



MINISTRY
VENUES



DRY DISCO

DATE — MAY 2023
COMPANY — SOBER GIRLS SOCIETY
LOCATION — MINISTRY OF SOUND
CATEGORY — PUBLIC EVENTS

DRY DISCO FESTIVAL

Sober Girl Society selected Ministry of Sound to host their inaugural sober festival and rave, capitalising on the venue’s reputation for dance music and vibrant events. The unique festival aimed to celebrate sobriety and self-confidence in a fun, engaging environment.

The festival, running from 10 am to 7 pm, featured a variety of activities designed to empower and entertain attendees. The team collaborated closely with Sober Girl Society to ensure that each aspect of the event was thoughtfully planned and executed, creating an inclusive and welcoming atmosphere.

The Box was transformed into an empowering dance workshop space, where guests could learn

new moves and build confidence. It also hosted a breathwork workshop and panel talks focused on sobriety and self-confidence, offering valuable insights and inspiration to attendees.

The Lounge was converted into a ‘zen den’ and ‘pamper lounge,’ where festival guests could unwind and enjoy a selection of alcohol-free cocktails. This space provided a perfect setting for networking and relaxation.

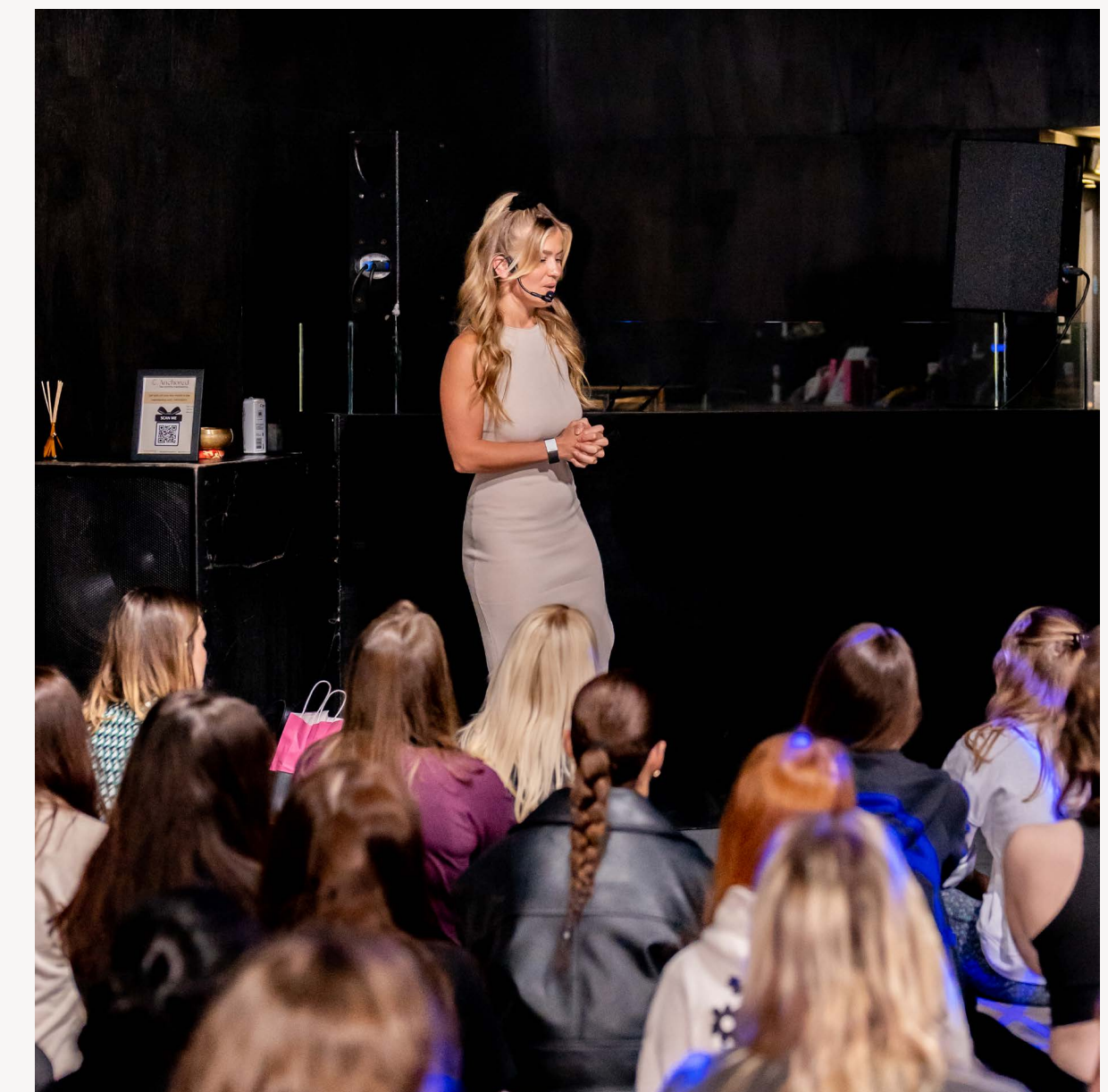
The Courtyard was opened up and filled with chairs and bean bags, creating a relaxing area for attendees to rest between sessions. And in The Loft, guests could participate in beauty and spa treatments.





As the event drew to a close, The Box became the focal point for the rave portion of the festival. DJs Ashley James and Zoe took the stage, playing throwback hits, girl power anthems, and club classics. Guests showcased their dance moves learned during the earlier workshop, bringing the day to a joyful and energetic conclusion.

*“We want to express a **HUGE** thank you for all your assistance before and on the day. We understand that there was a lot of back and forth leading up to Saturday, and we are truly grateful for your support in making our first event a tremendous success.”*





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103 Gaunt Street
London
SE1 6DP

@MinistryVenues
MinistryVenues.com
Events@MinistryVenues.com
02077408682