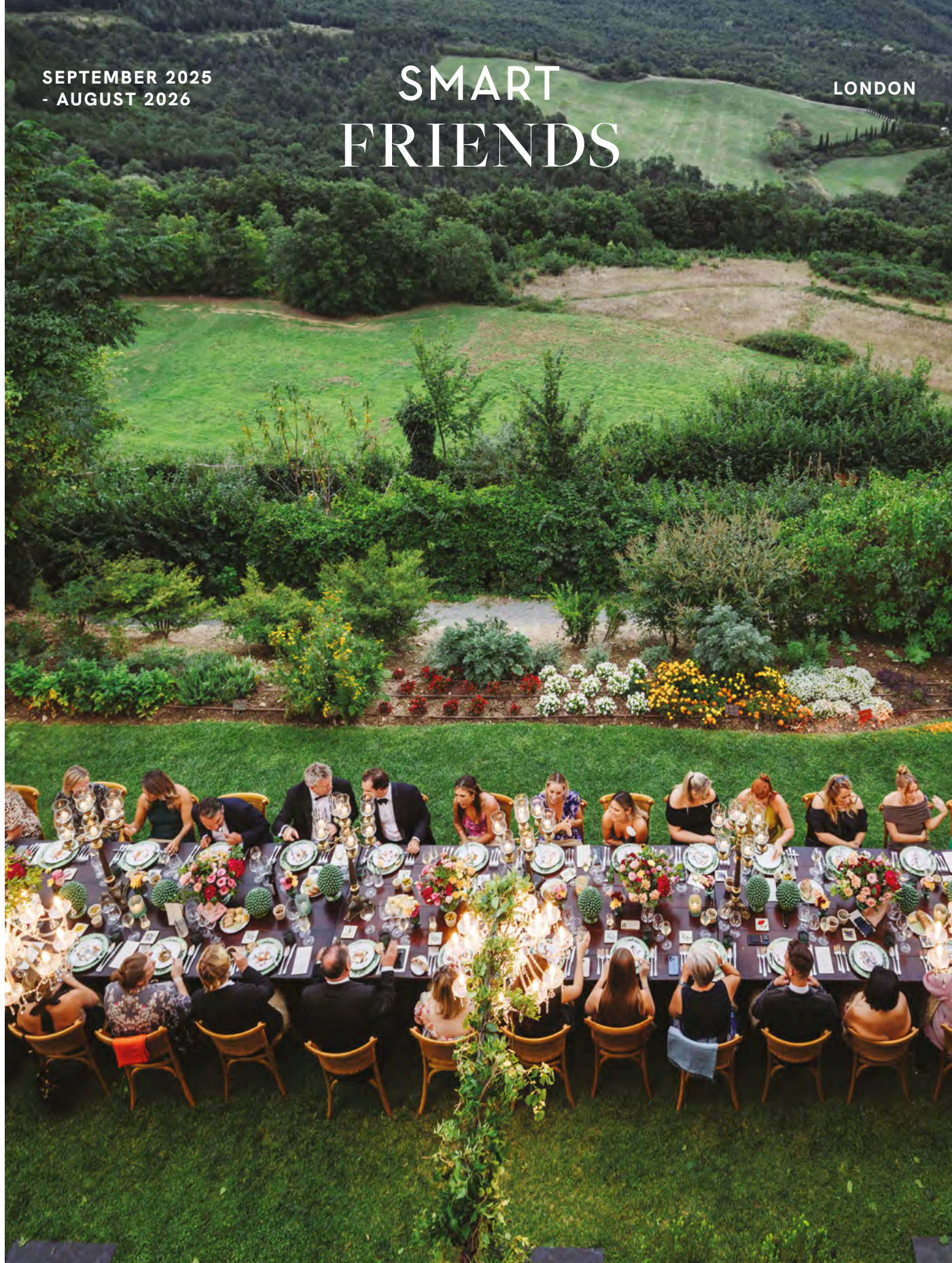


SEPTEMBER 2025
- AUGUST 2026

SMART FRIENDS

LONDON



Smart Friends

A COMMUNITY THAT DELIVERS A NETWORK BUILT ON SIGNIFICANT EVENTS & EVEN BETTER RELATIONSHIPS

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01

Introduction



Dear Smart Friends...

Welcome to Smart Friends, our vibrant community dedicated to delivering exceptional events. As part of the Smart Group agency network, Smart Friends welcomes event agencies, production agencies and venue finders worldwide, fostering reliable professional connections and genuine friendships. Members receive exclusive access to offers, news and portfolio additions, along with invitations to various events throughout the year.

Additionally, Smart Friends features an agency incentive scheme, rewarding top-spending agents with sensational experiences and international trips. With multiple tiers, the programme is designed to be inclusive and rewarding for all, ensuring our agency community feels recognised and appreciated. Our Smart Friends are always the first to hear about updates and opportunities, shared through our newsletters, Instagram page, and our new agency portal.

Warmest wishes,
THE SMART FRIENDS TEAM

Your Smart Friends Leadership Team



Cara Gilbertson

HEAD OF SEASONAL SALES
SMART GROUP
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We are supported by our dedicated team of Smarties from various departments. If you are ever in doubt about who is best to deal with specific enquiries, we can point you in the right direction.

A community that delivers a network built on significant events and even better relationships.

