

# MOMENTUM SKI

Specialists in Ski Weekends & Events

## Contents

Introduction	2
About Momentum Ski	3
What We Offer	3
Ski Competitions	4
Conferences	14
Corporate Events	22
Media Launches	30
Press Acclaim	38
City Clients	40

# Contents

**MOMENTUM SKI**  
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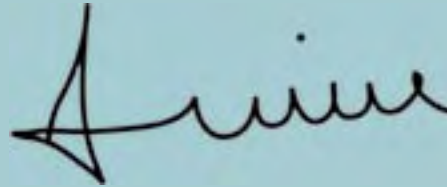
## **Welcome!**

Momentum Ski specialises in weekend sorties and bespoke ski events to the Alps. Our specialist staff guide you through the maze of options to create the perfect Alpine event for your company - no group is too large or small.

We can build an event to suit both your aspirations and budget whether it's Ski Races, Corporate Hospitality, Conferences and Meetings, Ski Courses or Clinics, Adventure Weeks or a range of activities for the non-skiers; accommodation, lunch and dinner all pre-booked; Ski passes ready on arrival.

We provide a high level of flexibility and will do whatever is possible to accommodate those late changes to arrangements. With our experience and expertise we organise events to suit even the most exacting of requirements.

I hope this booklet inspires your own event.



Amin Momen  
Managing Director, Momentum Ski



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## About Momentum Ski

Momentum Ski was set up by Loredana Barindelli and Amin Momen in 1996. With our in-depth knowledge of resorts, and experience in the ski industry dating back to 1986, we believed passionately that we could offer our corporate clients a complete service with maximum flexibility. This still holds true a decade later - Momentum Ski was recently voted the UK's best Winter Corporate Operator in the first annual Snow Awards.

Momentum Ski has seven full-time staff in its London office and each event is allocated an organising committee of expert and experienced overseas staff, fluent in all major European languages.



## What we offer

We pride ourselves on our ability to select the right flights, the quickest and most convenient transfers, the most suitable hotels, the best rooms, from pension to 5-star luxury, the most respected guides and ski instructors and the best places to eat and drink, on and off the mountain - all tried and tested and within your budget.

## Why the Alps?

The Alps provide a mix of inspirational natural surroundings with world-class facilities. The immense variety of activities available provide a perfect environment for engaging with staff and clients. A day's skiing in the Alps produces a unique feeling of vitality and verve that can inspire tremendous motivation and creativity.

# Introduction

## **City Ski Championships**

Now in it's eighth year, The City Ski Championships takes place in Courmayeur every March with up to 200 skiers competing and socialising.

City firms who have competed in The City Ski Championships include: ABC News, Accenture, Barclays Capital, Cavendish Ware, Cheviot, Cornwallis, Deutsche Bank, Futuretec, GAM, Goldman Sachs, IG Index, Indigo Mortgages, Insight Investment, JP Morgan, Lloyd's of London, London Stock Exchange, Merrill Lynch, Morgan Stanley, Royal Bank of Scotland, THB Clowes.

Momentum Ski organises the full weekend programme and travel package which includes the on-line booking system for flights, transfers, hotel selection and race place reservation. During the race weekend, Momentum organises the hospitality for all participants, VIPs and sponsors, race administration, results and a glittering gala and prize giving dinner on the final night.



# Ski Competitions



“the whole event was extremely well organised - I was seriously impressed”

