



limeblue

EVENTS. VENUES. INCENTIVES. DESIGN.

# 20 YEARS IN THE MAKING!



*Kate and Ali become directors*



*Nicola and Clive merge*



*Our wonderful team*



*Award winning*



*Steph joins Lime Blue*



*We move to Cookham*



*New office 2021*

## WHAT AN AMAZING TIME WE HAVE HAD!!!

Memory is a funny thing and it often changes with time and emotion. So, what has happened for me over the past 20 years - started a company, merged a company and moved country in a nutshell.

I took a leap in 2003 and started my own business Symbius, which my brother, Richard, later joined. We were able to get involved in so many different and instrumental projects all with a focus on my primary love for design - graphics, web, digital, product, production, built environment, signage, video and event.

In 2015 we decided to break the company down into 2 separate organisations to develop our passions individually, it was a bit like a band splitting up but all well that ends well! By 2016 Nicola and I decided to merge in order to give our customers a more cohesive offering.

Later I was able to bring an old colleague, Steph, back and we have worked hard to continue to deliver the high quality of design we demand for our clients - and for ourselves.

It really has been an amazing ride from 2003 to 2023 - we have taken on the most outrageous projects with unachievable deadlines and crazy timescales but looking back have delivered the lot. I can safely say that none of that would have been possible without the people behind and with us.

I suppose this could be a homage to the women I have and do continue to work with but they would all think I was off on one again! Also I cannot thank suppliers enough for their unenviable tolerance for procrastination!

*Clive*

## WOW!!! 1ST SEPTEMBER 2023 - OUR 20TH YEAR!!!

I can't quite believe it! On 4 June 2004 - Michelle Boyt and I registered Lime Blue Solutions and on 1 September our first financial year began. Clive kindly allowed us to have two desks in his office for a year whilst we found our feet - though to be honest we never left!

Like most companies we had some great years and some tough years and sadly Michelle decided to leave in 2012. However we carried on and, as Clive has mentioned, we merged the two companies back in 2016 and have gone from strength to strength ever since despite the Covid blip where the team really pulled together to get us all through.

In 2017 we won an award from Maidenhead Chamber of Commerce for our contribution to the community for running the Maidenhead and Windsor Business awards and in March 2022, both myself and Kate Roberts were part of Micebook's Power 50 Inspiring Female Agency Leaders, which we were very proud of.

Lime Blue opened our own swanky new offices in 2021, having completely refurbished two old shops during the Covid pandemic which was a challenge in itself but we love having our own space and being located in Cookham.

Finally last year we were delighted to make Kate Roberts and Ali Buchanan shareholders of the company and it is a testament to them both, Steph and the rest of the fabulous team that the years since Covid have been the best ever. Long may it last.

*Nicola*



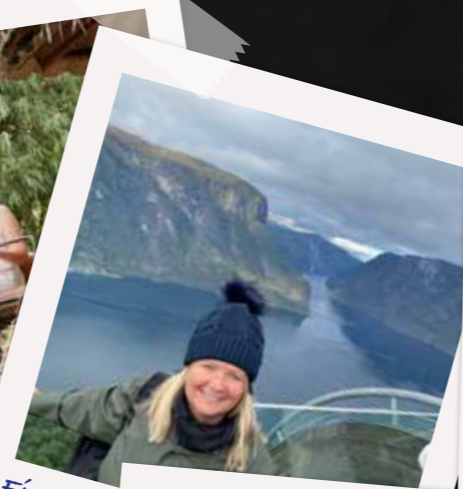
Thanks Tom!