TIERED INCENTIVES



BE THE FIRST TO KNOW



DEDICATED AGENCY PORTAL



PRIORITY ACCESS



**SMART
FRIENDS**

**SMART
Christmas**
PARTIES

51°29'04.7"N 0°02'15.8"W
MOVING VENUE
VENUE CATERERS

EVOLUTION
LONDON

**SMART
PARTIES**

**SMART
summer**
PARTIES

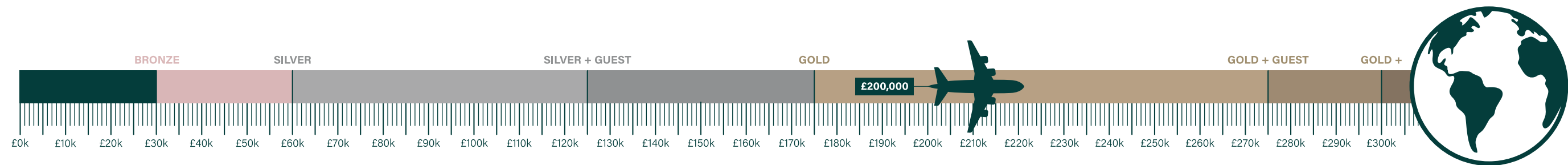
last Supper

60 GREAT QUEEN ST.

02

Agency Incentive Scheme

The Smart Friends Incentive Scheme celebrates the success and commitment of our agent community, rewarding exceptional performance with unforgettable experiences. Designed to inspire ambition and recognise achievement, the scheme transforms sales milestones into extraordinary rewards, from exclusive dining and luxury getaways to once-in-a-lifetime international adventures. Each reward reflects the value we place on partnership and excellence, encouraging agents to push boundaries, exceed expectations, and share in the success they help create. It's our way of saying thank you for being part of the Smart Friends journey and for continually striving to achieve more.



PREMIUM CULINARY EXPERIENCE

BRONZE

£30,000 to £60,000

ONE BOOKING REQUIRED

A GREAT BRITISH ESCAPE

SILVER

£60,000 to £125,000

MIN TWO BOOKINGS REQUIRED

SILVER + GUEST

£125,000 to £175,000

MIN TWO BOOKINGS REQUIRED

A LUXURY INTERNATIONAL GETAWAY

GOLD

£175,000 to £275,000

MIN TWO BOOKINGS REQUIRED

GOLD + GUEST

£275,000+

MIN TWO BOOKINGS REQUIRED

GOLD +

£300,000+

ONE BOOKING REQUIRED

AGENCY INCENTIVE
SCHEME

Bronze

£30,000+

PREMIUM CULINARY EXPERIENCE

Our Bronze tier rewards members with access to an unforgettable dining experience, where breaking bread, great company, and shared moments bring our community together.

AGENCY INCENTIVE
SCHEME

Silver

£60,000+

A GREAT BRITISH ESCAPE

Our Silver tier offers the chance to unwind in true Smart Friends style with A Great British Escape, designed to celebrate your success and offer a well-deserved break. Expect stylish settings, bespoke experiences, and the finest British hospitality, creating timeless memories a little closer to home.



