



Old Trafford

A group of people, mostly men, are gathered around a bar or reception area. They are engaged in conversation, some looking towards the camera and others looking away. The setting appears to be an indoor event space with large windows in the background. The lighting is warm and ambient.

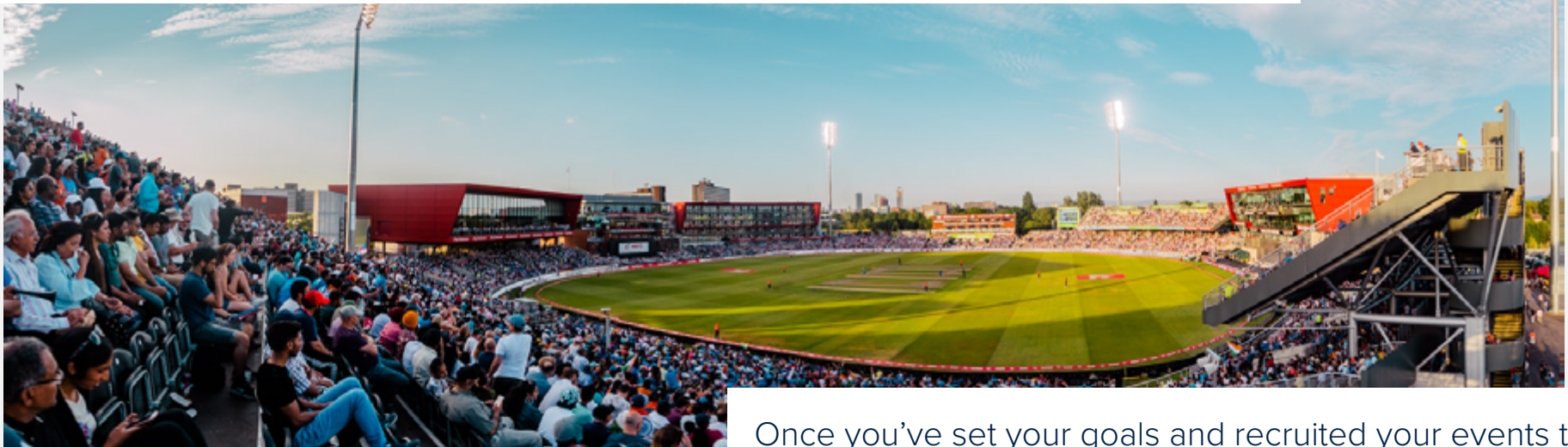
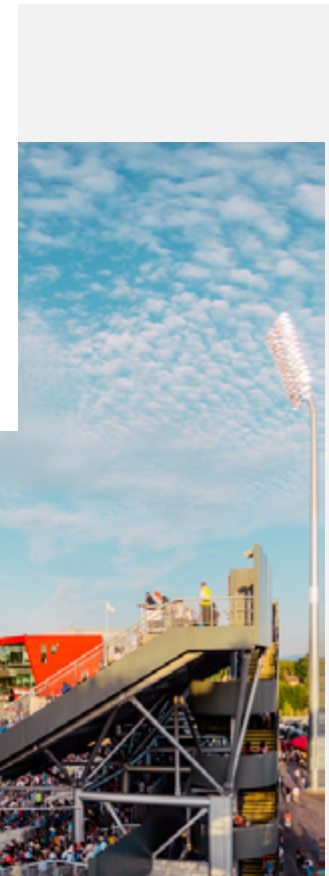
EMIRATES OLD TRAFFORD: THE ULTIMATE GUIDE TO HOSTING A MULTI-DAY EVENT

Emirates Old Trafford, home to Lancashire Cricket Club, a world-class international sporting stadium, is the perfect multi-day event venue. With a number of distinct event spaces, as well as a dedicated team of people behind the scenes, it's the ideal place to help you host your annual multi-day event.

Previously, Emirates Old Trafford has accommodated a number of huge events for large companies, for example:

- Autotrader's annual all-employee conference
- Heineken's North West recruitment event
- PTP's quarterly tax update
- Altrincham & Sale West constituency dinner

Hosting a multi-day event requires a good location, great transport links, large areas of space and a dedicated events team. Emirates Old Trafford strive to make your event all you hoped for, ensuring it runs smoothly throughout.

