

CORPORATE EVENTS

## Luxury yachts for stylish business events

### What is it?

Attention to Detail (ATD) is one of the most-respected names in corporate yacht charter. Its original aim was to combine an existing product (luxury yachts) with a corporate market. The advantage of its product is affordability, compared to traditional corporate events. The company

### Typical events include cruises on the Cote d'Azur

serves both UK and Irish clients with typical events including cruises along the Cote d'Azur, where guests can achieve objectives such as business

development, contract signing and product launches – all in style. The luxury yachts also provide venues when berthed – to support exhibitions such as property expo's or special events such as the Monaco Grand Prix and the Cannes Film Festival.

### Who's behind it?

The company was originally



founded by David Mullally and Mark Russell in April 2000. David was a former luxury yacht captain, working in the Cote d'Azur and the Caribbean

while Mark was UK marketing manager for British Airways. In order to grow the business and take advantage of some partnership agreements, David and Mark sold 50% of the business to a group of Irish and UK investors in October 2005. The company has 16 staff, split between offices in Dublin (the HQ), London and Monaco.

### Financial situation?

The business was originally set up through personal equity and

support from Dún Laoghaire-Rathdown County Enterprise Board. ATD is aiming for gross turnover of €2.5m by 2007.

### Future plans?

Through further affinity and strategic partnerships, ATD hopes to double gross revenue annually over the next three years. It is on target to become the largest corporate yacht charter specialist in Europe and is looking at the US and markets such as China.

**STEER YOUR BUSINESS TOWARDS SUCCESS**

**VOLVO - ANOTHER ONE TO**

A promotional advertisement for Volvo. The top half shows a red Volvo sedan driving on a winding road through a green, hilly landscape. The bottom half features a blue sky with white clouds. The text "STEER YOUR BUSINESS TOWARDS SUCCESS" is written in large, white, bold, sans-serif capital letters across the middle. To the right, "VOLVO - ANOTHER ONE TO" is also written in large, white, bold, sans-serif capital letters.