events of its time.

Producing outstanding experiences that create long lasting memories are the order of the day for the so.smith team. They do this by creating F&B packages with a symbiotic thread, that allow guests to have unlimited quality experiences.

The so.smith team portfolio of events extends to UAE and various locations across the Global and include some of the most prestigious and popular events staged in history:

UAE & GCC

- ❖ F1 Abu Dhabi Grand Prix
- ❖ Sofitel The Palm; Pre-Opening and High-Profile Events
- ❖ FIFA Club World Cup
- ❖ The Long Weekend (Falcon Associates)
- ❖ Five The Palm; Pre-Opening
- ❖ World Skills ADNEC
- ❖ Rugby 7's
- ❖ EXPO 2020 Bid
- ❖ FINA World Swimming

GLOBAL

- ❖ The Ryder Cup (Paris, Scotland and Wales)
- ❖ Wimbledon Tennis Championships (UK)
- ❖ Sports Personality of the Year (UK)
- ❖ Wentworth PGA Championships
- ❖ INVICTUS Games (Orlando)
- ❖ The Open (UK)
- ❖ Rugby World Cup (UK)
- ❖ The Olympics (UK)
- ❖ The Paralympics (UK)



5 STEP PROCESS

Our team works at a senior level to provide support to directors / senior managers to plan, conceptualise and deliver their vision for one off and project-based events.

We use a 5-step process that covers all the key subject areas fundamental to successfully achieving your event objectives.

PARTNERSHIP

Laying the foundation, we establish a spirit of partnership that includes understanding your culture, your critical success factors and the goals you would like to achieve.

It's at this stage we become an extension of your team so that your event contains your organisational blueprint.

CONSULTATION

During the consultation phase one of our team works with you to explore ideas and consider a range of strategies for your event. This provides you with access to an experienced person who can listen and guide you to manifest your vision.

Coaching and consulting during this phase is carried out 1:1 usually at your own premises.

CONCEPTUALISATION

This is where the magic happens. Where abstract ideas become concrete solutions and your vision comes closer to reality.

At this stage we will sign off on approvals for event features and components in readiness for implementation.

MAKING IT HAPPEN

With the planning completed, we now start the process of executing your vision to perfection. Our expert team take care of logistics, dealing with suppliers, allocating and deploying staffing and managing the event itself.

We pride ourselves on attention to detail and meticulous monitoring from start to finish to deliver seamless event excellence.

IMPROVE THROUGH FEEDBACK

Our work continues after the event as we connect with you and your team to gather feedback on the event. This stage is crucial for us to evaluate our performance and ensure your complete satisfaction with our services.

We value long-term partnerships with our clients.



MANAGEMENT
APPROACH

OUR VALUES

EMPOWER



We immerse ourselves in the culture of your environment to build a service around your individual requirements.

EDUCATE



We create environments that support great nutrition and make a real difference to the wellbeing of everyone we serve.

ENRICH



We want everything we do to enrich your environment. We believe that our service should always excite, surprise and delight.

EVENTS EXPERIENCE

Our strengths lie in delivering turn-key events attended by thousands of guests, but we're just as comfortable planning and managing private events with personal touches.

Our experience is primarily concentrated in the corporate sector where we operate to exacting standards that exceed the expectations of our clients and guests. We pride ourselves on being in tune with the wants and needs of our clients and devising concepts with the 'wow factor'.

The success of our events is driven by the skill, professionalism and experience of our management and hospitality teams. By drawing on the diverse expertise our people, we accomplish outstanding results that leave people talking, and smiling at their memories.

Over the following pages, we have provided some mini case studies with an overview of VIP and major events we have managed.



CASE STUDIES

so.smith worked collaboratively with the R&A as Facilities Managers. The scope of work involved both the greenfield sites, players facilities and club house. This included multiple disciplines to ensure functionality, comfort, safety and efficiency of the built environment by integrating people, place, process and technology.

For the Caterer we managed both the hospitality and public areas.

so.smith was responsible for organising all travel and hospitality for the Dubai International Film Festival. This included sponsorship deals with both Emirates Airlines and Jumeriah Hotels covering 6 million AED in Emirates Flight and 15,000 room nights in various Jumeriah Hotels, for talent and invited guests.

We organized all outside hospitality events, working with Jumeriah Hotels, Armani Hotel, Burj Al Arab, Burj Khalifa, the Royal Palace and Zero Gravity.

