

Event: Arsenal v Spurs 'Legends Lunch at 'The Ring Boxing Club' – 20th April 2011

Client: Ignis Asset Management

The financial services industry is not short of corporate entertainment – that's a fact. Football, cricket, rugby, F1, more football, more rugby - you name it it's been done before, ten times over. So rather than compete with the same old, same old, we've always tried to do stuff a little differently. And that's where our Arsenal Spurs "legends" lunch was born. I'm an asset management marketing man and used to work with a gobby Spurs fan at my old firm. Sick of his non-stop "we're gonna finish above you" banter, we decided to approach Eclipse to source a North London derby day extravaganza with a difference.

And so, on a blisteringly hot 20th April some 30 guests descended on The Ring Boxing Club in Southwark to see if we could finally sort out who was the best team in North London. A partisan crowd of fervent Yids and Gooners made up of journalists, clients and contacts were joined by living North London legends: "ooh ah" Ray Parlour, Perry Groves, Steve Sedgley and Graham Roberts. The two teams were escorted to their respective tables and the festivities (and insults) began. Hosted by the excellent Alvin Martin (officially the nicest bloke in the world) the rival factions did battle at head tennis, mini pool, football trivia, higher or lower (yes, the Brucie special), a memory game (hard after 8 bottles of Bud) and some boxing (hence the boxing club venue).

Spurs won the day and Arsenal showed that Corinthian values were very much alive by graciously accepting second place. Well, a bit of poetic licence there actually - when the victors went up to collect their spoils the entire Arsenal table turned their backs and broke into a rousing chorus of "North London is ours, North London is ours, **** off to Stratford, North London is ours", led by my own legend, Perry Groves (who wouldn't want to "live in a Perry Groves World"?).

The guest feedback from the day was exceptional and having the opportunity to chew the fat with your boyhood heroes was priceless. Female guests were made to feel totally at home and a mixed crowd went home very happy indeed. The legends were exactly that - four of the best blokes you'll meet and not a hint of ego amongst them; all of them joining us for more beers (as if they were needed) afterwards before heading off to the game. The Burf, owner of Cityboxer and legend in his own lunchtime, made us very welcome and was a great addition to a great day. Steve Surridge does this better than anyone else I've used in 25 years of doing this job and if you're looking for something really different, he's your man.

Rob Page

Marketing Director, Ardevora