



Featured ice & Vodafone team member - Andrew G

Case study: Vodafone - Kylie Minogue Fever Tour 2002

Promotional brief

May 2002. A team of 12 ICE event staff were required to represent Vodafone as a meet & greet team on the U.K stage of the Kylie Minogue Fever Tour. The tour comprised of 33 days, covering 7 major cities throughout the U.K

Team responsibilities/duties

Team duties were to meet & greet all visitors to the concerts on behalf of the main sponsors, Vodafone. The ICE team handed out complimentary lanyards and Kyle Fever Tour memorabilia

Aim

To increase awareness of the Vodafone brand. To ensure all visitors received a welcome and thank you from the sponsors for attendance

Client feedback

"I just wanted to put my thanks in writing to you and the wonderful team of people you supplied to work on behalf of Vodafone on the UK leg of the Kylie Fever Tour. Most importantly, my client Vodafone was impressed with the lively, exuberant and professional people that Ice supplied for the promotion.

I would personally like to thank yourself and your team for all their work and excellent personal qualities that really made this job so much fun for all.

I very much look forward to working with you again in the near future.

Jamie Benedict - Account Manager - Skybridge Events