

## SUPER BOWL XL - A TOUCH DOWN FOR MICROSOFT

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**Seattle** - The Xbox360 Sales & Marketing Group within Microsoft can boast pure success thanks to the detailed planning of Seattle Premier Events. The Kirkland-based special events planning company lead the charge in planning an extravagant trip for approximately 30 Microsoft employees and top partners in Detroit, Michigan.

Guests were treated to VIP service beginning with limousine service the minute they arrived at Detroit Metro Airport. All weekend guests received gift packages with both Microsoft and Xbox360 items as well as authentic jersey's of their team pick between the Seattle Seahawks and the Pittsburgh Steelers.

"With this particular event, it is all about wowing the guest and making them feel special and important," says Seattle Premier Events owner Michelle Shleifer. "My client's goal was to pull off a flawless, fun weekend, leaving all guests with an incredible feeling that they were treated to something special. It is my job to make sure that happens."

Special events and dinners were hosted for the Microsoft group. On Friday night before Super Bowl Sunday, guests flew into Detroit and were treated to a private dinner with NFL Hall of Famer, Warren Moon. Each guest received official NFL footballs and had photograph and autograph opportunities with Mr. Moon. Saturday day was filled with spa treatments and lunches on the town before a private dinner and tour at the Automotive Hall of Fame. Guests then enjoyed private transportation to attend a number of Super Bowl parties throughout the city.

Guests braved the cold on Super Bowl Sunday and were treated to the official Tailgate Party before attending the game.

"It was my goal to have all guests in and out of Detroit as smoothly as possible, despite the 12 inches of snow and freezing temperatures." Shleifer made sure each guests' transportation arrived on time and delivered the guests to the airport without fail. "If they have an incredible weekend, and at the last minute their driver is late, it leaves the guests with a bad taste in their mouth. It is essential to follow through with every single detail to ensure success."

What's next for Seattle Premiere Events? Microsoft's first annual Games Summit where 300 of Microsoft's retail partners, 3rd party publishers, and Microsoft executives will come together in Seattle, Washington to strategize and plan for their years.

For information on Seattle Premier Events, LLC and how they can help you plan your next corporate or private event, please go to [www.SeattlePremierEvents.com](http://www.SeattlePremierEvents.com)  
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