Ski Club of Great Britain

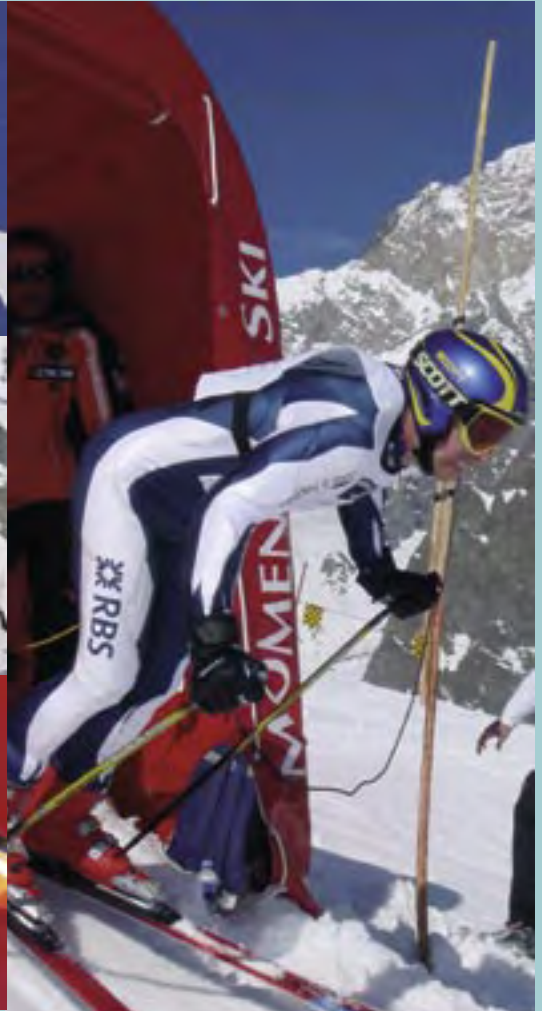
# Ski Competitions



“Thank you so much for the most wonderfully organised weekend. You were all so helpful and kind. The ABC News Team thoroughly enjoyed themselves.”

ABC News, London

# WTA Ski Competitions



"Great championships - all flawlessly organised as usual. Well done!"

HSBC



“Many thanks for a great time”

Damon Hill



“Congratulations on yet another successful Ski Champs - Well done!”

Northern Trust

# Ski Competitions



"Thank you for an absolutely excellent three days. Just wonderful. Again, Many thanks"

Konrad Bartelski

# Ski Competitions



“Thanks for another excellent weekend of fun on and off the slopes”

Citigroup



"Every aspect of the event was excellent - we look forward to participating again"

Lloyd's of London

## **Google**

The Google Ski Event & Conference took place over 3 days in January. Momentum built a special Google web based booking system with a registration and payment facility. This comprehensive administration system made it easy for Google staff to specify their individual requirements from boot sizes, ski level, which activities they wanted to take part in and included an option to extend their stay so that friends and family could join them after the event.

Momentum organised flights for 1500 delegates from over 20 countries with transfers from 3 international airports to the resort. The weekend involved booking 23 hotels, dinner reservations at various resort restaurants, a private hire bus shuttle system to transport guests to the conference centre, ski hire shops and various apres-ski venues. Continuous support from Momentum's multilingual staff ensured that assistance was available at all times including escorts and helicopter transfers for Google VIP executives and discrete security arrangements with local police.

The weekend culminated in a Conference party for all delegates with a laser light show, live band, disco and 'A taste of Italy' regional catering.



