



## MountainLeap NewsRelease

# Drum Roll up for a Mountain Leap

**Corporate ski events specialists, Mountain Leap, are delighted to announce that they will, again, be joined by the pioneering media agency, Drum, in Chamonix for some of the winter season's first snow.**

Fortunately, the people who make the wheels go 'round at Drum were born a little too late to be the first to conquer the summit of Mont Blanc. Europe's highest peak was first scaled by local crystal collector and climbing pioneer, Jacques Balmat, back in 1786. That's not to say that some of the more intrepid of Mountain Leap's guests won't want to attempt it during their January jaunt to the region.

The excitement is now building among the lucky people at Drum, and some of their most senior clients, who are preparing for their trip to Chamonix to kick off the New Year in style.

Drum specialises in the creation and management of content partnerships for an impressive list of household name clients. They are best known for their work in broadcast, spotting potential brand fit between advertisers and programmes and creating customer focussed communications around these. Recent work has included a number of high profile TV campaigns to an 80,000 capacity music event.

For Drum's Founding Partner, Laurence Munday, this annual trip has become one of the highlights of the year.

*"We came across Mountain Leap a few years ago when we were looking for an events company that could offer exactly what we needed. We had spoken to a few others ski events providers previously, but they didn't seem to be able to match our brief or understand what our objectives were.*

*It was a different matter when we spoke to Mountain Leap. They took on board our requests and the reasons behind what we were doing and came back to us with an event and location that hit the nail on the head.*

*This good first impression just got better when it came to the event itself. The Mountain Leap ground staff struck exactly the right balance between being completely in control, whilst looking like they were enjoying themselves as much as we were. Their knowledge of the surrounding area and their willingness to organise anything and everything for us - often at very short notice - was very impressive."*

Laurence continues *"This is why we're putting ourselves in Mountain Leap's hands again this year. When you're entertaining some of your most important clients, you have to know that things are going to be done exactly right.*

*Our clients are very successful and well-travelled individuals who have usually seen and done anything you can throw at them. Our experiences with Mountain Leap never fail to impress by adding something special."*



The feeling is mutual. Adam Honey, Managing Director and creator of Mountain Leap, is keen to continue the partnership.

*"We love working with Drum. They're a great bunch of people who certainly know how to enjoy themselves and have a fresh approach to what they do."*

*It's our job to make sure that, from the moment we meet them, they don't have to worry about a single thing. I'm sure they won't mind me saying that they can be a bit demanding at times, but that's why we do what we do! When you're equal to that kind of challenge as an event manager, then you really get the appreciation from your client – it's where our knowledge and experience can really add value.*

*The secret is taking on board what they ask for and going that bit further to exceed expectations. That's the attitude we instil into all our events and ground staff."*



## ABOUT MOUNTAIN LEAP EVENTS

Mountain Leap Events specialises in providing bespoke ski events to some of the most respected names in the corporate world. From simple client entertaining and ski weekends, to motivation and teambuilding events, managed incentive schemes and VIP hideaways, events can be designed for any number of delegates. With offices in the UK and deep in the Alps, they deliver a seamless product to match any brief and will happily jet you off to some of their favourite resorts throughout France, Switzerland, Italy, Austria and Scandinavia.

*If you would like to know more, please contact Chris St John at [chris.stjohn@mountainleap.com](mailto:chris.stjohn@mountainleap.com), call +44 (0) 7968 482110 or visit [www.mountainleap.com](http://www.mountainleap.com)*