

Keyword: The Montcalm London

Industry professionals set for Barbican experiential extravaganza

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On September 4, 2013, the Barbican will be showcasing its full range of event solutions to a sell out crowd of industry professionals. The evening extravaganza is aimed at showing event planners why holding events at the Barbican helps people and organisations perform at their best.

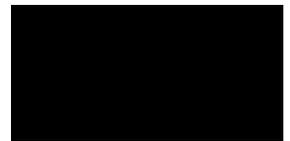
The Barbican has invested significantly in its meeting and event spaces and facilities in recent months. The Garden Room, Conservatory and Terrace have been refurbished to increase capacity - the addition of a staircase to the terrace has opened up the spaces, creating one of the world's most unusual and flexible networking spaces.

The Centre has also invested in technology as it continues to develop new and exciting ways to help clients make their events more creative. Clients can now take advantage of its new 3D video projection mapping service, which allows video to be screened onto almost any surface, turning any of Barbican's space into a dynamic video display.

Barbican will also be promoting the forthcoming opening of Milton Court, the latest addition to the portfolio of spaces managed by Barbican Business Events. Milton Court boasts a 608-seat concert hall with retractable seating, a 227-seat theatre, a studio theatre and a TV studio suite.

And with any more clients looking for accommodation close to the centre for multi-day events, Barbican will be highlighting its partnership with [The Montcalm London City](#), which is located next door to the centre.

Samme Allen, head of sales, Barbican Business Events comments; "We are constantly developing our business events offering to meet the changing needs of our clients. We wanted to show event planners the new developments at the Centre. Hosting an experiential evening where they can see it for themselves is a great way to showcase everything the centre has to offer - from meeting rooms to technology and even accommodation. It's an exciting time to be hosting business events at the



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Barbican and we're looking forward to showing our new spaces and initiatives and providing the industry with a deeper insight into why the Barbican is the best place for events in the City of London."

<http://www.incentivetravel.co.uk/news/venueevents/15328-industry-professionals-set-for-barbican-experiential-extravaganza>