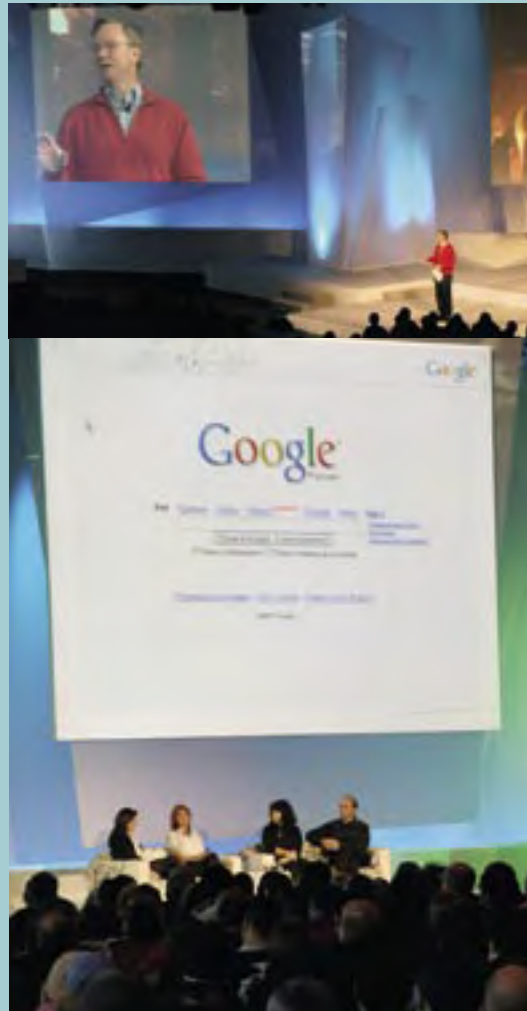
# Conferences



“Thank you for arranging and hosting what can only be described as a fantastic event”

Google

# ITBMA Conferences



"I must admit your administrative skills were impressive"

Google

# ITBMA Conferences



“All reports back from Google staff this morning are that they had a brilliant time”

Google



“What a fantastic party!”

Google



*“Bringing in 1,500 people from all over Europe, arriving on different flights, getting them transferred to various hotels could have been a logistically nightmare - it wasn’t ”*

Google

# ITMA Conferences



"The weekend was excellent, well organised and thoroughly enjoyed by us all"

Google

## **GE**

As a Worldwide Partner of the Olympic Games, GE invited their top sales executives to experience and compete in a variety of Alpine activities amongst the company of Olympic Champions. Activities organised included Curling, Ski Clinics, Husky Dog rides, Snowmobiling and a giant Slalom with mountain dining to fuel the action!

## **Lambert Smith Hampton**

For their 20th Anniversary Momentum Ski was appointed to explore an improved format for this annual ski event. Momentum helped increase the company's brand presence and streamlined the event operations to deliver an improved experience for delegates and event staff.

## **Lloyd's of London**

Momentum Ski organised the Lloyd's annual International Insurance Ski Races. The races involved numerous categories of skier, different disciplines and racers from 15 countries. As well as organising flights, transfers and accommodation, Momentum managed the racing programme, results and prize giving ceremony.

GE, Lambert Smith Hampton, Lloyd's of London



# Corporate Events



“The 2007 event was incredibly successful, with around 650 property industry attendees”

Lambert Smith Hampton

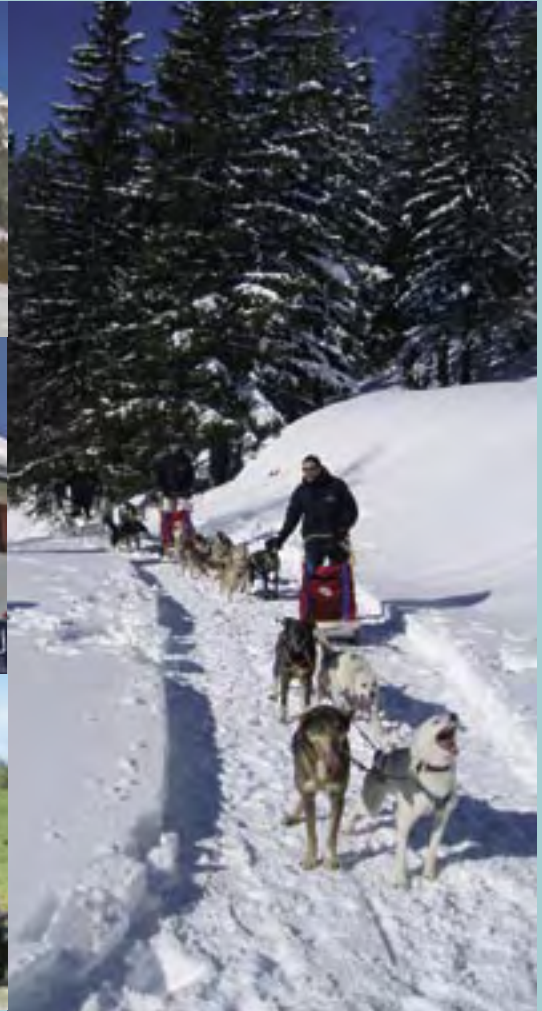
# Corporate Events



“Your Aosta Valley and ski expertise was invaluable”