AGENCY INCENTIVE
SCHEME

Gold

£175,000+

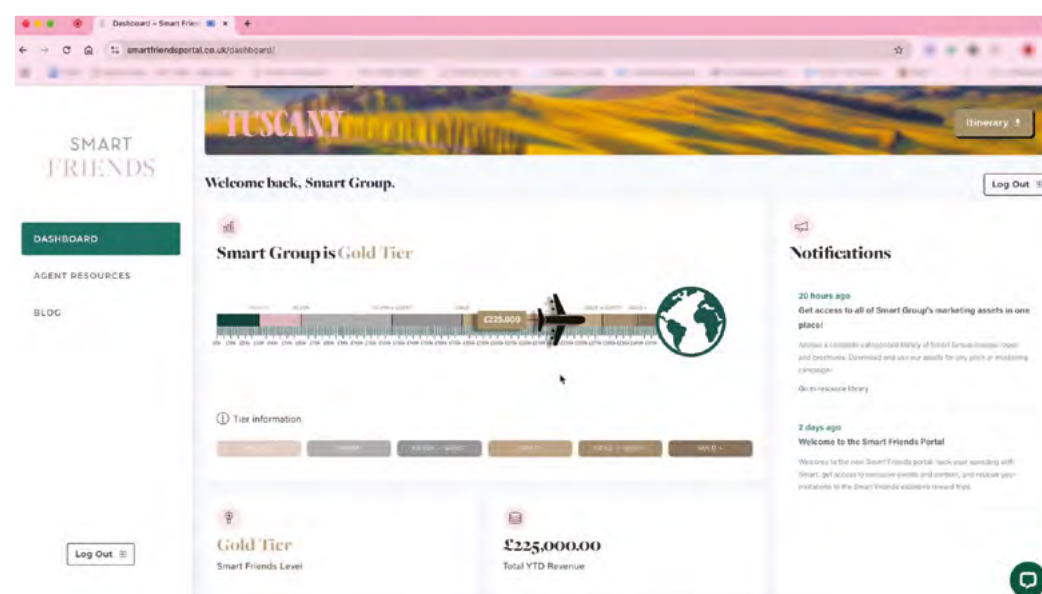
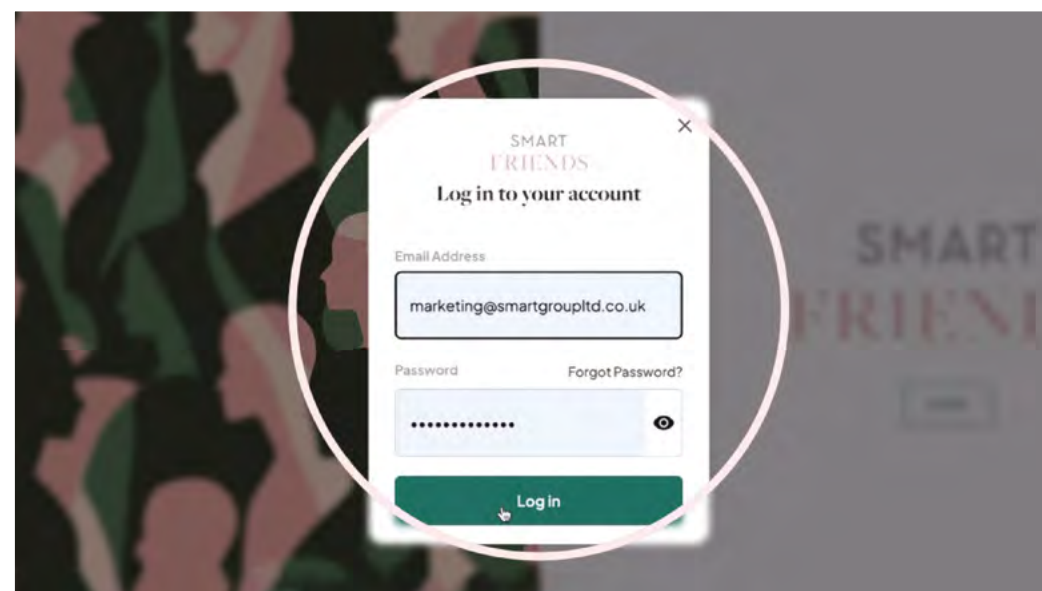
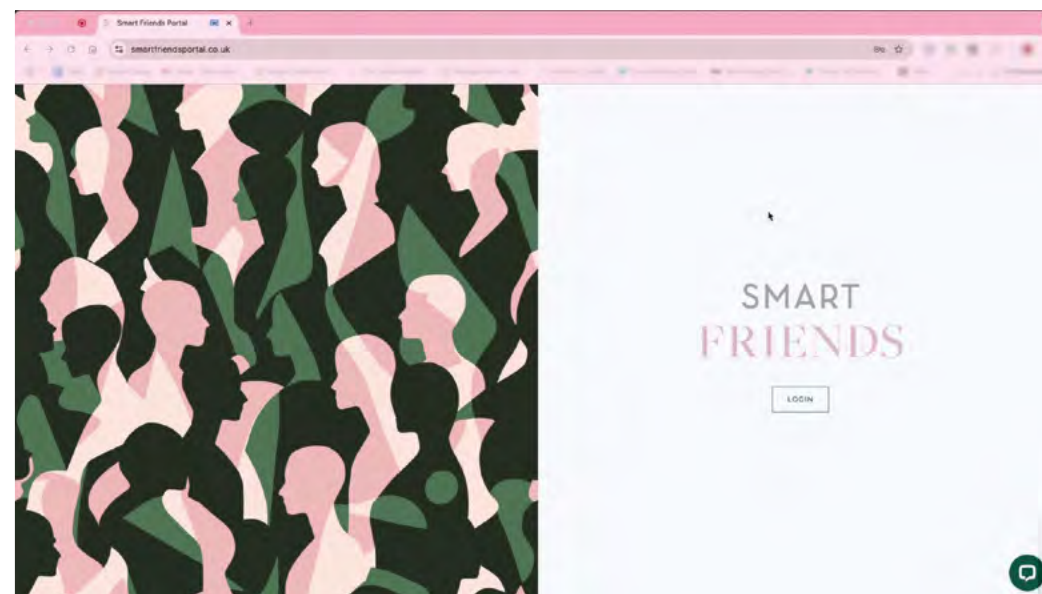
A LUXURY INTERNATIONAL GETAWAY

For our top-performing members, the Gold tier unlocks the ultimate reward: A Luxury International Getaway. This is an invitation to experience the world's most coveted destinations in exquisite style. With every detail curated to perfection, this tier embodies the spirit of discovery, indulgence and celebration at its most elevated.

03 Agency Portal

The Smart Friends Agent Portal provides agents with a seamless, intuitive digital hub built to support every step of their journey. From real-time performance tracking and tier progress to booking history and reward options, the portal puts essential tools and insights at users' fingertips. With clear dashboards, easy navigation, and direct access to the incentive scheme details, it empowers agents to stay motivated, informed and fully engaged in their Smart Friends experience.

Register here:
smartfriends.co.uk/register



SMART FRIENDS PORTAL

Hosted at smartfriendsportal.co.uk, the Smart Friends Portal is your personal hub — beautifully designed to keep everything you need in one seamless, easy-to-navigate space.

YOUR LOGIN

Each agent receives a unique company login, giving you instant access to your personalised Smart Friends experience and all the tools to track your journey.

DASHBOARD

Watch your progress come to life with an elegant dashboard that celebrates every milestone and brings you one step closer to your next unforgettable reward, including push notifications, calendar, resource library and blog. Welcome to the new Smart Friend's Agent Portal, your one-stop destination for live incentive tracking, up-to-date resources, boosted commission opportunities, and access to unforgettable rewards.