The Open

The oldest golf tournament and most prestigious in the World

Dubai International Film Festival

The leading in the Middle East, Asia and Africa

Dubai World Cup

One of the World's top racing challenges held annually and attracting international visitors

so.smith organised and managed the catering for Dubai World Cup in 2013/2014. The project involved menu planning and writing menus for multinational/religious faiths and producing food for 10,000 people.

We staffed the event with 128 local chefs and 12 international chefs that we brought in from various countries.

The venue covered 78 luxurious grandstand suites arranged over 5 levels, catering to groups of 10 to 500. Additionally, we created a private International buffet station with 6-foot-high ice sculptures.

so.smith worked with a Global catering firm to bring the event into fruition. This included systematizing the pre-event requirements of the sponsors and annual suite holders. so.smith was also responsible for the catering and management in numerous areas; hospitality, retail and obligatory.

so.smith partnered with Allegra McEvedy (MBE), co-founder of Leon, to develop a new range of sandwiches, pots and salads for Wimbledon. Also, the running of production for products; labelling, packaging and allergens. Creating 6000 items daily.

The Wimbledon Championships

Internationally renowned annual tennis tournament held in the UK



EVENT MANAGEMENT SOLUTIONS

We have a range of solutions to create fantastic events from spectacular opulence for thousands of guests to intimate and personal gatherings



EVENT MANAGEMENT

You have one chance to get it right. From colours that delight, to the flavours of deliciously fragrant food and ambience that evokes positive feelings. We create the right mix and balance of elements that contribute to sensational event experiences.

During a typical year, our team is solely responsible for managing events in over 50 areas, across 20 sites, covering multiple countries and creating unforgettable experiences for over 150,000 guests.

Behind the scenes, we have in place robust processes and procedures, with standardisation of operating standards to streamline the execution of projects. This allows us to control the outcome of most activities, mitigate risks and swiftly manage unforeseen situations to minimize impact to event management and delivery.

Our diligence is well worth the effort, knowing that we have created and delivered an unforgettable experience for tens of thousands of guests, visitors and spectators at our events.

CULINARY DESIGN

With our culinary design solutions, we aim to provide a feast for the eyes and pleasure for hearts. We create gourmet menus for our clients using a combination of artistry, creativity and professional cooking skills.

Our Creative Director, Emma Underwood, leads a team of culinary experts using the principles and standards developed in her career as Former Private Chef for HRH The Prince of Wales. Emma's royal beginnings laid the foundation for delivering entertainment extravaganzas for an impressive catalogue of international A List celebrities and VIP guests.

Our culinary team are passionate about fashioning unique culinary concepts and designing magnificent menus that represent a vast array of Global cuisines.





CORPORATE HOSPITALITY

We work with our clients, customers and partners to deliver the finest hospitality, with keen attention to detail to create unforgettable experiences. From intimate dining events for 10 people, to corporate events attended by thousands.

Our approach to corporate events is focused on creating a professional showcase tailored to company and geographic cultures. This can be related to the theme and décor, as well as menus that suit cultural sensitivities. We develop outstanding events working in both fixed and temporary structures, indoors and outdoors, with careful planning to ensure seamless performance.



RETAIL EXPERIENCES

The retail environment is constantly changing and requires skill and experience to effectively manage consumer demands. We are adept at managing single and multiple retail units, or entire operations at the largest sports and entertainment venues in the UK and Middle East. Examples include racecourses and stadia, Dubai Rugby 7s and Abu Dhabi Grand Prix.

Our experience enables us to drive the overall spend per head through a focus on customer satisfaction and delivering the right mix of on-trend products. Creating hospitality-driven retail experiences is the key to our success.



YOUR HOSPITALITY TEAM

The thread that binds our teams together is creativity,
passion for food and a love for perfection

MANAGEMENT

Martin Bunch

General Manager, so.smith

Martin is a highly experienced senior leader in the realm of catering, hospitality, events and facilities management.

With over 15 years' experience in the UK and 20 years in the Middle East, Martin has been a driving force behind a range of innovative food-based start-ups. As well spending 6 years in a large and multi-site operations business within the GCC.

Simon Hobart

Chairman, so.smith

Simon has over 20 years experience in the GCC. Simon has a business development company that utilises its years of Middle East market knowledge and experience, as well as its vast network, relationships and influence, to enable companies to grow.

Simon set up Millennium Solutions, a specialist recruitment agency focused on the rapidly expanding construction sector. Simon became a Director and Board Member of The Links Group, a company formation specialist based in Dubai, where he was responsible for day-to-day business strategy and growth.

Paul Smith

General Manager, so.smith

Paul is an event management specialist with extensive experience managing event operations. These include Olympic & Paralympics London 2012, Ryder Cup, The Open, The Championships Wimbledon and The Jockey Club.