Dinner on top of a mountain



Amazing Thailand



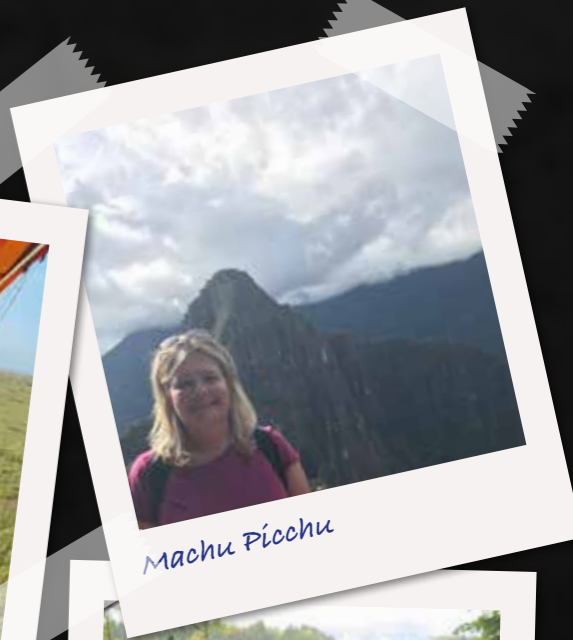
Fjords forever



Iguazu Falls



Ballooning in Masai Mara



Machu Picchu



Angama Mara - Kenya



Abu Dhabi



Team Slovenia

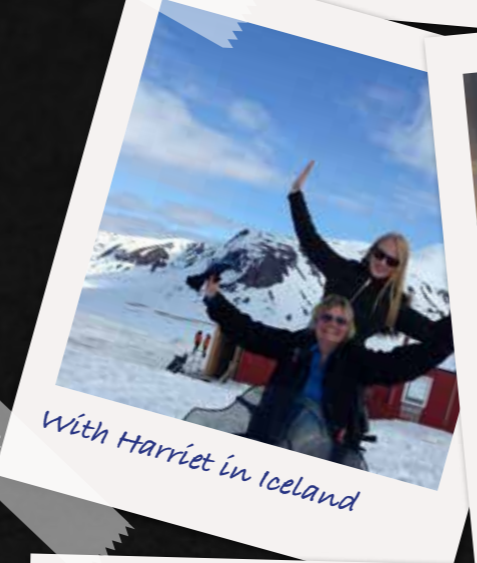
### WHAT AN AMAZING INDUSTRY WE WORK IN AND HOW LUCKY HAVE I BEEN TO EXPERIENCE SO MANY WONDERFUL PLACES.

#### SOME OF MY PERSONAL HIGHLIGHTS

- The Hague & Rotterdam in 2006 as it was my first FAM trip
- Kalashnikov rifle shooting in St Petersburg, Russia
- Visiting the Golden Triangle in India
- Seeing the breathtaking Iguazu falls in Brazil
- Being lucky enough to be invited on the Orient Express to Venice
- Hot air ballooning over the Masai Mara
- Enjoying a fun packed trip to Abu Dhabi and staying in the desert
- Meeting Tom Kerridge at the Coach in Marlow
- Visiting the stunning Fjords in Norway

#### MEMORABLE MOMENTS WHILST RUNNING EVENTS

- My first large scale event running a 400 person sales conference at the Corinthia Hotel in Budapest
- Discovering my love for organising incentives with The European Stars for BP back in 2007
- Doing the conga with the entire group and the hotel staff around the restaurant in Mauritius
- Snorkelling with whale sharks in the Maldives
- Loving the surprise on peoples faces as they were picked up by old timer cars in Monte Carlo and driven around the race track
- Privately hiring the Basilica in Venice and leading the group in the dark, whilst gradually all the lights came on to depict the paintings
- Taking a group on super yachts to dinner in Sicily
- Being driven through an electrical storm on a safari on the way back from a game drive at Phinda Game Reserve
- Taking the Hiram Bingham, a Belmond train for a very special dinner on the way back from an amazing day at Machu Picchu



