

How to host a party...

Not just any party but one to impress the global elite from Royalty to UHNW guests. Nicholas Frankl of My Yacht® Group tells us how.

Anyone can throw a party. Some people can throw a good party. Throwing a party that will ‘impress’ your guests is another matter entirely and requires, first and foremost, to know who your guests are. Labelling them as “the world’s most wealthy individuals” does not consider the nature of their wealth – inherited, married into, quickly earned, etc – or from where they hail – North America, Russia, the Middle East, and so on. These factors will, generally, impact the way in which they enjoy or appreciate an event.

Someone who was born into wealth or has grown up in a wealthy environment is likely, though not always, to have more refined tastes and be less obviously flashy. Quality over quantity, and understated over obvious. New wealth is often associated with spending (and enjoyment thereof) that is big and brash – designer logos aplenty, the bigger the bottle of champagne (whether to consume or spray!) the better – along with ensuring everyone knows about it (cue social media).

On any given night there’s a gala / fundraiser / party / gathering that seeks to enthrall its guests for X brand or cause, etc. Many companies, charities and so on rely on PR agencies to invite guests – they have lists of “Influencers” who will hopefully ensure a broad social media reach during and after the event, even while keeping many of the attendees on the night glued to their devices, stuck in pairs, or small groups, with little mingling, connectedness or genuine shared conviviality, as each seeks to produce another perfectly filtered image that will receive an endorphin-inducing “like” from afar, while ignoring the opportunity to make a meaning IRL connection at the event itself.

If your wealthy client isn’t one for scrolling or posting on social media, this is likely replaced with checking email, the markets, the news and so on. Either way, it creates a disconnectedness among those present as faces drop to engage with illuminated screens rather than those around them.

So, how to ensure that your wealthy guests step away from their technology and are actually present? Having hosted everyone from Royalty to dotcom billionaires, successful models to astronauts, global CEOs to singers, actors, Olympians and more, herewith some tips:

1. PERSONALLY CURATE YOUR GUEST LIST

Creating a warm, welcoming, convivial atmosphere is key to a successful event, and an event is only as good as its guests. Meaning, a 1 or 2 degree of separation between your guests – whether you know them socially or through business – allows guests to feel comfortable, secure and able to relax: they don’t have to be ‘on show’ or impress anyone, or worse feel insecure and uncomfortable and seek solace in technology.

You are the connector between guests who may have never met but, will likely quickly discover a friend in common or a shared interest, whether they are that dotcom billionaire or the Lord of wherever. Obviously, wealth is also a factor in this, but usually the least interesting or important one.

2. MIX IT UP

Inviting guests only because they are wealthy does not a great party make. An achiever – athlete, musician, model, racing driver or otherwise – may not be “wealthy” in monetary terms but will be rich in life experience, drive, passion, and those attributes are infectious and add a jolt of energy to the party.

3. WINE & DINE THEM

Hungry guests are not happy guests! Several well-known billionaires will never return to a very high profile celebrity St. Tropez fundraiser after being left without food for close to 4 hours at last year’s event. Good food, and plenty of it, should be on hand from the moment guests arrive with an enticing variety that also considers varied dietary requirements (lactose intolerant, vegetarian, vegan, Kosher etc.)

Equally, drinks are key! A crisp glass of Perrier-Jouët Belle Epoque champagne on arrival sets the tone perfectly, while our “Angels” mingle with guests to pour double magnums of chilled Château d’Esclans rosé, and specialty cocktails provide a fun way to integrate spirits into a shared experience. Of course, plenty of soft drinks and even ‘mocktails’ are imperative. Taking drinks to guests rather than having to wait at the bar – we’ve all been there! - means conversations can linger, connections can deepen, or there’s simply time for one more photo.

4. QUALITY NOT QUANTITY

The great thing about a superyacht party is that capacity is, generally, limited. This provides the perfect excuse to keep all invitations to +1 only! I joke, but quality and not quantity is really at the heart of a good party. Intimacy is key and anything over about 120 guests and you start to lose that. Just because you have the space to pack in 200 people (and aboard a 150-foot superyacht, you do) doesn’t mean that you should.

5. GIFT BAGS

If you’re going to give a leaving gift, make it meaningful and interesting. Nobody wants to depart with a 10lb bag full of magazines and literature. Signature Bvlgari candles, small, useful and unique branded items like phone charging banks, or engraved demi-bottles of champagne, will produce a smile rather than a sore bicep.

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