

The O₂

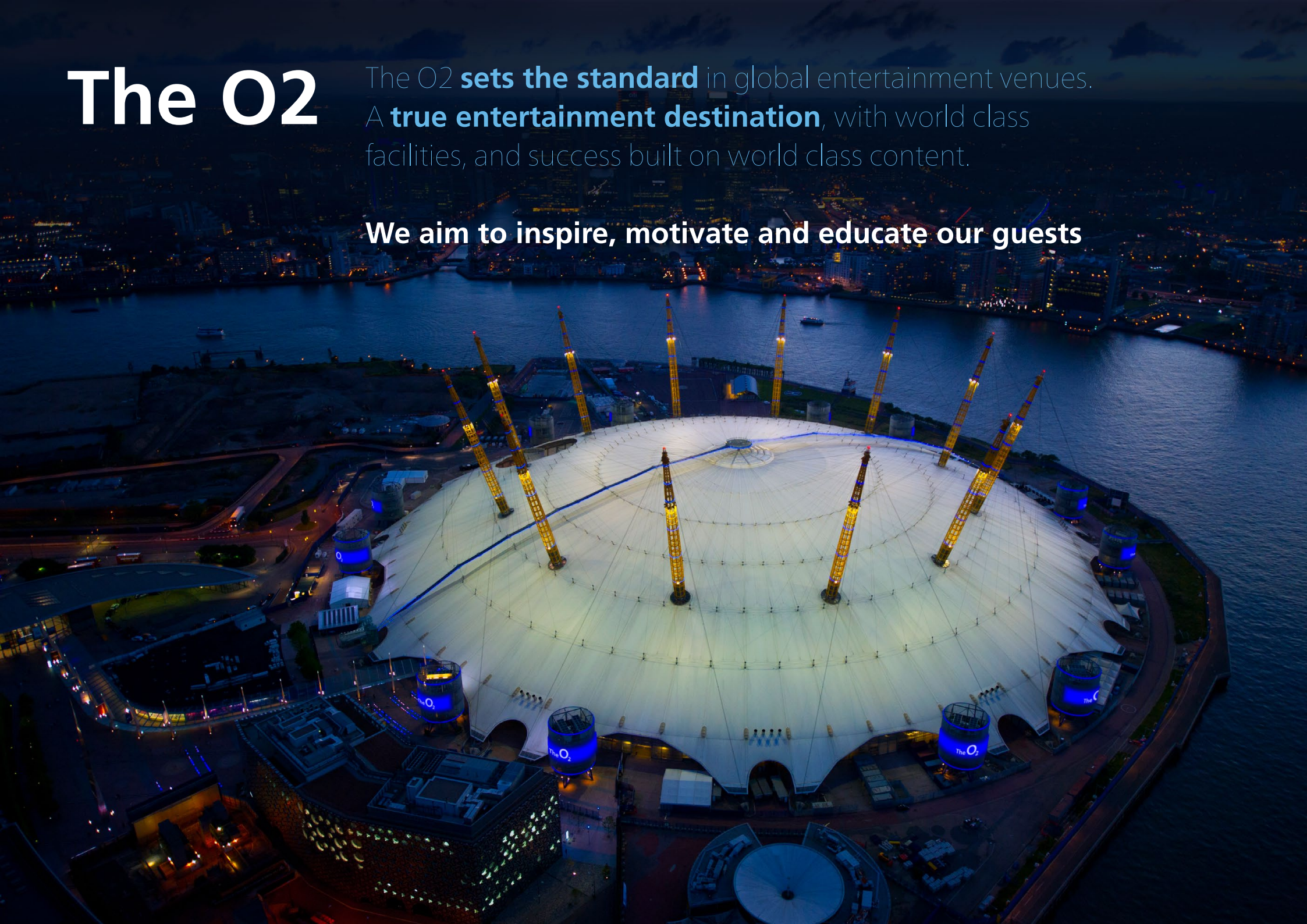
The O₂ Experience



The O2

The O2 **sets the standard** in global entertainment venues. A **true entertainment destination**, with world class facilities, and success built on world class content.

We aim to inspire, motivate and educate our guests



We exist to **wow, thrill** and
excite our customers and fans



Number one

arena in the world...

