



UK



Labour Party Conference Case Study

GL events was conference seating partner of choice for ACC Liverpool, which hosted the 2016 annual Labour Party Conference from its events campus – BT Convention Centre, Echo Arena and Exhibition Centre Liverpool.

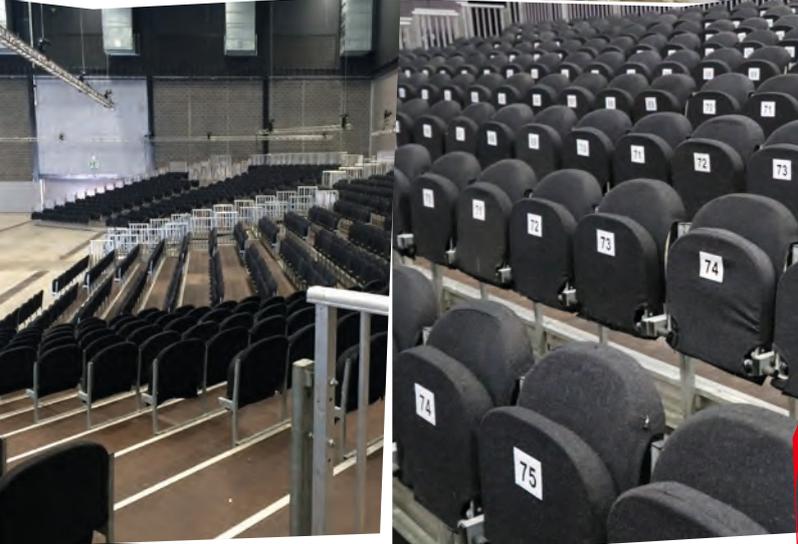
The conference took centre stage across UK and international media, marking the culmination of a divisive leadership challenge and providing the platform for Jeremy Corbyn's emergence as victor in his second leadership election.



Around 12,000 delegates attended the event, which incorporated the Labour Party's National Women's Conference and Youth Day and included hundreds of fringe events, as well as an exhibition which featured more than 150 organisations.

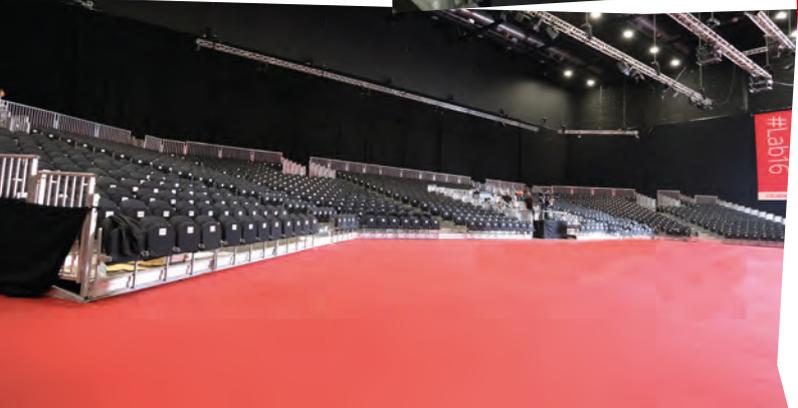


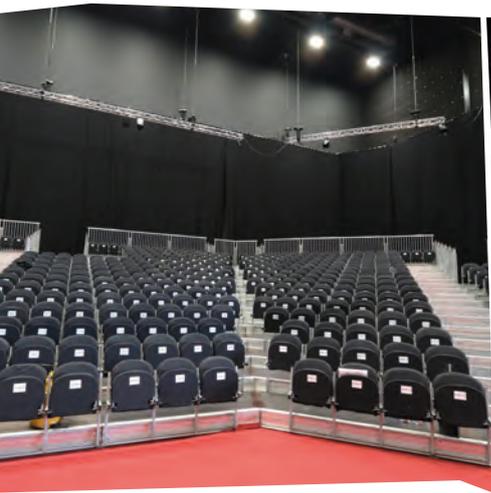
With such a compelling story unfolding live during the five-day conference, ACC Liverpool turned to GL events Seating & Stadia to provide nearly 1,500 tiered seats required in order to temporarily transform its expansive and flexible 8,000sqm of event space in the exhibition centre into a political arena fit for the global stage.



Our solution was to erect GL events' exclusive modular tiered seating in a splayed grandstand formation; ideal for such a dynamic, fast-paced and high-profile event. The 166mm rise incorporated into our seating structure enabled a clear view of the action for every spectator; while the cushioned seats meant a comfortable seat for all.

Recyclable carpet, fitted to the aisles and rows for the duration of the conference, minimised noise disruption, while delegates were able to reach their places efficiently thanks to our numbered seats and lettered rows, not to mention the generous Olympic-specification leg-room installed as standard at GL events Seating & Stadia projects.





In order to optimise operations on behalf of ACC Liverpool, the GL events team installed and cleared our tiered seating exactly on schedule; taking just hours to erect the grandstands over two days, before safely dismantling and clearing our products in accordance with a project plan designed to allow business as usual at the venue.

ACC Liverpool is a hive of trade, commerce and entertainment, located on the iconic waterfront in the heart of Liverpool which, with its fast growing regional economy, is one of Europe's most thriving event and exhibition locations.

Tom Lechthaler, Assistant Director (Events) at ACC Liverpool, commented: *"This was the first time we have installed tiered seating into the exhibition centre for a plenary session. GL events provided a high quality solution which we were extremely pleased with, as was our client. The end result looked impressive, which was important for such a high profile event."*

"GL events were very professional and efficient and the whole team was a pleasure to work with."

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