With Harriet in Iceland



Belmond Orient Express



Sicilian caves and beaches



Taj Mahal

### SOME THINGS HAVE NOT ALWAYS GONE EXACTLY TO PLAN!!

- Having the most awful coach turning up to transport our guests with a blocked toilet and a broken windscreen wiper
- Part of a group missing a connecting flight in Johannesburg missing their first night at the wonderful Royal Livingstone, Victoria Falls
- Having to dip all delegates shoes for foot and mouth including those in their suitcases as they made a river crossing between Zambia and Botswana
- Trying to delay buses leaving and organising impromptu longer routes as the dinner location was not ready for the 800 pax about to flood in
- Sitting in a jeep with 7 other people as the ranger and guide had gone off on foot - and hearing the most almighty lions roar. Luckily they made it back!
- Trying to keep the group happy on an island off Cannes where we were supposed to see monks at a vineyard but as it was pouring with rain they refused to come out!
- Standing on the edge of the Danube in Budapest waiting for a group of 200 pax to finish their treasure hunt and board the boat we had organised for the drinks reception only to see it pulling away. The local government had decided they wanted a boat that evening so they were going to take ours. Thankfully having a great Destination Management Company at your side can avert these types of things!

# TEAM MEMORIES...



Kate

### MY FAVOURITE FAM TRIP

South Africa with Green Route and Just the Letter B. staying at the Kruger Shalati and meeting Zelda La Grange.

### WHAT I MOST LIKE ABOUT BEING PART OF THE LB TEAM

The people, culture of the agency and ethics.

### A PARTICULARLY MEMORABLE MOMENT

Pharma Incentive in Mauritius, Four Seasons, it rained so much it flooded. Pumps had to be used to clear the water so we could get our guests through the flood water to their vintage car transfers.... Luckily the rain held off for the fireworks that night.



Harriet

### YOUR FAVOURITE EVENT YOU HAVE RUN

An incentive in Zambia, taking the group on a safari and seeing Victoria Falls - a big tick off the bucket list!

### MY FAVOURITE FAM TRIP

Ruka-Kuusamo in Finland because the scenery is magical and I got to go husky sledging.

### MY FAVOURITE LB SOCIAL EVENT

Wine tasting at the Old Butcher as it was our first get together after covid and we were all very excited!!



Ali

### MY FAVOURITE EVENT THAT I HAVE RUN

I don't have a specific event but I think managing an annual kick off meeting for a client since 2014 and seeing it grow and develop successfully is a career success.

### SOMETHING I AM VERY PROUD OF

Transforming the main plenary room of a conference into a circus tent for a clients gala awards night - the transformation was so good, the time frame incredibly tight and we pulled it off, the client loved it!

### WHAT I MOST LIKE ABOUT BEING PART OF THE LB TEAM

I love our team, the camaraderie is so good! We are like a little family supporting each other. When on site, we have to pull together and trust each other - I definitely 100% trust the team.



Gemma

### WHAT I MOST LIKE ABOUT BEING PART OF THE LB TEAM

The people!

### FAVOURITE LIME BLUE SOCIAL EVENT

LB Christmas parties are always memorable!



Steph

### A VERY MEMORABLE EVENT

I had a specific vision for a bespoke feather archway. Failing to find a supplier to recreate it, we created it ourselves in the office, which was great fun!

The client was thrilled with the final result too...

"Lime Blue really do make all of our ideas come to life in exactly the way we imagine them, nothing is impossible." Associate Director, Congress and Events.

### WHAT I MOST LIKE ABOUT BEING PART OF THE LB TEAM

We support, value and truly care about each other. No problem is insurmountable with teamwork, commitment and determination.



Clive

### MY FAVOURITE EVENT PIECE

Working with Ali, Wayne and our production team we produced a massive 15m wide set which had to be split into two every day. Apparently we were mad to design something like this but... By the end of the event we were able to turn this around in 11 minutes!!

### MY FAVOURITE DESIGN PROJECT

There have been so many, but branding projects have certainly brought me a lot of satisfaction.