Lambert Smith Hampton

# Corporate Events



"We are compiling response questionnaires from all our guests now and the majority have rated the experience at 10/10"

IMG



“The weekend was magnificently organised and was quite clearly the result of a great deal of hard work and attention to detail by you and your team”

IMG



“ I wish to thank you wholeheartedly for the successful way in which you organized our annual International Insurance Ski Races this year in Courmayeur”

President, Lloyds Ski Club

# Corporate Events



"As always, so professionally run, an outstanding venue, wonderful staff, immaculate coordination and as a result really good fun for all"

President, Lloyds Ski Club

## **FORD Motor Cars**

These are lifestyle events held both during the summer and ski season for media networking in an exclusive level to get better awareness of the company brand. To achieve this we provide an attractive and unusual Alpine environment in which to promote the brand , its products and just as important its company executives to establish a strong and lasting relationship. The programmes also yield benefits in terms of testing new and old models revealing the pedigree of the brand while generating editorial.

## **Honda/Lucky Strike**

Jacques Villeneuve has been in love with skiing most of his life. Drawn by the speed bug of skiing eventually led him into motorsport and Formula One. When its time to race it makes no difference. Tarmac or snow. He is at home on both.

The film shoot was to be used for a TV advert for Lucky Strike and the aim was to show the link between the two sport and passion for speed. Momentum obtained special permission to close ski slopes for exclusive use, exclusive helicopter landing locations as well as managing the film crew, the Formula One drivers on and off mountain.



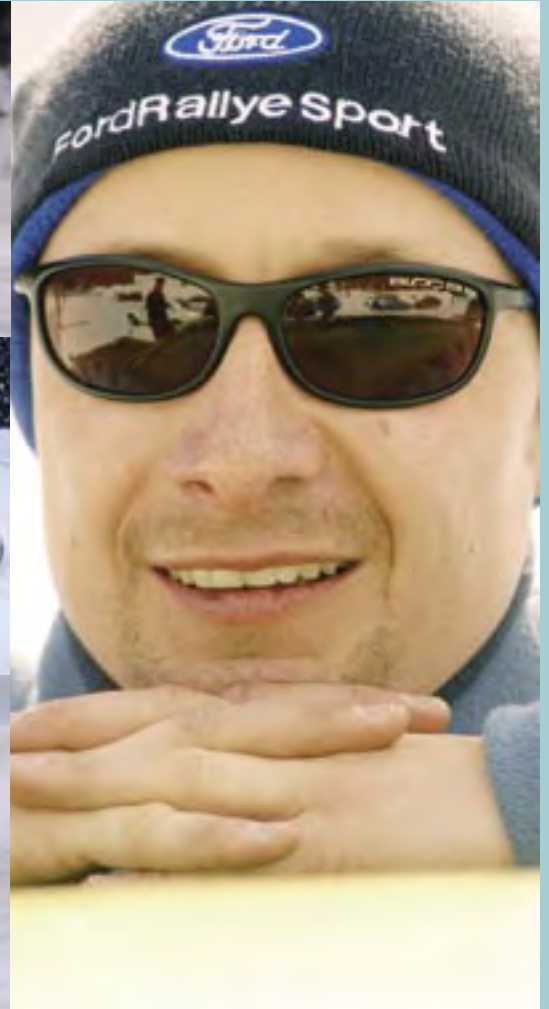
# Media Launches



“There is more to event management than finding a good hotel, and Momentum proved that with creativity, style and a welcome sense of humour”

