



Assembly Rooms Case Study

The Prince's Trust

The Prince's Trust Scotland Financial & Business Lunch, May 2019

Now in its tenth year, The Financial & Business Lunch is a fundraising event in aid of the Prince's Trust Scotland which brings together over 300 leaders from the financial and broader business community to explore the challenges and opportunities of today's economic climate.

Can you tell us more about the recent Prince's Trust Scotland Financial and Business Lunch at the Assembly Rooms?

The event takes place annually at the prestigious Assembly Rooms Edinburgh where guests are treated to a champagne reception, a seated lunch, as well as hearing from business and political experts on the current topics impacting on the sector. Past speakers include Robert Peston, ITV Political Editor and founder of education charity Speakers for Schools; Merryn Somerset Webb, Money Week Editor-in-Chief; Iain Martin, Times columnist and author; Martin Gilbert, Chairman of Aberdeen Standard Investment; and Alistair Darling, Former Chancellor of the Exchequer.

This lunch is a unique networking event within the annual Scottish business calendar which offers an unparalleled opportunity to entertain clients and hear current conversations about the global economic direction. Past attendees have included a broad range of businesses including Dickson Minto W.S., Standard Life Aberdeen, KPMG, BlackRock, EY, HSBC, Tesco and RBS, as well as representatives from the Bank of England, FCA, Scottish Government and the national media.

What is the main aim of the event?

The Financial and Business Lunch is one of the key networking events in Scotland for the financial and business sector. The event is organised by The Prince's Trust and attendees support the fundraising activities on the day. Guests have a chance to hear from The Prince's Trust Young Ambassador during the event which helps to bring them closer to the work of the charity. The Lunch also offers a unique

opportunity for companies to fulfil their social responsibility and build stronger relationship with The Trust.

What made the Assembly Rooms stand out as the right host venue?

Assembly Rooms is one of the most iconic venues in Edinburgh and has the right capacity levels for the Lunch. We were able to accommodate a large pre-event drinks reception, three course lunch for up to 350 attendees and post event reception, including use of the bar area. Next year we are also using one of the beautiful side rooms for the VIP reception.

The location was also one of the key selling points of the venue, as many of our attendees come either from outside the city or directly from the office. Being in the centre of Edinburgh makes Assembly Rooms easily accessible by public transport and conveniently located close to local amenities.

This event takes place every year – what has been the attraction that keeps you coming back to the Assembly Rooms?

We always receive a great service from the staff at Assembly Rooms who are very helpful on the day as well as in the lead up to The Lunch. We enjoy having the opportunity to choose from four different caterers that work with the venue. The caterers have always been accommodating with our requirements, and we regularly receive positive feedback from our guests around the food and drink.

The Financial and Business Lunch committee are highly satisfied with Assembly Rooms as the venue for our events due to location, size, interior and recognition as one of the signature event spaces in Edinburgh.

Has the Assembly Rooms helped you overcome any obstacles during the planning and implementation of your events?

They have been very accommodating in helping us to expand next year's event. We would absolutely recommend the Assembly Rooms.



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Please contact the Assembly Rooms team for more information or to discuss your requirements
Call us on 0131 220 4348 or email enquiries@assemblyroomsedinburgh.co.uk

