

The Spectator Debate



Key Facts

Client: The Spectator

Date: Wednesday 22 April 2015

Numbers: 500 delegates

Venue: Milton Court Concert Hall

Event Overview

The Spectator's 'Politicians Should Leave The Wealthy Alone' debate was held in Milton Court's concert hall and asked questions such as whether wealth taxes are the answer to aid Britain's economy?

The debate, which was attended by more than 500 delegates, was a sell out, and ran from 7pm in the evening to 8.45pm. As well as attendees debating inside Milton Court, a live stream was also provided by the Barbican to broadcast the event globally.

Event Challenges

Perhaps the biggest challenge the Barbican faced was a live webcast of the event which The Spectator were admittedly cautious about. This was executed flawlessly by the Milton Court team and any concerns The Spectator had about the new venue coping with their demands were quickly extinguished. The Spectator holds regular events in London and Milton Court's ability to win the business from competitors and execute a successful event was recognised by the client.

"Milton Court was impressive from our very first visit, offering a pristine, modern venue with all the facilities we required. It is fast becoming one of our favourite venues, our event here was a great success."

Natalie Roberts, Events Manager at The Spectator.



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Event Management

It was the first time The Spectator had held an event in Milton Court's Concert Hall. More than 500 delegates attended to listen to speakers debate and share their opinions.

It was a ticketed event during which there was also a VIP drinks reception managed by Barbican. The venue's catering partner Searcys also provided canapés from their new spring/summer menu.

Barbican was also responsible for the management of The Spectator's live broadcast. By logging onto the website many could watch and debate online. This technology was executed flawlessly by the Barbican Business Events team and gave the event another audience for its content. Following the event, The Spectator paid tribute specifically to the AV/Technical team for what they described as "seamlessly ensuring the event went well."

**DO THE WEALTHY PAY
THEIR FAIR SHARE?**

LIVE BROADCAST

April 22 | 7p.m. Sign up at:
debates.spectator.co.uk

Venue & Event Excellence

The Spectator's debate held at Milton Court was a resounding success.

The Milton Court team was able to provide a memorable evening in outstanding surroundings with a timely debate which proved to be a sell out. The strong management of the technology, ticketing and catering has ensured that The Spectator will be using Milton Court for future events – a key business win for a fledgling venue.

The Spectator's events manager, Natalie Roberts:

"Milton Court was impressive from our very first visit. It offered a pristine, modern venue with all the facilities we required for the event and the capacity was big enough for what we wanted to achieve too. Milton Court was in a really good location for us too.

"All venue staff were friendly and efficient throughout each step of the event but a special mention to the AV/technical team for seamlessly ensuring the event worked well as well as the live-stream of the event.

"Milton Court is fast becoming one of our favourite venues with its brilliant facilities. The staff were very helpful and our event here was a great success."

For further information or to talk to the Barbican team, please contact:
Barbican Business Events – 0207 382 7043 www.barbican.org.uk
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Wikimania



“Barbican’s staff ensured that our highest ever attended Wikimania was executed flawlessly. Their flexibility, professionalism and good humour are tremendous assets in ensuring an excellent partnership with our organisation.”

Ellie Young, Wikimedia Foundation conference co-ordinator.



Key Facts

Client: Wikimania

Date: Tuesday 5 August – Sunday 10 2014

Numbers: 8,000 over 6 days

Venues: Barbican Hall, Auditoriums, Garden Room, Conservatory & Terrace and all meetings rooms

Event Overview

Wikimania is a conference, festival, meet-up, workshop, hackathon and celebration spread over six days and it is the official event of the Wikimedia movement.

Celebrating its 10th anniversary and visiting London for the first time it attracted more than 8,000 people over six days. The Barbican was chosen to host Wikimania because of its wide public appeal and ability to allow WikiMedia to host a public programme alongside a conference for the first time in what was to become one of the biggest events ever held at the Barbican.

Event Challenges

Wikimania, a volunteer-run event, called upon the collective knowledge of both the creative and commercial departments of the Barbican. Due to the nature of the event and its 8,000 strong guests it was vital that a robust internet offering was available. Together Wikimedia and Barbican were able to produce an event that took advantage of the ongoing heavy investment the Barbican has made in technology such as Wi-Fi, access points and bandwidth ensuring the whole event would reach its potential whilst demonstrating Barbican’s capabilities.

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Event Management

In London for the first time, Wikimania presented a host of talks, workshops and events on a range of fascinating subjects including the social machine, the future of education, media and open data.

Wikimania began with a 48 hour programming 'Hackathon' which served as a two day pre-conference before the main Wikimania event started on the Friday. The Hackathon, which has been held previously in cities such as Hong Kong, Washington and Frankfurt, provided 24-hour a day access to sessions, workshops and meetings held in the Barbican.

Logistically the 48-hour hackathon and main WikiMania conference was controlled by the Barbican and, with 8,000 people attending; it demonstrated and showcased the flexibility of the venue along with its expertise and ability to support and manage large Business Events. The Business Events team also assisted WikiMedia in the marketing and publicity of Wikimania before, during and after the event through its website, twitter accounts and press office.

Flawless Execution

Wikimania 2014 was hailed a huge success by organisers who celebrated a huge uplift in audience numbers based on previous years and smooth event management

The partnership between both Wikimedia and Barbican was established through the year long build-up to the event and Barbican was able to deliver Wikimania's record breaking 10th anniversary event in style.

In what was the one of the biggest event the Barbican have ever hosted the Business Events Team were able to manage, evolve and create an event which was met with outstanding feedback.

Wikimedia Foundation Conference Co-ordinator, Ellie Young: "Barbican's staff ensured that our highest ever attended Wikimania was executed flawlessly."

"The venue itself drew many thousands of the general public who were able to visit the Community Village, which enabled us to reach a much wider and diverse audience. Barbican's recent upgrade of its technological systems and connectivity was very much appreciated and met our needs. Their flexibility, professionalism and good humour are tremendous assets in ensuring an excellent partnership with our organisation."

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