

Case Study: LinkedIn

The Future of Growth, a
LinkedIn eco-friendly
conference at The Loading Bay



A versatile event space in the heart of the tech ecosystem

Located in Shoreditch, The Loading Bay, with its unique **industrial** features, is the perfect venue to host your next tech event.

With its open plan **2,000 sq ft** layout and adjacent mezzanine, our **dry hire** space is able to accommodate up to **100** people seated and **250** standing.

The flexible nature of the space makes it ideal for a range of event types, including; workshops, product launches, team days, networking events and even **small conferences** (just like LinkedIn's event).



LinkedIn's space setup



LinkedIn brief: create a spacious, yet intimate guest experience

Back in April '22 we proudly opened our doors to the renowned social media team from LinkedIn, for their **eco-friendly** conference, The Future of Growth.

Working alongside the agency at **AOK events**, LinkedIn's brief was a perfect match for The Loading Bay.

LinkedIn were looking for a spacious, yet intimate venue in Shoreditch with lots of **natural light**, space for a seated **conference** as well as a **networking** area for **50 guests**.

Most importantly, LinkedIn wanted to take ownership of the guest experience, and transform the space on the day.



LinkedIn's space setup



A venue dressed to impress

LinkedIn's one-day event was the perfect example of a **full takeover**, utilising The Loading Bay's versatility to create an unforgettable guest experience, with:

- **LinkedIn branding** throughout (which included a personalised entrance, stage, branded cushions and even branded vinyl on windows).
- Stylish velvet **lounge furniture** for the guests and speakers to create a **cosy atmosphere**.
- **Cocktail and coffee bar** transforming the mezzanine into a vibrant networking area.



Event suppliers

Cocktails

Exquisite

www.exquisite-cocktails.com

Branding

Twist Print & Design

www.twist-print.co.uk

Furniture

Velvet Living

www.velvetliving.co.uk

Catering

Boulevard

www.boulevardevents.co.uk

Coffee Barista

Barista

www.thebarista.co.uk

Hostess

Image Hospitality

www.imagehospitality.co.uk



To source furniture & entertainment, ask for our suppliers brochure



“Everything ran incredibly smoothly on the day, it was great working with the Loading Bay and their events lead, Sam”

– Louise O’Keefe (Account Manager , AOK Events)



If you are looking to host an event, please contact our wonderful events team:

events@techspace.co

+44 (0)20 3393 1081

www.techspace.co/locations/shoreditch/events



thank you