### WHAT I MOST LIKE ABOUT THE LB TEAM

They are brilliant!!! I am very proud of and for them xxx





Shaaru



Helen



Nicky



**WHAT I MOST LIKE ABOUT BEING PART OF THE LB TEAM**  
The people. The comfort level I have with them is like the one I have with my family and that means a lot to me, as I live far from family. It's been a year with Lime Blue and I'm glad to be a part of its 20 years and the years to come. Looking forward to making more great memories with the team.

**WHAT I MOST LIKE ABOUT BEING PART OF THE LB TEAM**  
I have now worked at LimeBlue for just over a year and I have had the opportunity of working on many events from a private 60th birthday party at the stunning Chewton Glen Hotel & Spa to working on more corporate congresses for pharmaceutical companies. Limeblue is like working with your family and makes working easy.

**WHAT I MOST LIKE ABOUT BEING PART OF THE LB TEAM**  
When I first joined Lime Blue, I felt like I was joining a family and it continues to be a really close team.

# ...HARD WORK AND LOTS OF FUN!!



Wayne



Sadie



Rebecca



**A PARTICULARLY MEMORABLE MOMENT**  
Having to move online during Covid was a big challenge but working swiftly with the team we managed to create some amazing unique virtual events.

**WHAT YOU MOST LIKE ABOUT BEING PART OF THE LB TEAM**  
I think the word 'team' says it all. Having a long developed relationship with all the loyal team, when the pressure is on everyone always comes together to make work both successful and fun.

**MY FAVOURITE FAM TRIP**  
My favourite Fam trip I have been on would be to Lisbon and the Azores, I got the chance to do so many fun activities such as Canyoning, Dolphin and Whale watching, Buggy experience around the volcanos.

**WHAT I MOST LIKE ABOUT BEING PART OF THE LB TEAM**  
I think what makes Lime Blue is the people and the great team that we are.

**WHAT I MOST LIKE ABOUT BEING PART OF THE LB TEAM**  
I joined Lime Blue in Oct 2022, and I have had a fantastic experience so far. My favourite parts have been our quarterly meetings at fantastic venues and time spent together as a team! My favourite was Oakley Hall Hotel and a Bombay Sapphire tour for some gin tasting. I will look forward to more lovely experiences like that with the team.

Comments from some of our  
**WONDERFUL**  
Partners. Thank you x



Giles Cuthbert  
Account Manager  
Colourpoint

Firstly a huge congratulations to Nicola, Clive and the team at Lime Blue for 20 incredible years in business!! A phenomenal achievement and totally deserved.

I have had the pleasure of working with them for 18 years and have forged a beautiful friendship inside and outside of work.

Lime Blue from the very outset; are customer facing, focusing on delivering the most unique and memorable experience for their clients.

Knowing all the hard work, that goes on behind the scenes, it is testament to how Lime Blue have become such a force within the industry.

Having worked alongside the Lime Blue team for over a decade, we have supported them with everything from entertainment, party, production, virtual and team building services. Experienced, well organised and friendly, they are an absolute pleasure to deal with.



PERRINE CHAPELAIN  
Senior Account Director, Groups, UK,  
Scandinavia, France & Benelux - Belmond

I've had the immense pleasure of knowing and working with Nicola and Lime Blue Solutions team for over a decade, and what has always stood out for me is their appreciation of the suppliers they collaborate with, always showing great loyalty and respect. They understand that you get the best for your clients with kindness and their commitment and passion is second to none. Nicola has surrounded herself with a fantastic team who share her values and working and getting together with them makes you feel like you are part of a family. I have especially fond memories of travelling with Nicola to Venice on the fabled Venice Simplon-Orient-Express.

We've worked on exciting incentive programs over the years to various destinations.



Andy Hobbs  
Director - Firebird Events



Paul Hughes - Sales Manager  
Business World Services



Simon Johnson  
Director - Avenue Sales



Kate Smart  
Affinity Merchandise - Owner/Director

I've had the pleasure of working with the Lime Blue Solutions team for a number of years. A really professional, enthusiastic and fun team who always put their customer first, and never fail to deliver. Working with them is like being part of their team and I'm very happy to have worked with them both as a supplier, and also as a client at a Chamber awards event.