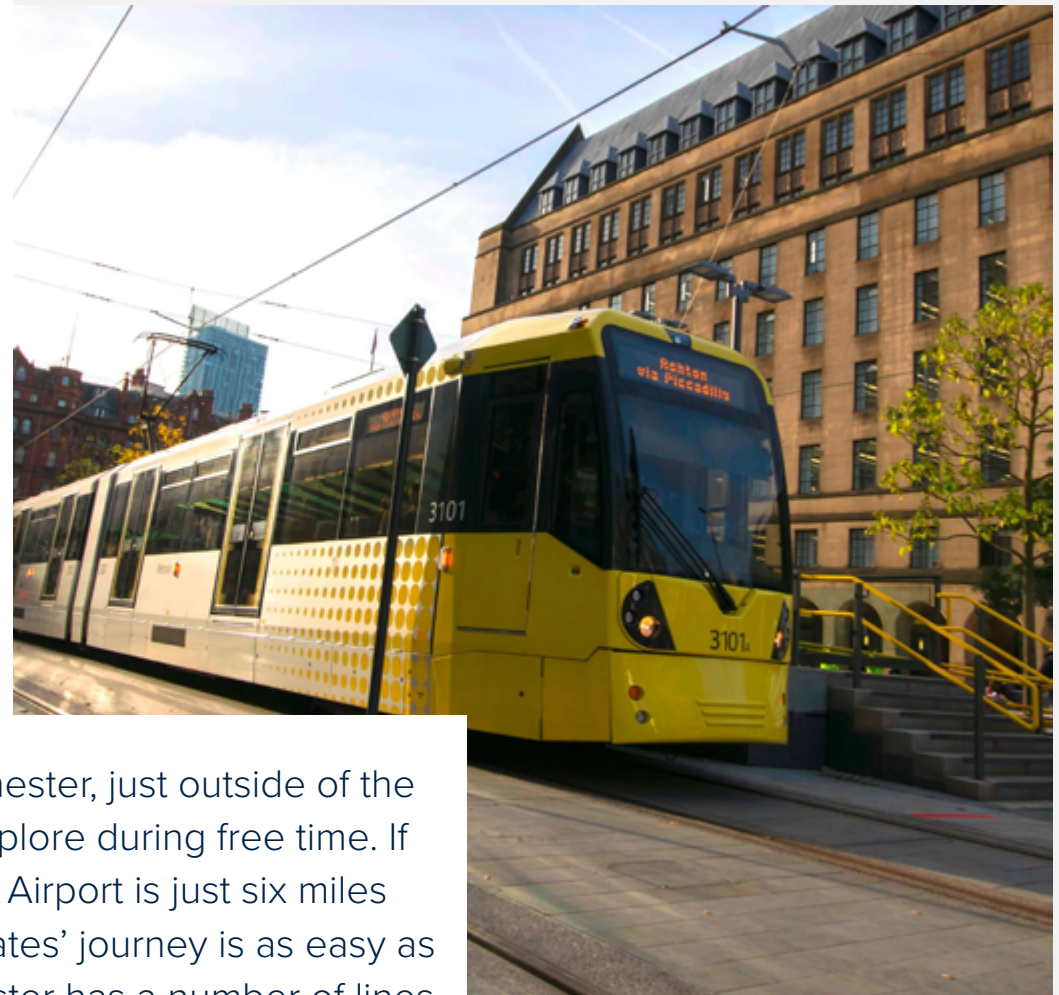


Once you've set your goals and recruited your events team, it's time to really start planning...

1. Find your location

When searching for the perfect location for your event, there is one main factor that you should focus on: transport. A multi-day event often requires its delegates to travel from all over, whether it be via train, plane, car, metro etc., your venue needs to be accessible to everyone, not just those who live nearby. The better your location, the easier you'll make it for more delegates to attend. We advise sending out an email prior to your event with clear directions to your venue by car and public transport routes.

Emirates Old Trafford is located in Old Trafford, Manchester, just outside of the city centre, making it an ideal spot for delegates to explore during free time. If your delegates are travelling in via plane, Manchester Airport is just six miles south of the venue, ensuring your international delegates' journey is as easy as possible. If you're opting for public transport, Manchester has a number of lines on the Metrolink, multiple train stations that connect many railway lines, as well as bus routes and a Metroshuttle.