SMART FRIENDS

Our Trips

The Smart Friends Incentive Scheme has taken agents to some of the world's most inspiring destinations, from the glamour of Monaco and the vibrancy of Marrakesh to the cultural charm of Amsterdam, the artistic tranquillity of Deià, and the laid-back luxury of Ischia. Most recently, the journey continued in Tuscany, where agents experienced la dolce vita. Each trip celebrates success through exceptional experiences that reward achievement, strengthen relationships, and create lasting memories.

The 2018 Ischia trip was a sun-drenched celebration of Italian style and hospitality on one of the Mediterranean's most beautiful islands. Guests spent their days exploring the island's rugged coastline by yacht, pausing for long, leisurely lunches overlooking the sea and evenings filled with exquisite food and wine. A highlight was an exclusive dinner at Monte Corvo, hosted by renowned chef Angela Hartnett, showcasing the best of local produce and Italian flavours. Blending relaxation, luxury, and authentic charm, the Ischia experience was a true taste of timeless Italian elegance.



INCENTIVE TRIP

Ischia

2018

“The trip was without any shadow of doubt the best industry trip I have been on in 15 years.”

DAVID TAYLOR, EX EVENTS





INCENTIVE TRIP

Deià

2019

The 2019 Deià trip transported guests to the tranquil hillsides of Mallorca for three unforgettable days of indulgence and exploration. Travelling through Palma and Sóller aboard a charming vintage train, they arrived at the idyllic Belmond La Residencia, surrounded by olive groves and mountain views. Days were spent sailing along the coastline, enjoying leisurely lunches, and relaxing by the pool, while evenings featured candlelit dinners, flamenco performances, and exceptional food and wine. The experience concluded with a relaxed picnic among the olive trees, complete with live music and warm conversation, a fitting finale to a truly memorable escape.



“The people at these events gel so well, it is extraordinary. You know the saying, you can tell so much about an organisation based on the company they keep... Greg your team did you proud again.”

NEIL JONES, LOCATION LIVE

The 2022 Amsterdam trip was a vibrant celebration of culture, style, and connection in one of Europe's most characterful cities. Guests explored Amsterdam from every angle, gliding along its famous canals aboard classic saloon boats, taking in the city's charm from the water, and competing in lively rickshaw races through its cobbled streets. Days were filled with laughter, music, and discovery, while evenings offered a touch of glamour, including a black-tie dinner by the Amstel River at the iconic Hotel de Amstel. Between the city's artistic spirit, warm hospitality, and unforgettable moments shared among friends, Amsterdam proved the perfect setting for a truly memorable escape.

INCENTIVE TRIP

Amsterdam

2022

“Always such fun to be involved with like minded, fun individuals who work in a similar environment.”

JONNY ELLIS, ARROWHEAD MANAGEMENT

SMART FRIENDS



INCENTIVE TRIP

Marrakesh

2023

“I doubt I’ll ever be able to adequately summarise this past weekend in Marrakesh for a variety of reasons. What a stunning location with the toughest of people... I’ve made a tonne of new friends and I’ve taken home some life-long memories.”

**GEMMA QUINTRELL,
VENUE SEARCH LONDON**

The Marrakesh 2023 trip unfolded across a dramatic and deeply memorable weekend, grounded in culture, surprise, and resilience. Guests arrived to the grandeur of La Mamounia, greeted with traditional Moroccan hospitality including dates and mint tea by the pool. Their days ranged from relaxed afternoons exploring the souks and lounging in style, to spirited team challenges across the city — vintage-motorbike scavenger hunts, market bartering, and playful puzzle clues that led participants deep into Marrakesh’s fabric. Evenings were illuminated under the stars with garden feasts in the grounds of La Mamounia, where the air hummed with drummers, belly dancers, and vibrant décor inspired by the city’s souks. On the final morning, guests soared above the Atlas Mountains in hot air balloons, greeted by a Berber breakfast and sweeping dawn views. Throughout, there was laughter, unity, and moments of reflection, an experience that left a lasting imprint.

“ Each year you surpass anything previous and raise the bar yet again. I never tire of the pure excitement you get from a Smart Friends weekend. You are the absolute leaders in the industry. ”

MARIANNE HADLEY, IMAGE EVENTS

INCENTIVE TRIP

Provence

2024

The 2024 Provence trip was a weekend of pure sophistication and exhilaration along the French Riviera. Guests took to the skies on a breathtaking helicopter ride over Monaco and the glittering Mediterranean coastline, before touching down for days filled with exploration, sunshine, and style. They cruised the Riviera aboard private yachts, wound through picturesque villages in vintage cars, and savoured elegant dinners beneath the Provençal evening sky. With its seamless blend of glamour, adventure, and relaxation, the Provence experience offered an unforgettable taste of French luxury at its finest.



THE

INCENTIVE TRIP

Tuscany

2025

The Tuscany 2025 trip unfolded over a sunlit weekend in Italy's iconic heartland, where guests were immersed in elegance, discovery, and unforgettable moments. They journeyed through hilly landscapes in vintage Fiat 500s during a spirited treasure hunt, paused for a rustic picnic at a wine and olive farm, then returned to Monteverdi for an al fresco four-course dinner accompanied by a soprano performance. Earlier in the trip, arrival cocktails and garden games set the tone of relaxed luxury, while late-night festivities in a transformed chapel delivered a high-energy finale. The last morning offered a gentle encore with brunch by the pool, a refined close to a deeply memorable escape.