200 live arena events per year

Unique and innovative programming,
we lead not follow – **Prince's 21 nights,**
Led Zeppelin

The home of the residency
Monty Python, Take That,
One Direction, U2

High profile anchor events
BRITs, ATP World Tour Finals,
NBA Global Games

Multi faceted and flexible
event spaces



The O2 is the **world's most popular** music and entertainment venue, visited by over **70 million** people since opening in June 2007



PRINCE

holds the record for the longest residency at The O2 with an impressive **21 nights** in 2007



1st

Since opening in 2007, we've been crowned the **world's number one venue** every consecutive year based on the number of tickets sold



The arena has hosted **over 1800** individual performances, with **BON JOVI** being the very first



The building has an overall diameter of **365 metres**, representing **365 days** of the year and the **twelve steel masts** represent the **months of the year**

METALLICA smashed the attendance record
22,211 fans watched their show in October 2017

18,000

double-decker buses could fit into The O2



The BRIT Awards have been held at The O2 since 2011. The O2 is also home to the annual Country to Country Festival



Ed Sheeran
alt-J
Celine Dion
Foo Fighters
and
Jamiroquai

all played special **10th** birthday shows in 2017



Get here via: tube, bus, MBNA Thames Clippers or the Emirates Air Line.

Over 60% of our visitors reach the venue using the tube



The O2 hosted its highest number of boxing events ever in 2016



In 2017, **124,190** portions of chips, **60,477** hot dogs, **988,201** pints of beer and **332,701** spirits with mixers and **66,182** cocktails were purchased

A world class awards venue



A **versatile**
and **flexible**
corporate venue



Home to
**nationally
televised
events**



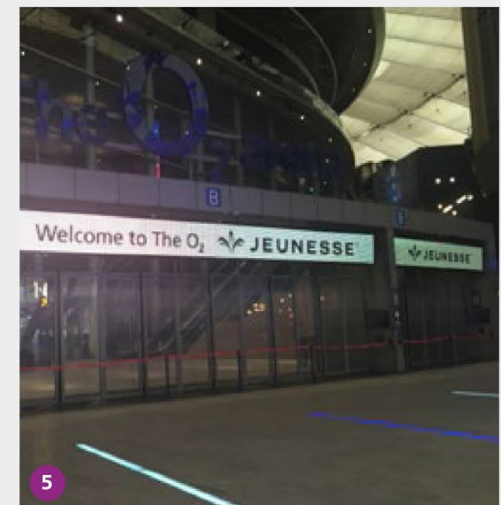
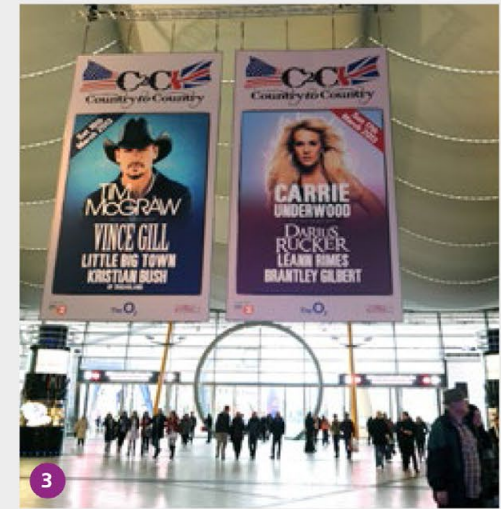
And **world class**
international events



A London **icon**



Uniquely positioned to brand your event



- 1 Hanging banners – Boundless
- 2 Storywall – Boundless
- 3 Hanging banners – Country to Country
- 4 External cylinders – Country to Country
- 5 Daktronic screens – Jeunesse

Digital media opportunities



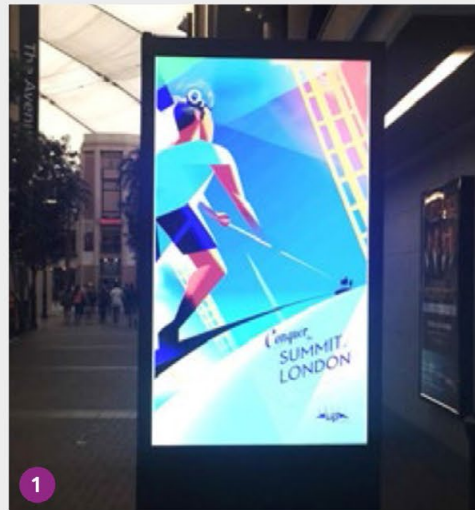
High Density Wi-Fi – arena wide network, integral for digital fan engagement and up to 15,000 concurrent users

