

SEPTEMBER 2025  
- AUGUST 2026

# SMART FRIENDS

LONDON



# Smart Friends

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

# 01

# Introduction



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.

## Our team



Cara Gilbertson

HEAD OF SEASONAL

Olivia Saunders

HEAD OF VENUE SALES

Iona Williams

EVENT SALES MANAGER

Oliver Gough

SENIOR EVENT SALES

## 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, including top-spending agent rewards such as sensational experiences and international trips. With multiple tiers, we aim to make this community inclusive and fruitful for all, ensuring our agency friends are always the first to know about our updates via our newsletters or Instagram page.

Warmest wishes,  
**THE SMART FRIENDS TEAM**

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

### TIERED INCENTIVES

Reward performance and drive results, with enhanced flash commission

### BE THE FIRST TO KNOW

Exclusive access to offers, news and portfolio additions

### DEDICATED AGENCY PORTAL

Instant access to live booking data, commission tracking, and exclusive rewards

### PRIORITY ACCESS

To Smart-Hosted Events

SMART FRIENDS

SMART Christmas PARTIES

MOVING VENUE VENUE CATERERS

EVOLUTION LONDON

SMART PARTIES

SMART summer PARTIES

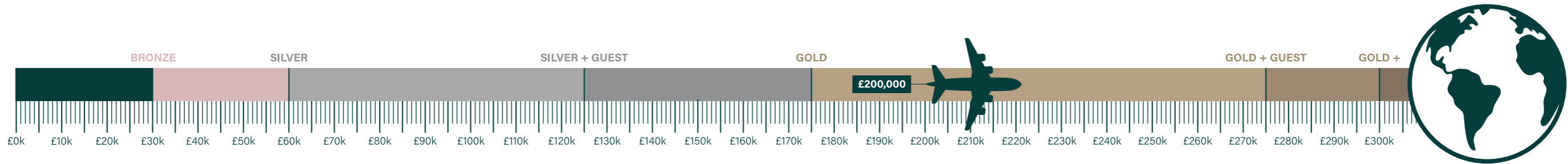
last supper

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



## 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.



# 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.





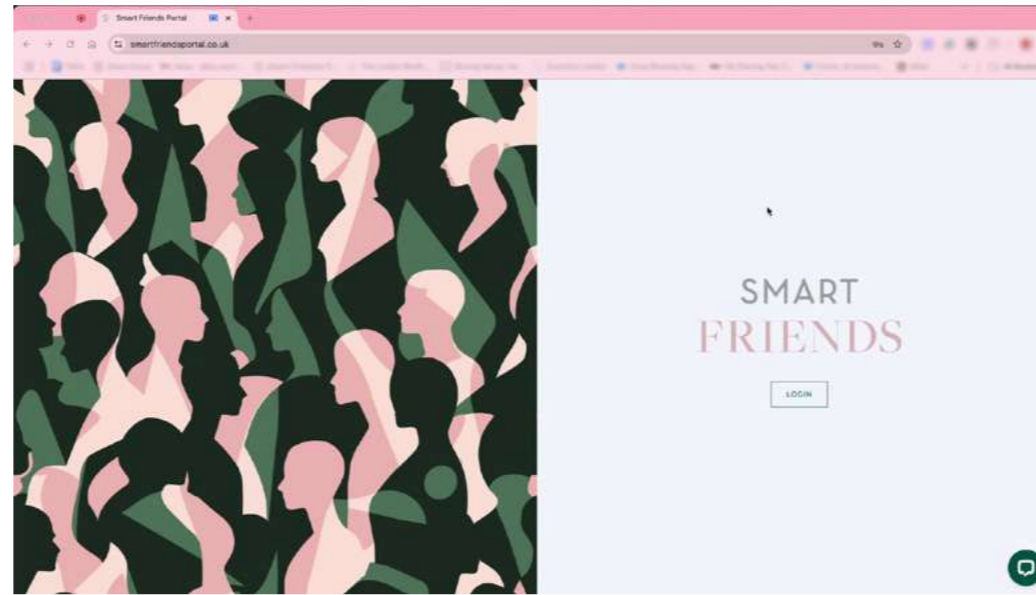
# Gold

£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.