SMART FRIENDS

“Thank you for a truly magical Tuscan weekend. From the moment we arrived, I was blown away by the service, the venues, the food, the thought behind every detail! You truly outdo yourselves year on year, and it's such an honour and a pleasure to be invited to spend the weekend with you all.”

CLARE MORTON
OUR LEGEND
MANAGING DIRECTOR

05

Our Brands

We're Smart Group.

A dynamic collection of hospitality, catering, venue, and event management businesses. Quality, passion, and integrity drive every Smart Group brand, delivering unforgettable experiences across events and hospitality. With over 25 years of experience, we're a close-knit team that prides itself on personal service at every level.

06

Our Venues

Exceptional spaces,
distinct character.

Across two remarkable London settings, our venues embody the very best in event design and delivery. Evolution London stands as a bold, contemporary structure in Battersea Park, a purpose-built space designed for scale, creativity, and complete transformation. In contrast, 60 Great Queen Street offers an atmosphere of refined heritage in Covent Garden, where Art Deco elegance and historic craftsmanship create an unforgettable backdrop. Together, they represent the perfect balance of innovation and tradition, providing limitless possibilities for extraordinary events.

EVOLUTION

L O N D O N

Designed to host exceptional events.

LOCATION	CAPACITY
Battersea	Standing: 300- 4,000 Seated: 300 - 2,000 Conference: 300-3,500 pax

Evolution London is one of the capital's most versatile and dynamic event venues, accommodating up to 4,000 guests. Purpose-built and located on an exclusive site in the heart of the Grade II* listed Battersea Park, it provides a true blank canvas setting with unmatched flexibility, limitless creativity, and exceptional branding potential.

60 GREAT QUEEN ST.

Iconic elegance
in the heart of
Covent Garden.

60 Great Queen Street is an exquisite Art Deco masterpiece and Grade II* listed landmark, offering timeless elegance and architectural grandeur. From the breathtaking mosaic ceilings of the Grand Temple to the intimate charm of its distinctive event spaces, every detail reflects a rich heritage and sense of occasion. Whether hosting a grand celebration or an exclusive gathering, this iconic venue promises an unforgettable experience at the very heart of Covent Garden.

LOCATION

Covent Garden

CAPACITY

10 versatile spaces available for hire,
accommodating anywhere from
40 to 1,350 guests.

07

Our Summer Venues





Charterhouse Square

LOCATION	CAPACITY	DATES
Barbican/Farringdon	Up to 450 standing	Tuesday 16 June – Saturday 11 July 2026

A hidden gem for enchanting summer events.

Host an exclusive summer soir  e at the enchanting Charterhouse Square, where history and elegance unite in a truly magical outdoor setting. Enjoy private use of this historic square with a beautifully adorned stretch tent, garden furniture, and a stunning outdoor covered bar serving ice-cold drinks. Guests will revel in the sounds of a live acoustic band, engage in fun garden games, and capture picture-perfect moments in a remarkable setting. With a warm welcome of sparkling wine or Pimm's, followed by a choice of vibrant bowl food or street eats, and complemented by unlimited house wines, beers, and soft drinks, every detail is designed to create an unforgettable evening. Supported by expert staff, luxurious facilities, and impeccable service, this quintessential English garden party guarantees a seamless and extraordinary experience from start to finish.



SUMMER SEASON 2026

SOMERSET HOUSE | MOVING VENUE

LOCATION	CAPACITY	DATES
The Strand	Up to 500 Dinner Up to 2,500 Standing	6th June - 7th July 2026



Exclusively
for 2026.

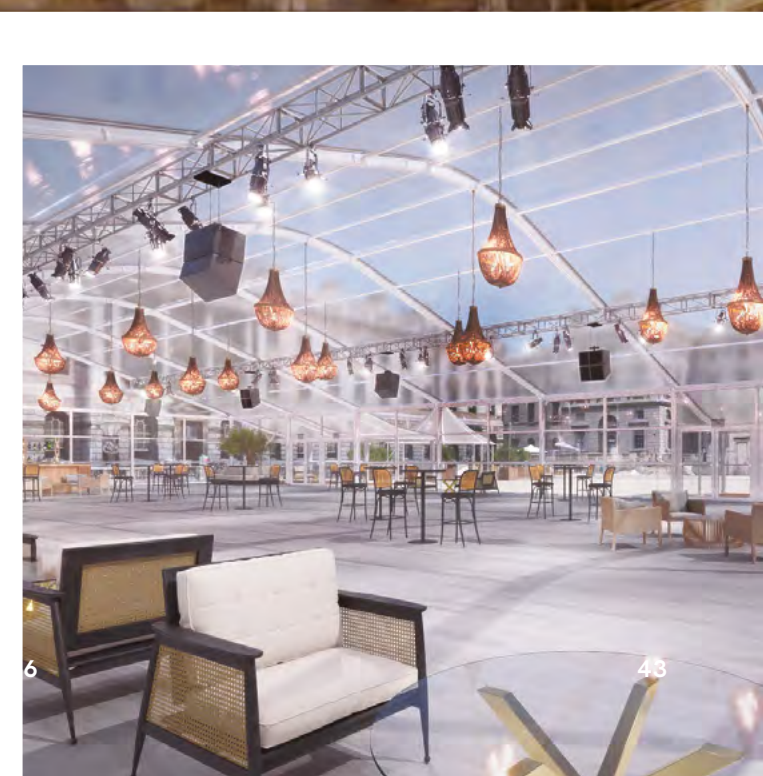
A landmark collaboration between Somerset House and Moving Venue offers an exclusive opportunity to host extraordinary events in London's iconic courtyard, The Edmond J. Safra Fountain Court. For a limited season, this Grade I-listed setting is transformed with elegant, purpose-built structures that blend seamlessly into their historic surroundings, creating a breathtaking architectural canvas for summer parties, corporate events, brand activations, weddings and private celebrations. Somerset House is the home of cultural innovators and a registered charity at the heart of London's creative scene, offering a unique setting where ideas thrive and events inspire. With exquisite catering provided by Moving Venue, expert production, and creative freedom at its heart, this is a rare chance to create unforgettable events in one of the city's most prestigious cultural spaces, exclusive for 2026 only.

