



Events with a personal touch

TEXT: BAS VAN DUREN | PHOTOS: À TABLE

Private parties, weddings, business events: there is not much Ben Roggeman from À Table Events has not seen or done. The Ghent-based event planner is one for the tiny details that create the picture perfect setting for your happening. With a background in catering, Roggeman is one to oversee every aspect and does not leave room for errors, whether it is for 50 or 1,500 people.

Starting as a 'traiteur' in the catering business, Roggeman always had a knack for entertaining folks with excellent food, but something started to nag at him: "I've always wanted to join the event planning business. It's a niche that leaves room for creativity and the power of surprising the guests with a setting that's carefully created. As far as catering goes at the events I organise: I have preferred partners that do that part, but I must say that with my know-how, I do like to get involved with the food, but the event has my unbridled attention. As a showrunner, I'm the only contact needed for the customers who do business with me."

As an event planner for seven years, À Table has a record for offering entertainment that could be classified as somewhat exotic. A firm celebrated its 20th birthday and Roggeman and his team had falconers and a choreographed dance show. "The themes I come up with for an event are recurring ones, and form an integral part of the feasts themselves. That is challenging, but I couldn't be more happier if the end result is worth all that attention."

One of those events was a staff party held last winter in a church in Ghent. Roggeman: "There was so much stuff to take care of, not in the least the heat: the ven-

ue was rented bare and we had to fix the climate control, which we did of course. Then there was the setting: we turned the church into an intimate venue, changed the altar into a stage with a dance group dressed as nuns. There was a certain sexiness to that, but with style and class."

Web: www.a-table.be

