IAAF and IPC 2017 World Championships London 2017 Case Study

GL events played an integral part in the biggest sporting occasion of the year, as national supplier of temporary structures for the World Para Athletics Championships and IAAF World Championships London 2017.

GL events, a partner in the London 2012 Olympic Games and Glasgow 2014 Commonwealth Games, installed a wide range of marquees, pagodas, temporary structures and spectator grandstands at the London Stadium, as well as at iconic London landmarks and throughout the

capital's streets; providing corporate hospitality and trade activation spaces as well as all sorts of public zones, event administration and operational hubs.

With 30 sessions of events taking place in front of record-breaking crowds across 20 action-fuelled days, we delivered 64 multi-purpose structures, creating 12,500sqm of floor space; as well as more than 1,000 tiered spectator seats, 16 presentation stages and medalists' podiums. Temporary structures ranged from boutique, 5x5m pagodas, to merchandise outlets, restaurants, and a 25x60m media and broadcast centre.

Our event delivery included a bespoke public access ramp and staircase which were craned into place to reduce public disruption at the Tower of London Moat, starting point for the competition's marathon route.

GL events also installed an innovative new system of suspended cables across London Bridge, supporting the provision of power and WiFi throughout the event and leading to a more interactive experience for spectators.

Following the success of this high-profile event partnership, GL events secured a three-year contract to provide temporary structures across the complete portfolio of events managed by UK Athletics until 2019.

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