BOLD IDEAS

NEW VOICES

REMARKABLE EVENTS

A season at Somerset House



EVOLUTION

L O N D O N

Located in the picturesque Battersea Park, Evolution London features breathtaking outdoor spaces that can host up to 3,000 guests, making it ideal for summer celebrations, receptions, or networking under the open sky. The outdoor area is beautifully enhanced with festoon lighting and LED features, creating a warm, inviting ambience as the surrounding trees glow with an amber hue. Guests will enjoy a dynamic setup, including a stylish outdoor bar area with a stretch tent, lounge furniture and outdoor sound system, all combining to create a vibrant, festival-like atmosphere. This complements the venue's stunning indoor facilities, ensuring a memorable experience both under the stars and within its state-of-the-art interiors.

LOCATION	CAPACITY	DATES
Battersea	Standing: 300- 4,000 Seated: 300 - 2,000 Conference: 300-3,500 pax	June - July 2026

Create your dream summer celebration at Evolution London this year.



LOCATION	CAPACITY	DATES
North Greenwich	Standing: 300- 2,000 Seated: 300 - 1,200 Conference: 300- 1,700	11th June - 26th June 2026

London’s premier river fronted summer event space, located in the heart of Greenwich Peninsula.

Set against the iconic Canary Wharf skyline, Magazine London offers over 3000sqm of flexible interior space for up to 2,500 guests, along with 600 sqm of waterfront decking, the ultimate canvas for unforgettable summer events. Expect bold décor, thrilling entertainment, and stunning food. Inside and out, every detail is designed

to impress, from concert-quality sound and dynamic lighting to top London DJs, stylish bars, and versatile furniture setups that transform the space into something unforgettable. quality sound and dynamic lighting to top London DJs, stylish bars, and versatile furniture setups that transform the space into something unforgettable.



08

Our Christmas Venues

TRINK

NEW YORK[®] NEW YORK

EVOLUTION
LONDON

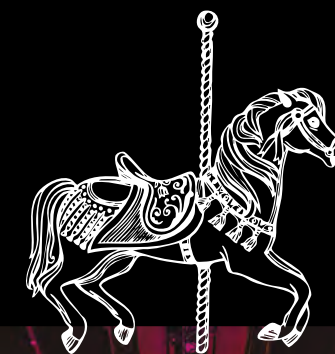


A taste of the Big Apple in the heart of Battersea Park.

2,000 SEATED | 4,000 STANDING

Experience the magic of New York City in the heart of Battersea Park. Be transported to the glamour of Manhattan - complete with subway scenes, Broadway sparkle, and iconic bars serving classic cocktails. Dine under a starlit canopy with a show stopping three-course feast and stunning performances. Then, party into the night with live music, DJs, dodgems, and a casino - all wrapped in the energy of the Big Apple.

ALSO AVAILABLE FOR 8+ SHARED PARTIES



URBAN FUNFAIR

MAGAZINE LONDON
MAGAZINE LONDON



The ultimate indoor funfair experience at Magazine London.

600 SEATED | 2,000 STANDING

This vibrant indoor carnival features a themed bar, dance floor, and reimagined fairground attractions set against stunning views of the Thames and Canary Wharf. Enjoy a two-course banquet, indulgent dessert station, and drinks from Champagne to chilled beers, before dancing the night away to our DJ. It's a night of thrills, fun, and unforgettable memories.

ALSO AVAILABLE FOR 8+ SHARED PARTIES

60
GREAT
QUEEN
ST.

MASQUERADE

GRAND TEMPLE | 60 GREAT QUEEN STREET



Join us for a party in the heart of London's Covent Garden at the iconic art deco 60 Great Queen Street.

300 SEATED | 1,200 STANDING

Step into a magical winter evening inspired by the grand balls of Venetian Carnivale, where rich red drapes, Harlequin silks, and glistening chandeliers set the scene for a night of opulence and revelry. From the timeless elegance of the 1930s entrance to the heady scent of candied fruits in the vibrant Vestibules, every space invites enchantment. As guests sip frosted Rossinis beneath a mosaic ceiling and dance the night away under dazzling lights, this Christmas celebration is where glamour, mischief, and wonder unite in unforgettable style.

ALSO AVAILABLE FOR 8+ SHARED PARTIES

60
GREAT
QUEEN
ST.

THE

GATSBY CLUB

THE GALLERY | 60 GREAT QUEEN STREET



Step into the world of Gatsby at 60 Great Queen Street, a Grade II* listed masterpiece in the dazzling West End.

