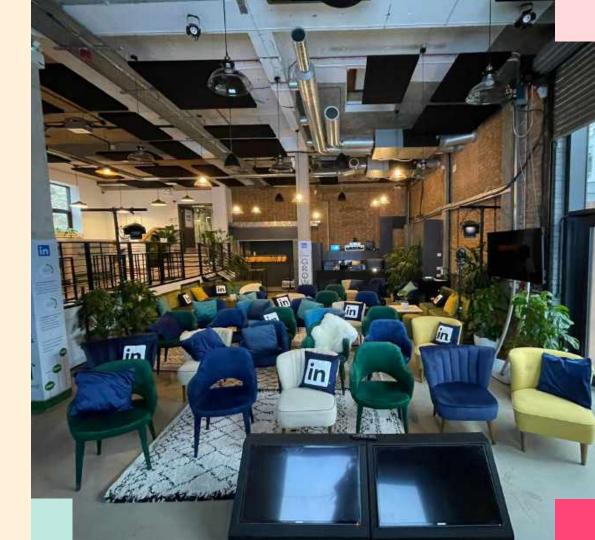


Case Study: Linked in

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 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, Linkedln wanted to take ownership of the guest experience, and transform the space on the day.





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





"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

