



LINE UP AND CREATIVE TECHNOLOGY PARTNER TO DELIVER TECHNICAL AND PRODUCTION SERVICES FOR CONFERENCE AND MINISTERIAL PROGRAMME AT GSMA MOBILE WORLD CONGRESS 2017



Today, 04 November 2016, it was announced that creative communications agency, Line Up and live event technology specialists, Creative Technology (CT), have been appointed on a multi-year deal to deliver technical and production services for the GSMA Mobile World Congress conference and Ministerial Programme.

Organised by the GSMA, Mobile World Congress (“MWC”) is the world’s leading mobile industry event. Taking place in Barcelona for the 12th year, the 2017 event will see Line Up and Creative Technology, two leaders within the event industry, work together to deliver the technical and production services for the four-day conference programme, as well as the prestigious Ministerial Programme. The Ministerial Programme brings together representatives from leading mobile companies, governments and regulatory bodies to explore the key policy issues impacting the mobile industry.

Supporting MWC, Line Up and CT will employ a range of bespoke services as well as core AV services. Line Up will be providing creative concepts, pre-production and onsite management support to the GSMA team. While CT will be concentrating on the technical elements of the MWC conference and Ministerial Programme using Apollo, their distributed PowerPoint manager, and their Mercury digital signage system to full effect. Furthermore, CT’s latest department, Integrated Networks, will provide a full network infrastructure, including a converging event infrastructure using MediorNet technology plus the supply of comms and RF spectrum management aided by CT’s newest acquisition, The Wireless Works.

Eulalia Ripoll Giralt, Head of Events – Europe, GSMA, commented: ‘Mobile World Congress is viewed as the industry’s must-attend annual event, and the conference and Ministerial Programme are central elements, providing a platform for delegates to discuss and debate the key issues shaping the future of mobile. We look forward to working with Line Up and Creative Technology to deliver an outstanding experience to our conference and Ministerial Programme attendees.’

Rob Leach, Managing Director of Line Up added, ‘Delegates at Mobile World Congress are highly sophisticated and the challenge for the GSMA is to connect with and inspire them every year. By working with Creative Technology, we plan to introduce truly innovative event solutions that should ensure the 2017 congress is even more forward-thinking than ever before.’

Matt Eve from Creative Technology concluded, ‘Creative Technology is synonymous with major live events but often clients think of these as being music and major sports, rather than conferences and exhibitions which are some of our most high-profile shows. Line Up has liaised closely with us to respond to the GSMA’s brief, meaning the complete array of our combined corporate services will be on show. We couldn’t be more pleased that our response saw us win the MWC business.’

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