Broadcast network – 150 screens on the main concessions levels

Arenamation in The O2 arena auditorium

Digital screen network on The Avenue and covered walkway from public transport interchange

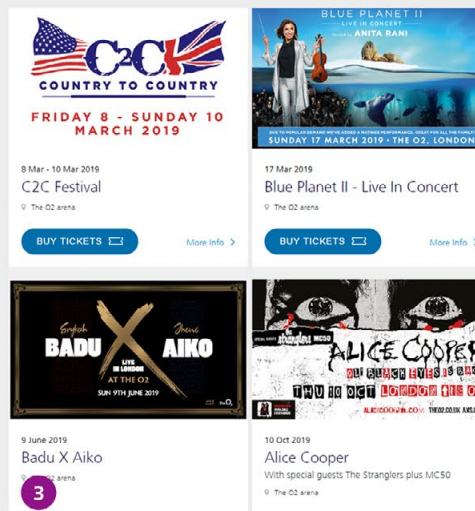
Sophisticated eCRM tools and automated real time sales reporting



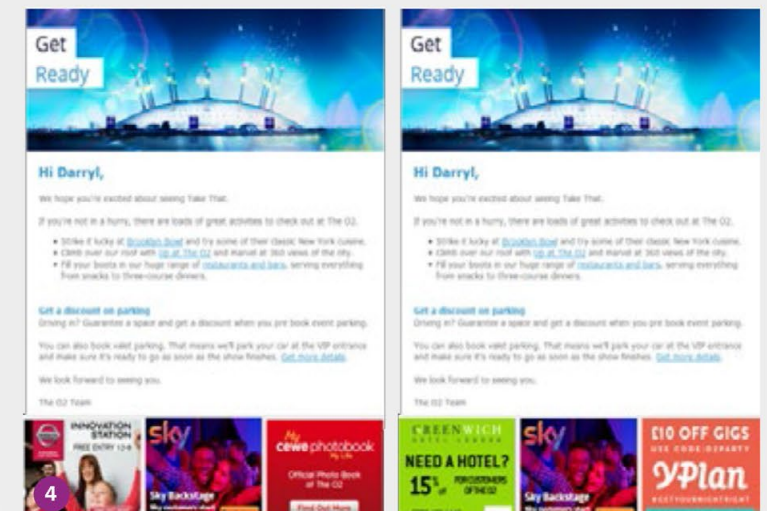
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3



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- 1 Digital Screen on The Avenue
- 2 Arenamation
- 3 theo2.co.uk
- 4 eCRM newsletter templates

Digital Engagement



On-site activations



Portable
twitter
mirror



O₂ Angels
can provide
way finding
for guests

Online



The O2 website

- Homepage Banner slots with 700,000+ unique users per month
- Dedicated event page if required

The O2 Social Platforms

- Promoted across social networks when announce and on-sale if required
- Work with us to create original content to be posted across channels including event hashtag if required
- Facebook : 269,000 (Feb 2019)
- Facebook Event Pages created on request
- Twitter: 141,000 (Feb 2019)
- Instagram: 53,000 (Feb 2019)
- Instagram Stories: 4,000 views on average

The O2 Venue App

- Pre-ordering F&B in venue
- Dedicated takeovers for your event
- Bespoke push notifications

Summary

A **world class** and **world famous** events venue. **Unique** and **powerful** branding opportunities. An **iconic** setting to energise and **excite** your guests.

An experience like no other.



Event spaces at The O2



The O2 arena

Be the star of your show

From the BRITs to business meetings, there's nothing we can't handle. We've hosted the world's biggest live events and hundreds of smaller ones too.

From 2,000 to 18,000 delegates theatre style

96 VIP suites allowing private catering and viewing for over 2000 guests

In-House rolling stage 60ft x 40ft x 6ft

14 en-suite dressing rooms

indigo at The O2



Originally designed for music concerts, indigo has now opened its doors to the corporate world. The venue has the flexibility to change from a conference venue to an open plan exhibition space.