Ford Motor Company

# Media Launches



“Momentum served up a great event with just the right balance informality and professionalism”

Ford Motor Company

# Media Launches



“As usual we had to achieve the impossible and Momentum succeeded on every front from strategic advice to event management delivery”

Lucky Strike HONDA BAR Formula One Racing



“On behalf of Lucky Strike Racing, I’d like to thank Momentum Ski for some excellent event management work”

Lucky Strike HONDA BAR Formula One Racing



"I am grateful for your patience and flexibility in the weeks and days prior to the event. You were extremely accommodating with all my last minute requests."

Lucky Strike HONDA BAR Formula One Racing

# Media Launches



“Everything seemed to go perfectly and that only happens when a huge amount of work has been put in”

Lucky Strike HONDA BAR Formula One Racing

## What the Press Says

"For our first Ski Sunday programme, we travelled to Gressoney in Italy to make a feature about heli-skiing. We enlisted Momentum Ski to take care of flights, car hire and hotels but got a lot more than we bargained for. Momentum are undoubtedly the European heli-skiing experts and were able to advise on guides, pilots, safety and all aspects of this exciting tele-visual adventure, leaving us free to be creative." - BBC Ski Sunday

"An energetic company with bags of experience and an instinct for finding empty slopes and underrated resorts." - The Sunday Times

"A combination of customer courtesy, ski know-how and intimate knowledge of the travel trade and a staff that is collectively fluent in the key European languages, puts Momentum Ski at least two gates clear of most of it' à la carte rivals." Daily Telegraph

"It's refreshing to meet professionals so passionate about tailoring exactly the right holiday." - The Mail on Sunday

"Momentum Ski... on the magazine's A list." - Harpers & Queen

"Momentum Ski... masters of luxury." - The Times

"Their claim to fame is tailor-made ski holidays – and they never leave a stitch missing." - Financial Times

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“Momentum have impressed me with their in-depth knowledge of resorts and the people who make them tick. Say the word and they can arrange it.” - Where to Ski & Snowboard Guide & Daily Mail Ski Magazine

“Hand over your game plan to Momentum Ski and they’ll organise your winter sports trip down to the last impeccable detail. A romantic ski holiday for two, a budget alpine ski weekend or an off-site corporate trip. It makes no difference. Satisfaction guaranteed. - Minty Clinch - Freelance Specialist in Skiing

“Momentum Ski ... on the concierge Style Council list” - Quintessentially

“The ultimate ski holiday.. for sheer pizzazz, supercool... also surprisingly affordable” - The Sunday Times

“BBC Sport were delighted to have Momentum Ski as provider for accommodation and logistics during the 2006 Winter Olympics in Turin. Where Momentum excels is in the wealth of contacts and understanding of local procedure which is vital in a country like Italy. Momentum were instrumental in ensuring we got the right hotels, and in establishing links with the key personnel in the ski resort of Sestriere, where we based our production. The smooth running of an Olympic Games is difficult enough in normal circumstances, but it would have been impossible in Italy without the involvement of Momentum’ - BBC Sport



# Press Acclaim

## Our clients in The City

ABC News	GAM	Merrill Lynch
ABN AMRO	Goldman Sachs	Morgan Stanley
Accenture	Hammonds	Nomura
Banner Corporation	HSBC	Price Waterhouse Coopers
Barclays Capital	IG Index	Rathbones
Bear Stearns	Insight	RBS
Bell Lawrie	Intermediate Capital	Reuters
Cavendish Ware	JP Morgan	Schroders
Cheviot	King Sturge	Simmons & Simmons
Citigroup	KPMG	Stock Exchange
Cornwallis ELT	Lambert Smith Hampton	UBS
CSFB	Linklaters	White & Case
Deutsche Bank	Lloyd's of London	Willis
Dresdner Keinwort	Lovells	
Ernst & Young	MA Partners	

City Clients

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