Paul leads with an emphasis on quality and targeted achievements. He is committed to high levels of customer satisfaction, with the ability to respond to challenges and push forward expectations.

Emma Underwood

Creative Director, so.smith

Emma is a culinary specialist. She graduated from the Academy of Culinary Arts and has applied her skills to Royalty, A list celebrities and a host of international VIPs.

Emma excels in culinary menu & concept development and is a key partner to luxury five-star hotels for which she provides expertise to plan and design a variety of events. Her event experience includes prestigious Global events such as Dubai World Cup, Dubai International Film Festival, The Open and The Championships Wimbledon.

EVENTS AND HOSPITALITY

Michael Currie

F&B Specialist so.smith

Michael is a food & beverage specialist, with expertise in restaurant operations overseeing and managing both small & large teams to exceptional service standards.

Michael's experience includes working at Michelin starred restaurants including Paul Heathcote's, Northcote. Food Retailers such as Harvey Nichols and Dean & DeLuca, as well as luxury five-star hotel properties, Chewton Glen, Langdon Hall & Great Fosters.

Jason Wiehman-Larter

Events Management Specialist so.smith

Jason is an event management specialist with experience in large event management across various operational formats, from restaurant operations to well-known events across the UK & GCC.

Jason has been involved in events such as London Olympics, Senior Open Championships, Open Championships, KIA Oval and Goodwood Racecourse. Additionally, working as a multi-site operator with established hospitality caterers.

Emma Richardson

Events Management Specialist so.smith

Emma is an event management specialist, with skills in large event management across various operational formats. Her expertise encompasses training, project mobilization and back of house operations.

Emma has been involved in large scale events including the London Olympics, Lord's Cricket Ground, Wembley Arena, Abu Dhabi & British Grand Prix and various football stadia.

Paul Kelly

Events Management Specialist so.smith

Paul is an event management specialist, experienced in large event management across various operational formats. His specialism is ensuring compliance in health & safety, project management, facilities management and training staff to develop key event skills,

Paul has been involved in a wide variety of events that include London Olympics, Lord's Cricket Ground, KIA Oval, Royal Ascot, the Open Championships, the Ryder Cup and football stadia including Manchester United and Manchester City.



SKILLED MANPOWER

IT'S OUR PEOPLE THAT MAKE OUR CLIENTS SATISFIED AND OUR BUSINESS SUCCESSFUL

We have a team of highly trained and experienced professionals that are well versed in hiring, training, mobilising, engaging with current contractors, and rolling/transitioning over staff from existing contracts

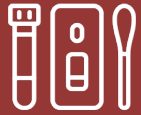
Our people embody who we are and what we stand for. They are our most valuable asset, so we invest heavily in recruitment, training, and development to ensure everyone who works with us feels valued and encouraged to be at their best every day.

TRAINING ENCOURAGES PEOPLE TO PERFORM BETTER, RESULTING IN SERVICE EXCELLENCE

Our standards are embedded in our culture, and within our clear and well-structured training plan we're able to ensure these standards are upheld all the way through our service.

We employ service personnel with strong backgrounds in the food and hospitality industry, culinary arts and well-experienced serving to multi-ethnic diners. We ensure that our team has the essential qualification to perform the services. This translates to a degree/diploma/technical certification in culinary arts and food services and hospitality management with advance and basic training of Food Safety and HACCP Programs. Knowledge of U.S. FDA Standards relevant to food services.





Regular Staff



Food Safety
Management



Protective



Continuous



Mandatory Hand
Washing



Social

COVID-19 PRECAUTIONS



QHSE STANDARDS



GLOBAL STANDARDS

We adhere to international best practices and standards to keep our operations running in line with the modern, fast-paced, ever-changing food service industry. This means you can be assured that services remain current and fit for purpose.



QUALITY ASSURANCE

ISO, HACCP, customer satisfaction, and KPI's are critical controls that we use to manage and improve contract performance year-on-year throughout the contract term. Our goal is to ensure you and your stakeholders remain satisfied with the service you receive.



SKILLED STAFF

We provide job specific training and development for our staff to ensure they have the knowledge and skills necessary to delivery services that assist you in achieving your operational goals.



We're excited about working with you. We know we can support you to create an outstanding event.

Through a combination of passion, skill and experience, we have all the ingredients to create a unique F&B experience that exceeds your vision. No, make that exceeds your wildest dreams.

Call or email us using the details below, to discuss how we can help you create wonderful memories.

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LET'S CREATE
WONDERFUL MEMORIES
TOGETHER

 **so.smith** 