Over the past two decades we've had the privilege of working on numerous projects together and the best quality about Lime Blue is their unmatched passion for delivering exceptional results.

One memory that stands out is the way they navigate challenges with unwavering determination. At the beginning of covid Lime Blue acted quickly when it became clear that events wouldn't go ahead in person so they started hosting virtual conferences and we helped them deliver gifts to delegate doors worldwide.

Here's to celebrating their impressive journey!

I have had the absolute pleasure of working with the Lime Blue team since their inception almost 20 years ago! We have worked on many great programmes together over the years and its been such a great honour and privilege to have had the opportunity to watch the team go from strength to strength!



Andre and Wayne  
Mundus Representation

Cheers to two decades of awesomeness with Lime Blue Solutions!

This event agency isn't just a shining star in the industry; it's a creative powerhouse that knows how to keep things fresh and exciting. Nicola Miller and her fantastic events team lead the charge, bringing dedication and a touch of magic to everything they do.

Working on a Lime Blue Solutions enquiry is an absolute dream. Their knack for turning every project into an adventure sets them apart in the best way.

Mundus has been lucky to have Lime Blue by our side on some unforgettable FAM trips, showcasing our hotel and DMCs in some of our cool destinations.



Andy Delpech  
Operations Director

Just a nice bunch.

Events, generally a hectic business to be in... why do we do it? Well, certainly a good reason is when you work with a business like Lime Blue. Real care is taken and everything so done for a reason. It is more of a collective effort than a client supplier relationship. Everyone involved has their strengths and they are harnessed to produce quality experiences for delegates. On top of all that, they are a nice bunch to work with which makes all of the difference.



limeblue  
CONGRATULATIONS

Comments from some of our  
**WONDERFUL**  
Partners. Thank you x



Helen O'Brien  
Senior Director of Group Sales UK & Ireland - Kempinski Hotels

Having been with Kempinski Hotels for 15+ years I have had the pleasure to work alongside Nicola, Kate and the team throughout. Over this time they have joined on various familiarisation trips and tradeshows always eager to support our brand but importantly keep educated on new destinations to continually inspire their clients. During the pandemic they adapted, kept connected, continued talking and focussed on the return of live events. I believe their passion and commitment with a personalised service to clients and suppliers makes them truly unique. This is something which a brand like Kempinski Hotels not only relates to but works well alongside.

Over the last 20 years, as I've moved from one luxury hotel group to another (!) I've loved the constant support of Nicola, Kate, Ali and the Lime Blue Solutions team to both me personally and of each of the hotel companies I've worked for.



James Dawson and Simon Burleigh  
The DMC Advantage

I'll always remember meeting Nicola on my first FAM trip in 2006! I've known Ali around the same length of time back to her Browncroft days, Kate for 16 years and Harriet over 9 years. How lovely that we are still all working together today.

Lime Blue is one of our most loyal agency supporters, it has always been such a pleasure working with your friendly team and our DMCs love working with you too! Communication is always so straightforward and easy with you all as you are so experienced and you understand how DMCs work and their value. We have always received a lovely warm welcome whenever we visit your office and I love that the K9's Rosie and Maple are always there to greet us too! You have a lovely team spirit and culture with a work hard and play hard attitude which we love!



Charla Forinton  
Director of Global Sales - Groups Rocco Forte Hotels



Henriette Speed  
Founder & Director - Just The Letter B

What an honour and an absolute pleasure it is to work with the team at Lime Blue Solutions. It speaks volumes that some have been on board for more than half the time the company has been in existence.

I know how carefully Nicola and her team choose their partners. We had to earn our place becoming one, but it's been nothing but a rewarding experience. Like the hot air balloon ride I shared with Nicola over the Masia Mara as we were only beginning to get to know each other, working with Lime Blue is a beautiful journey!