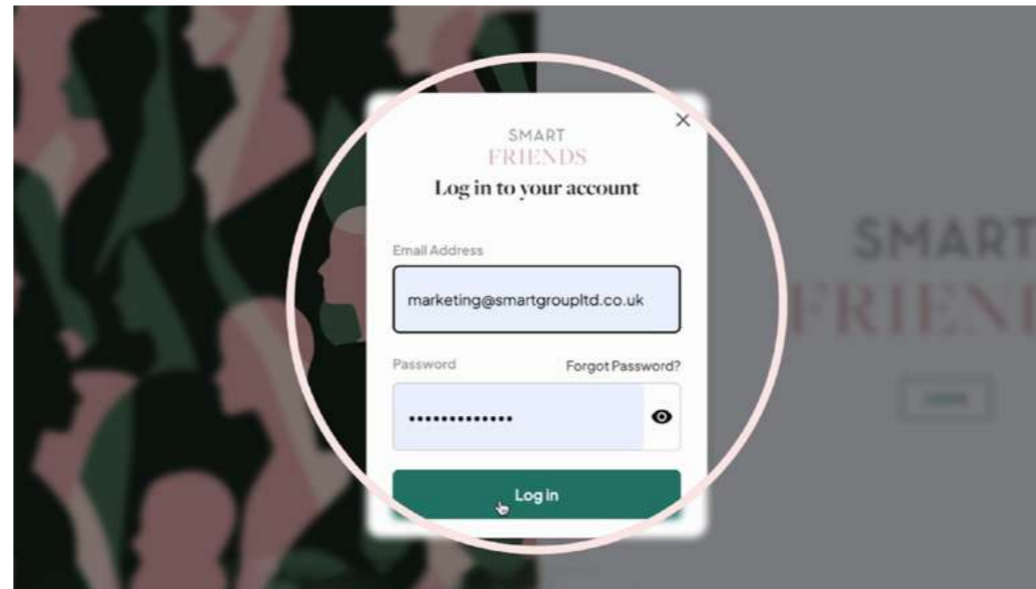
# 03 Online Portal

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.