1800 capacity standing

Built in stage

Direct vehicle load in

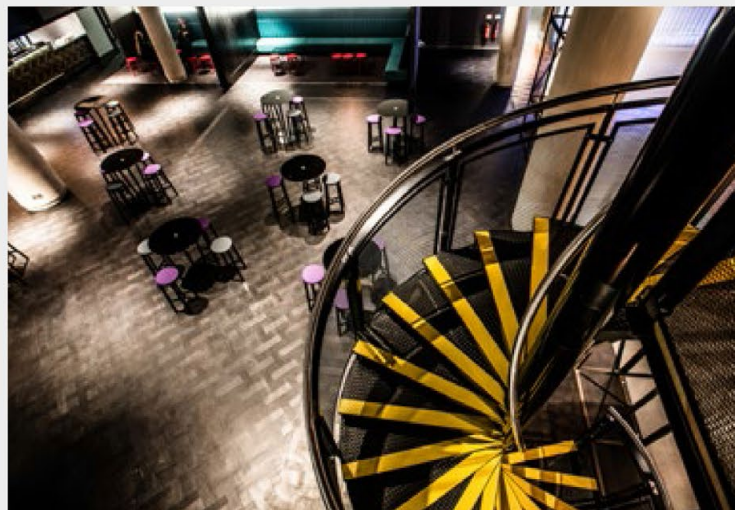
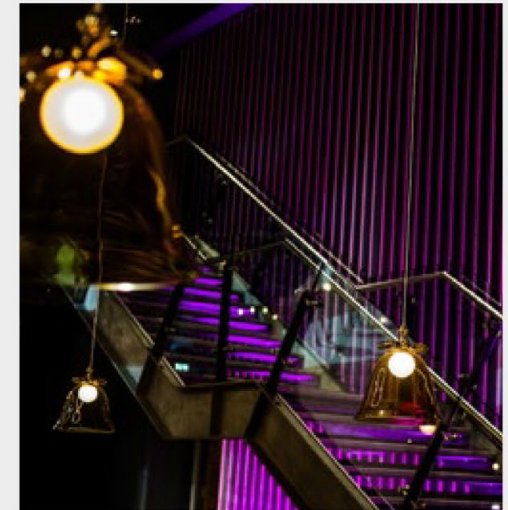
Private VIP lounge
(350 standing – possible staff room)

American Express Invites Lounge



The American Express Invites Lounge is a premium event space, designed with influence from its arena location.

Three bars, premium crew-catering style dining and green room seating means multiple options for board meetings, receptions or lounge areas.



Chairman's Lounge

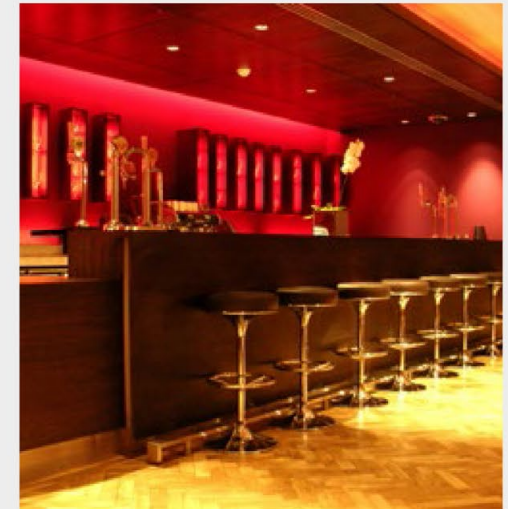


Situated directly next to The Green Room and with direct access to the arena, the Chairman's Lounge is a luxurious private events space.

Private boardroom for 12

Lounge area for 90

Dedicated catering area



Green Room



Jay Z, Elton John and Rihanna. This is where all the stars hang out and your staff can too. With direct access to the arena, it's at the heart of The O2.

Reception 220

Theatre style 120

Banquet style 170



Sky Backstage

The image shows a sophisticated lounge area with a large, illuminated circular light fixture hanging from the ceiling. The room is furnished with round tables and modern chairs in shades of purple and blue. A bar area is visible in the background, and the overall atmosphere is contemporary and elegant.

