

The Avenue The Open Quarter

Set your ideas free. The sky's the limit

Use our huge open-plan spaces for consumer exhibitions, fashion shows and live events. We've got 24 restaurants and bars, plus a cinema and bowling right next door. So let your guests enjoy some downtime, while keeping them close by.





We asked some of our guests to tell us about their venue hire experience at The O₂. Below is a case study covering all aspects of the hire. Contact eventsales@theo2.co.uk for more info.

An experience like no other

One Bauer Media Festival at The O₂

2,000 Guests
The Avenue and
Open Quarter
June 2014

Scope of works:

Providing design, artist management and production management, experiential agency Everybody Engage created a festival feel event to bring Bauer Media's magazine, digital and radio awards together for the first time.

Bauer wanted the event at a world-renowned venue and The O₂ is one of very few with four distinct public spaces, for a reception, two awards programmes and an after party.

Background

Bauer Media reaches over 21 million people a week and is a division of the Bauer Media Group - Europe's largest privately owned publishing house. It has three key divisions, magazine, digital and radio, with more than 80 influential media brands spanning a wide range of interests. heat, GRAZIA, Closer, MCN, FHM, Parkers, MATCH, Magic 105.4, Kiss 100, Kerrang and 4Music are just a few of its extensive output.

The company held a yearly awards programme for each of its divisions on separate days for many years, but it had never joined together as one.



Objectives

The objectives of the event were to:

- launch the concept of One Bauer Media
- bring the entire company together as one for the first time in an exciting and motivating way
- host a lunch reception, two award ceremonies and an after show party for the entire company on the same day
- recognise and reward individual performance.

Solution

Everybody Engage created the One Bauer Media Festival to meet Bauer's corporate needs in a fun and relaxed way. We felt it was important to have the lunch reception, awards ceremonies and after show party in a single venue and The O₂ was one of very few London venues that could meet this need.

We chose The O₂ because it could meet our creative requirements in an innovative way. It has the space, good transport links, parking and coach facilities, is situated near suitable hotels and offers an excitement that other venues simply can't.

The variety of different spaces available to hire in The O₂ gave us the flexibility to develop our festival theme with the confidence that our 2,000 delegates could move from reception, to award ceremony, to party, all very easily and that our production solutions could be tailored to the spaces we were working in. The event management staff at The O₂ are seasoned professionals who understood our concept and were a pleasure to work with.

As such, we were able to create our indoor festival at The O₂ and turned the Open Quarter into our festival hub which was also our reception and lunch area. We built the awards arena for magazine and digital in this vast space as it was large enough to accommodate it. The Piazza was used for the radio awards arena and Building Six was used for the after show party, which featured key music performances and DJs.

Planning and logistics – Venue infrastructure and venue management

When planning for an event that is big in terms of numbers, big in terms of space and build requirements, and big in terms of logistics, it is vital that your venue partners work with you and assist you where possible. The O₂ event management teams that were assigned to us had great knowledge and a can-do helpful approach to working with us. This event was the largest one to date to use so much of The O₂'s non-arena space, and as such, a first for both the venue and us. We worked together to ensure that it was a resounding success.

As part of our overall festival theme we wanted to create a festival food zone complete with an array of food trucks and food tents from which our guests could freely help themselves. Working with The O₂, we found the flexibility and solution to create this space and unique food offering.

Registration and ticketing

In order to ensure the smooth flow of our guests within all the event spaces we created a festival map and guide that explained the event layout and described what our guests could expect from the festival concept. The map was delivered with access wristbands for each of the event areas. Working with The O₂'s security team made our guest logistics operate seamlessly as they had the experience to deal with large numbers. Our access and flow for the duration of the event was managed superbly. There were no queues and our 'Help Me' tepee was hardly used as The O₂ staff were well briefed and handled every situation before it became an issue.