220 SEATED | 400 STANDING

Step into the Roaring Twenties with an exclusive Gatsby-inspired celebration at The Gallery, 60 Great Queen Street. This Art Deco gem sets the scene for a night of elegance and indulgence, complete with sparkling wine on arrival, exquisite catering, and all-inclusive drinks. Enhance the experience with optional upgrades like live jazz, Champagne towers, an oyster bar, or a vintage photo booth. Guests are encouraged to dress the part, as they sip Prohibition-era cocktails in The Lounge or dance beneath chandeliers in The Ballroom, for a truly show-stopping 1920s soirée.

ILLUMINATE



*London's most exciting
and progressive venue.*

Situated on the fourth and fifth levels of the Science Museum, Illuminate offers a breathtaking view of London through panoramic windows. Built and designed with events in mind, the venue comfortably holds up to 400 and is available for festive lunches and evening parties.

LANDING FORTYTWO



*Experience a festive season like no other,
high above the streets of the Capital.*

Celebrate Christmas 500ft above the Thames in London's highest dedicated events space. Christmas trees and complimentary decorations are set against the backdrop of spectacular views and many of London's significant landmark buildings via the venue's floor-to-ceiling windows, with seated capacities up to 220 and standing up to 300.

CONTROL ROOM A



*The jewel in the crown of
Battersea Power Station.*

Nestled in the vibrant heart of the recently redeveloped Battersea Power Station sits Control Room A – an exquisite Grade II* listed event venue, London's latest gem. Boasting a capacity of 120 for seated dinners, and 220 for standing receptions, the venue showcases stunning Art Deco design details and historic features.

the pelligon



*For your festive celebrations this winter,
in the heart of Canary Wharf.*

A flexible exclusive Christmas venue for hire on the Canary Wharf riverfront made of glass and light, The Pelligon asks guests to see beyond the ordinary. A spectacular glass dome with a mezzanine and waterside terrace, this space in Canary Wharf offers a perfect canvas to bring your festive vision to life, with space for up to 1,000 guests.

09

Catering

Innovative, experienced,
and always memorable,
catering that sets
the standard.