Jo Beames  
Founder - Jo Beames Consultancy

It has been a privilege to work with Nicola and the Lime Blue team over the years and in particular Ali Buchanan who not only is a great event professional to work with, but also a person I classify as an industry friend. Ali and I have worked together to find the right solutions for one of her major clients and have successfully welcomed their conferences to Camiral Golf & Wellness. I look forward to continuing a fantastic partnership with Lime Blue and the hotels I work with. Many congratulations on reaching 20 years in business, and here's to continued success team Lime Blue.



Lisa Lernoux-Dock  
ILH Group Sales Director

We've had the privilege and great pleasure of working with Nicola, Kate and the team over quite a good number of those years, and have seen them create some extraordinary experiences for their (very happy) guests. One of the many reasons that we love about working with Lime Blue is the breadth and variety of their clients. From top corporate board meetings to all-singing, all-dancing ultra exclusive private events we're always looking forward to their next enquiry.



Mags Shaw  
Mags Worldwide - Owner

"Limeblue came onto my radar over 15 years ago, I recall coming onto the farm office near Maidenhead one very rainy day with one of my DMC partners and was given the most warm and friendliest of welcomes, having just recently visited the new offices in Cookham the same welcome was given to me 15 years later, the consistency with all my office visits through all the years has remained the same, Friendly, Engaging, always keen to hear about what is happening in our destinations & kindness always shown.

I had the most amazing pleasure in hosting Kate Roberts in 2012 on a FAM trip to Oman, I recall thinking how professional and articulate for one so young - what a credit to Limeblue, and goodness how amazing is she now heading up the company as Managing Director a truly amazing journey for Limeblue and Kate

My first meeting with Nicola was meeting her at Heathrow to fly to Brazil and I recall thinking for someone with their own company she was super friendly, and great fun with a beautiful laugh, in fact I think of this trip with a lot of fondness.

It's not often you meet a company whereby they have remained so consistent with their professionalism & retained a great sense of humour, fun & kindness

# 20 PLEDGES FROM THE LIME BLUE SOLUTIONS TEAM FOR OUR LOCAL AREA, THE TEAM, CHARITY AND SUSTAINABILITY



Thames hospice



A special memory of Nikki Muller who sadly lost her battle with cancer in February 2020 and is sorely missed.



## OUR 20 PLEDGES

1. Donate to the Alzheimers Dementia Support Charity in Maidenhead, one of Lime Blue's chosen charities this year
2. Support and donate to Wild Cookham - focusing on biodiversity in our local area
3. Take part in the Sunflower Walk for Thames Hospice raising much needed funds for the charity
4. Only use sustainable products in the office
5. As part of our commitment to sustainability, we have switched to Cookham Waste - a sustainable waste management service
6. Volunteer time for local litter picks to keep the environment tidy
7. Spend time volunteering at The Horses Trust, assisting with maintaining the grounds and fields for the Horses
8. Give our Support to the Alliance of Independent Event Agencies Christmas Charity Lunch
9. Provide Easter Eggs for our local homeless charity
10. Arrange a team lunchtime walk once a month in the beautiful countryside surrounding the office to encourage staff wellbeing
11. Make Christmas Boxes for Food Share for those in need
12. Mentor a start up business to help them on their way to success
13. Become Business Advisors for Young Enterprise Scheme
14. Hosting Maidenhead and Windsor Business and Community Awards bringing local business and the community together to celebrate local achievements
15. Take team away on a company incentive to mark our 20th year and thank everyone for their hard work
16. Donation of food items for the harvest festival period to our local food bank
17. Donate to the local charity Circus Starr who hold inclusive circus shows for vulnerable and disabled children
18. Hold a 20th birthday celebration to thank our staff, suppliers and clients for their loyalty and support over the last 20 years
19. Support TVAP by gardening and maintenance of outside equipment in order to help children and adults with special needs and their families
20. Take part in a beach clean to help keep Britain's beaches beautiful and our ocean safe for wildlife



# 20 YEARS IN THE MAKING!



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