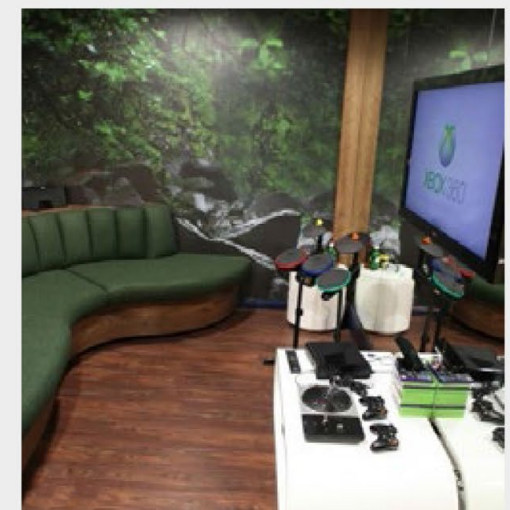
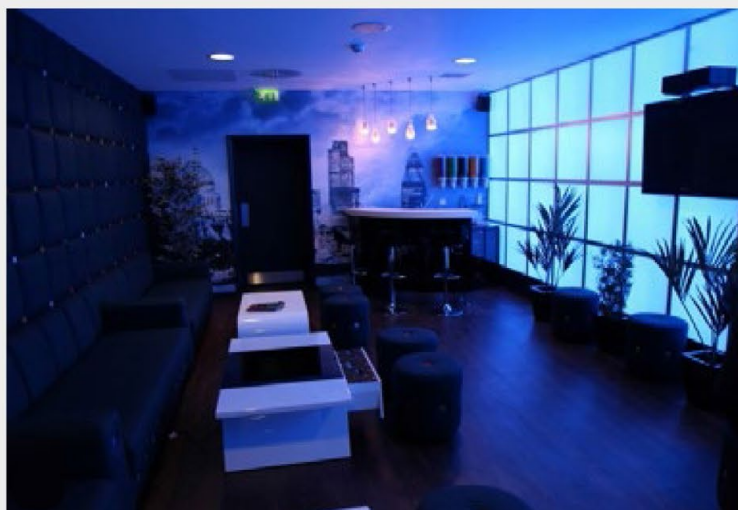
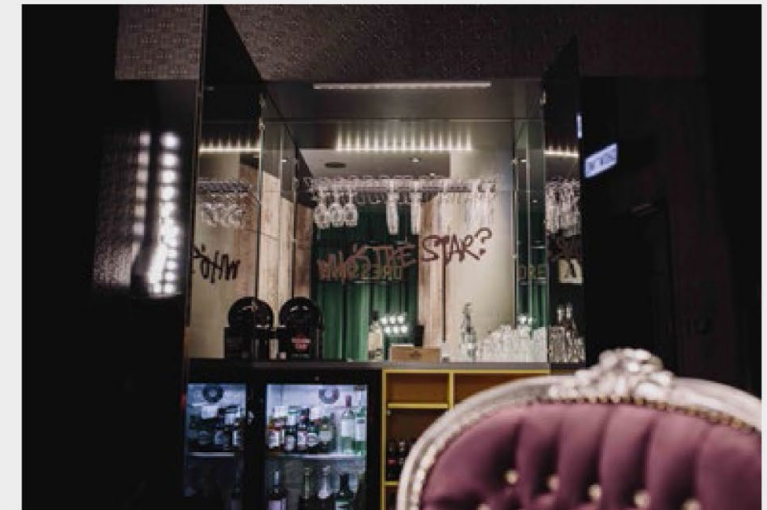
Sky Backstage is an exclusive event space, which overlooks arena events in the round, such as The ATP World Tennis Finals. For private events it can be used as VIP lounge and entertainment area.

Capacity 750 standing

Secret spaces



Think you've seen The O2... think again. From wardrobes that lead into secret hangouts to hidden doors in walls, these are the spaces only you get to see.





Up at The O2

Zip up your climb suits. Pull on your boots. Hook up your harnesses. Then make your way up the south face of one of the most striking buildings in London's skyline. Leading the way will be our friendly climb guides who know The O2 inside and out. At the summit, you'll all be standing 52 metres above the stars, with 360-degree views across London. Head up in the daytime. Climb under a sunset sky. Or make your way over at twilight.



Thank you

