



Case study: London Wasps



The Challenge

London Wasps was looking to develop and build its already successful Business Club, mirroring the rising success of the team on the pitch. Four networking breakfasts were held throughout the year, but the club wanted to increase the number and variety of events to grow the membership, whilst continuing to motivate and interest the existing businesses who regularly attended.

The Solution

Eyes Wide Open started to work with London Wasps to further develop the club and provide the extra resource needed to manage and organise the events. Working closely with the club, EWO developed a full programme of events over the course of the year.

Open to members and non-members, the new lunchtime events gave other Thames Valley businesses the chance both to network and to get an introduction to the Business Club and Wasps, to find out the opportunities they offer. Additional events that have been introduced, include Clay Pigeon Shooting and BBQs at the prestigious EJ Churchill shooting ground.

“Eyes Wide Open have provided us with an invaluable resource of additional expertise that has evolved the Business Club and opened it up to new, local businesses, providing unique opportunities to network, away from the boardroom.” Alistair Beynon – London Wasps

Eyes Wide Open has also worked with London Wasps to evolve and develop the membership packages and structure, developing the membership to ensure that the club remains accessible to a diverse range of businesses in the Thames Valley.

The Result

The London Wasps Business Club continues to thrive, attracting much interest from local businesses, with the membership continuing to grow, with guests having the opportunity to meet top players from the squad, as well as key industry figures to discuss the action from both on and off the pitch. The increase in activity and networking opportunities has also allowed London Wasps to further promote the available corporate hospitality and sponsorship packages to other local businesses. Following the success of the Business Club's development, Eyes Wide Open has worked closely with the London Wasps team to launch the Ambassador Programme with ha ha bar & grill and other local bars and pubs, continuing to raise the club's profile and support in the local area.

For more information on this and other projects, call us on 01844 273026 or visit our website www.ewo.uk.com



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