Alstom Annual Dinner

Title: Shaping the Future of Transport

Home page text: The Alstom Annual Dinner is the highlight in the transport industry’s social calendar. This time it was bigger and better than ever.

Case study page intro:

The world’s leading energy solutions and transport company, Alstom, hosts an annual dinner to communicate with the leaders of the transport and power worlds, and thank suppliers for their support over the past year.

Testimonials: “I love working with team from Mask, my experiences have always been extremely positive. They are fun, full of enthusiasm and extremely passionate about their work. There is a real can do attitude from the team who try their best to bring to life even the craziest of creative ideas, always putting in 110% into their own creative work too helping the client to realise the full potential of each idea. Easy to work with and always on hand to help the team at Mask have clear project management and processes using easy to understand tools and terms helping the project run smoothly from start to finish. A great team of people who clearly love their job, I look forward to working with them again soon” Jo Evans, Head of Marketing Communications, Alstom.

Body Text:

The world’s leading energy solutions and transport company, Alstom, hosts an annual dinner to communicate with the leaders of the transport and power worlds, and thank suppliers for their support over the past year.

Every year the dinner must be more impressive than the last, so this event could not disappoint. The task for Mask was to devise a campaign to entice and excite guests from the outset – from invite to execution and post-production.

Our creative solution brought to life Alstom’s slogan, ‘Shaping the Future’. The evening showcased the company’s blueprint, history and plans for the future.

The event began with guests looking into what the future might hold. Ideas for sustainable energy sources and transport were showcased by emerging talent from Alstom’s graduates, whose models showed guests what their ideas might mean for the industry.

Guests were served a three course seated meal, with all dishes themed around the idea of transport. In the heart of each table was a rather unusual table centre: a block of ice! Each block contained a different suspended object, from cogs and screws to Pendolinos, the mechanism that allows trains to tilt.

Transport-inspired theming included a bespoke moving set, with trains, wind turbines and power stations prominent throughout The Brewery’s Porter Tun Room. We also took inspiration from blueprints, with blueprint designs printed on the save the date notes, invitations, tablecloths, menus and table numbers.