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MOVING VENUE

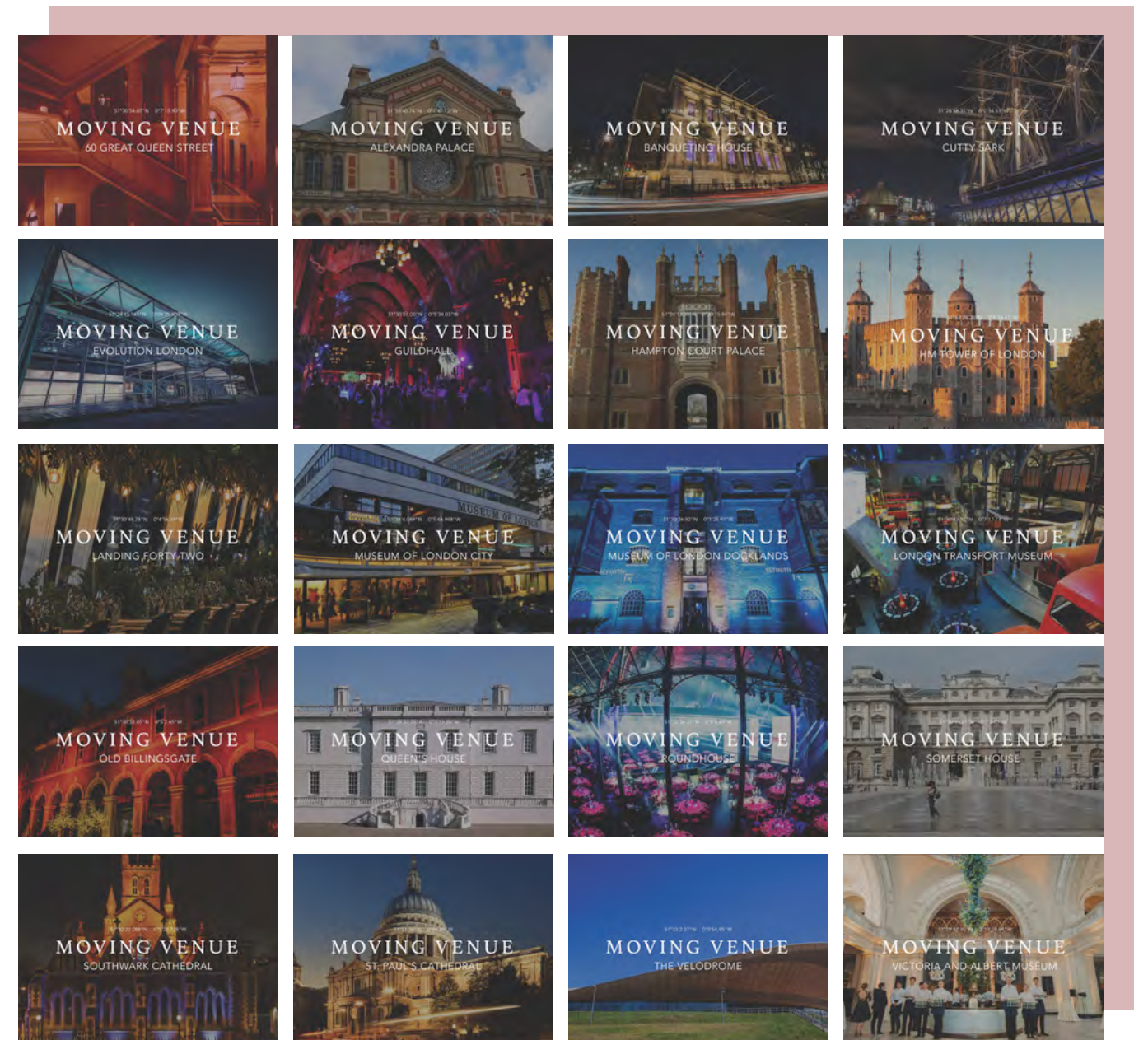
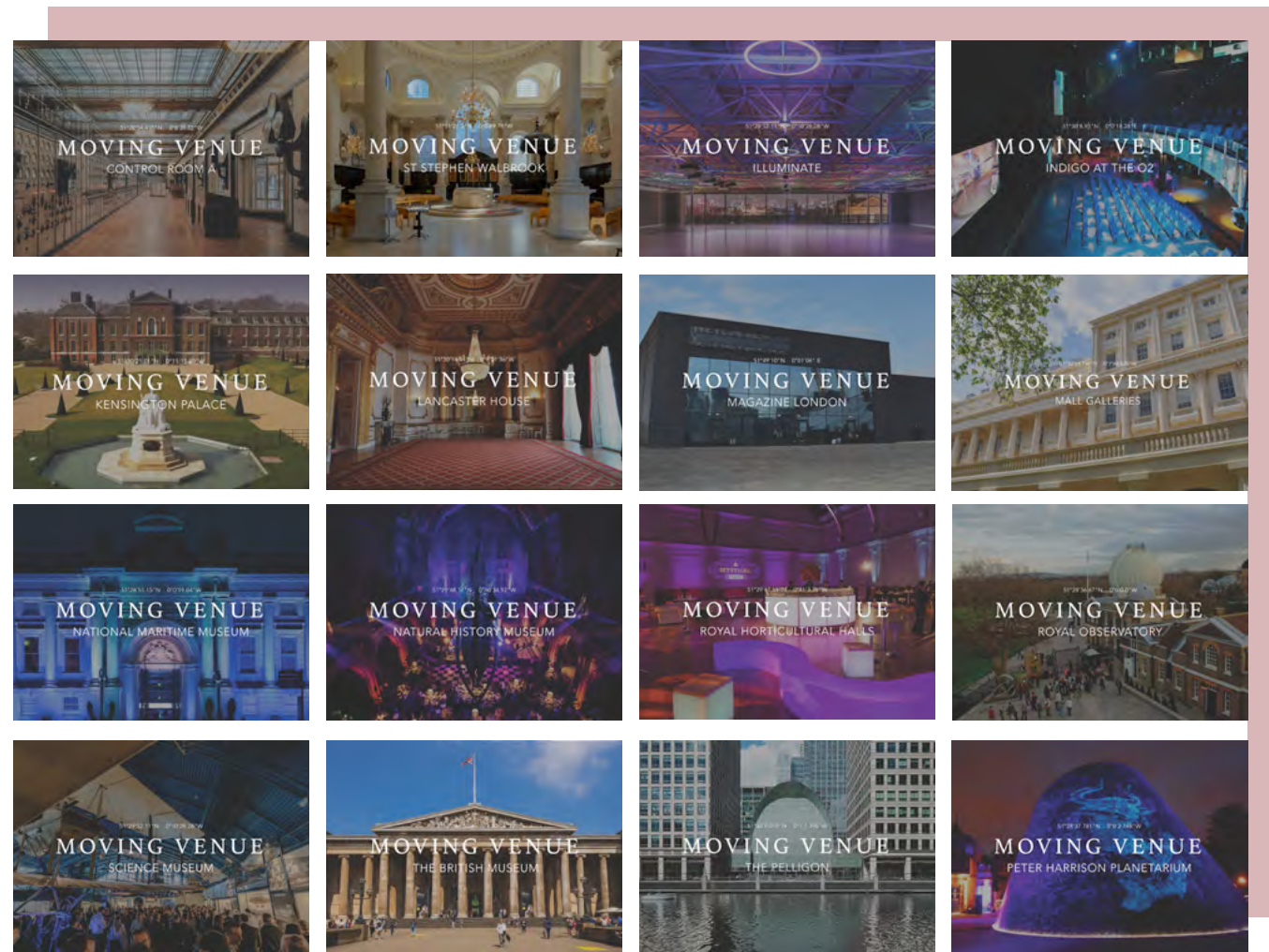
VENUE CATERERS

Moving Venue elevates London's iconic venues and premier hospitality events with their unparalleled catering. With four decades of expertise, they are trusted industry leaders, and their longevity is a testament to their relentless ambition. At their core, they live and breathe events,

ensuring each experience feels as fresh as their first and as memorable as ever. Their agile and dynamic team thrives on challenges, continually advancing through innovation to exceed expectations and uphold their passion for delivering remarkable events.

Where events, venues, and hospitality seamlessly come together.

Moving Venue are proud to cater in over 30 venues, across 365 days of the year, flawlessly.



Last Supper

Curators of beautiful events.

Since 2003, Last Supper has earned a beloved reputation as one of London's most forward-thinking party catering companies, delighting a wide range of corporate and private clients with magical, luxurious events. At its heart is a passionate team of highly experienced and dynamic individuals, united by a fresh and savvy approach to the London events scene.

While they're known for their contemporary edge, they equally embrace the grand and glamorous, the rustic and refined, the risqué or the reserved, tailoring each event with care and creativity to make every celebration truly unforgettable.

SEPTEMBER 2025
- AUGUST 2026

SMART FRIENDS

LONDON

Smart Friends

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