

Why

the **auditorium** is good for business:

Spotlight on Presenters:

Your speakers will always be the focus, which is ideal for influencing, inspiring, and informing.

Captivated Audience:

In a purpose-built auditorium, speakers can engage easily with every delegate, ensuring greater attention and retention.

Accessibility:

Making an auditorium accessible benefits everyone, ensuring every delegate who attends feels welcomed, valued and respected. Our auditorium features induction hearing loops and six wheelchair seats.

Superior Acoustics:

Inspired by ancient Greek theatres, modern auditoriums like ours at 30 Euston Square are equipped with an integrated PA system and roving mics.

Comfort:

Auditoriums typically feature comfortable, fixed tiered cinema-style seating designed for long meetings, unlike less comfortable banqueting chairs. Ours also features table tops, making it easier and more convenient for delegates to take notes during conferences.

Clear Sight Lines:

Classic auditorium designs eliminate pillars, ensuring all delegates have an unobstructed view of the stage.

Sense of Occasion:

Auditoriums create a powerful impact, ideal for important events like staff briefings, medical symposiums and awards celebrations.

Ideal for Debates:

Perfect for 'roving mic' sessions and robust discussions, making it easier for organisers to manage the room and keep the pace fast and seamless.



Efficient Speaker Changeovers:

The purpose-built stage and aisles facilitate quick transitions between speakers, ideal for tight agendas with multiple participants.

Networking Opportunities:

Auditoriums often have spacious foyers for delegates to mingle and network over coffee or lunch, with areas for sponsor displays or adjoining exhibitions. Our Exhibition Hall, which is connected to the auditorium, offers a reception-style, open-plan layout that encourages human connection and conversation, whilst also being able to accommodate food stations, exhibition stands and much more.

Cost-Effective:

Auditoriums are usually cheaper than cabaret-style meetings due to lower setup costs, with tiered seats already in place, saving on assembly time and costs. And we pass these savings on to our clients.