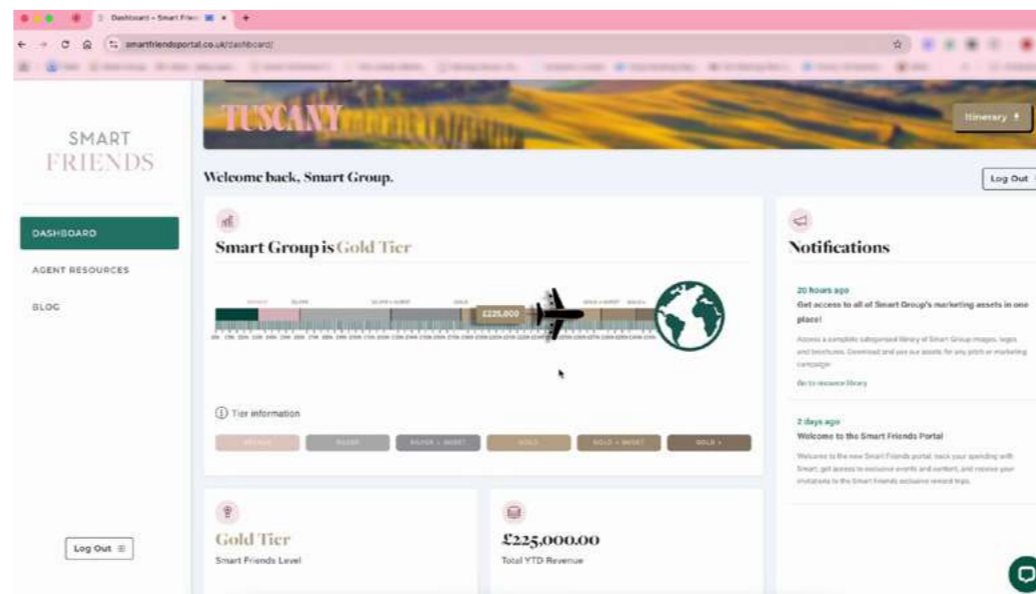
## Frame 1 SMART FRIENDS PORTAL

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. Opportunities, and access to unforgettable rewards.



## Frame 2 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.



## Frame 3 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 Deia, 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.



“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

“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

# 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.



# FRONT

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.

“ 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**

## SMART FRIENDS

# Our Brands

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# Our Summer Venues





# Charterhouse Square

## A Hidden Gem for Enchanting Summer Events

Host an exclusive summer soirée 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,



# SUMMER SEASON 2026

SOMERSET HOUSE | MOVING VENUE



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

**BOLD IDEAS**

**NEW VOICES**

**REMARKABLE**

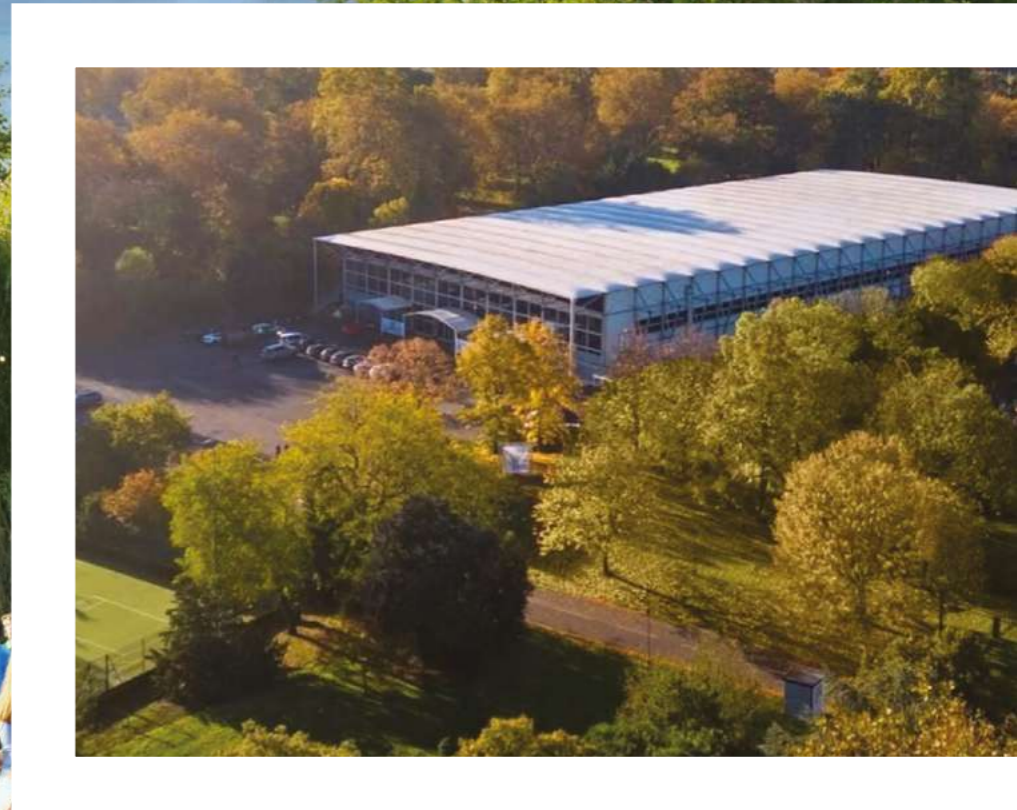
# A season at Somerset House



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

Create your dream summer celebration at Evolution London this year.

# EVOLUTION LONDON



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



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