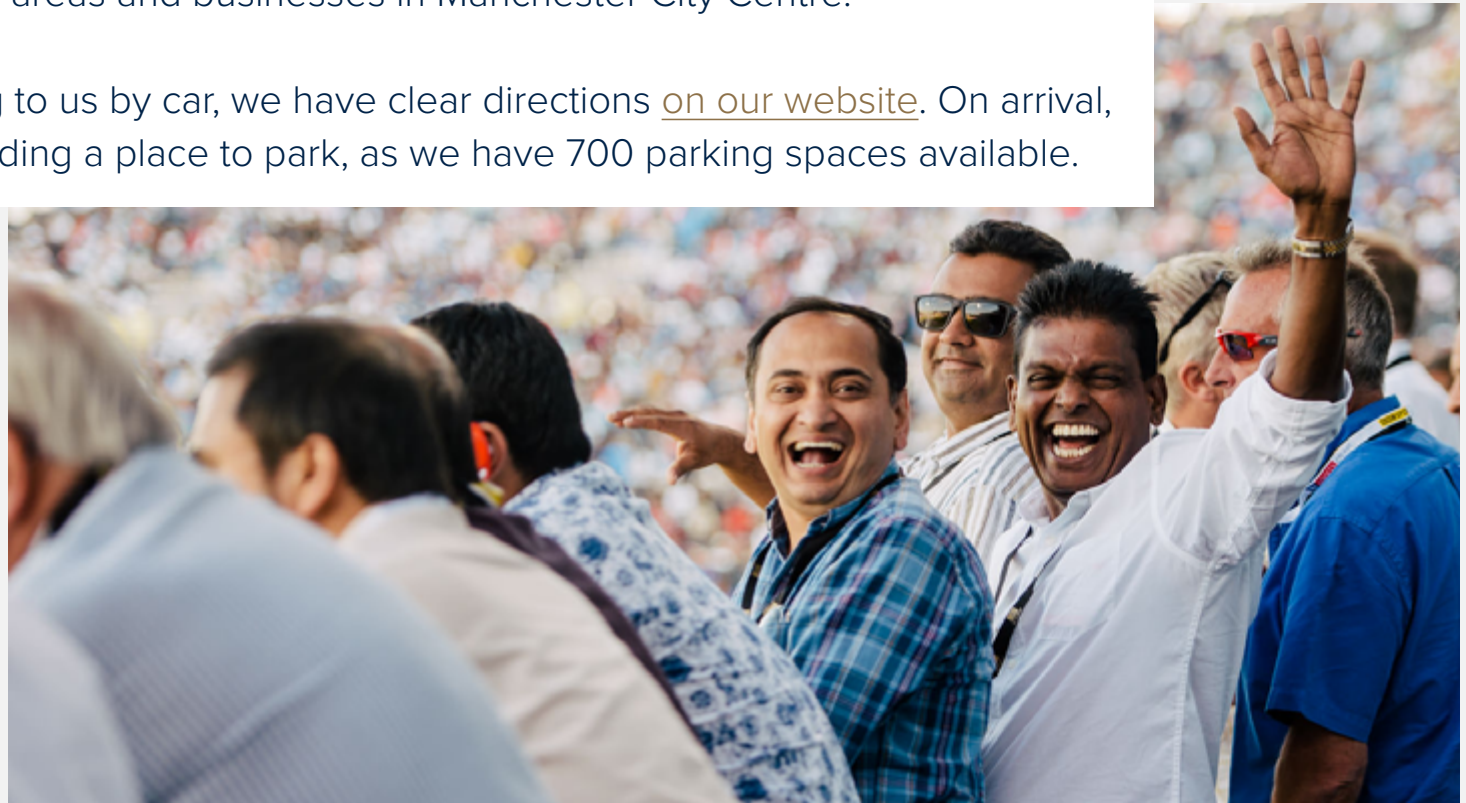
Metrolink: With 93 stops across the Greater Manchester area, Metrolink trams make travelling easier. They run every few minutes and run until late evening.

Bus: Greater Manchester has an extensive bus network operated by different commercial bus companies. The individual operators will always have the latest information about your service.

Train: Manchester has a number of stations including Manchester Piccadilly, Deansgate, Castlefield and Victoria all have access to tram stops, taking you straight to the ground.

Metroshuttle: Make use of Transport for Greater Manchester's free shuttle bus, linking the main train stations, car parks, shopping areas and businesses in Manchester City Centre.

Finally, if your visitors are heading to us by car, we have clear directions [on our website](#). On arrival, you don't need to worry about finding a place to park, as we have 700 parking spaces available.



2. Consider the capacity



Knowing how many guests will be attending will help you find the venue for you. However many delegates you expect to attend, you need a venue with enough capacity. A multi-day event allows you to host a number of activities over a few days, meaning you're able to cater for multiple groups of people. When hosting a range of activities that will occur at the same time on the same day requires more than one room and, if you have different sized groups, you'll need a venue that provides different sized rooms.

Emirates Old Trafford have the capacity to accommodate up to 2,000 delegates. Their event spaces range in size - whether you're planning a small private meeting or a large conference, they can provide the perfect space.



The Point - a space with a maximum capacity of 1,200 people. Offering a blank canvas, you can be inspired and get creative. Whether you convert the rooms into multiple small spaces or keep it as one large area, you can host a range of activities, from dinners and exhibitions, to meetings and conferences.

Pavillion - across the eight suites and nine executive boxes, the Pavillion has a maximum capacity of 700 people. The suites are completely versatile and can be adapted to your every need.

The UA92 Players & Media Centre - this space is a modern facility with a maximum capacity of 300 people. It boasts a wide variety of flexible spaces and works perfectly for workshops, training and smaller meetings.

The Trafford Cricket Centre - not just for batting and bowling, the centre turns into a dynamic and versatile event space with a maximum capacity of 1,500 delegates. The Cricket Centre has a number of extra rooms available, perfect for breakout space.

External space - if you're planning more of a summer event, Emirates Old Trafford has plenty of external space with a maximum capacity of 1,200 people.

For more information on the space Emirates Old Trafford provide, download our [meeting room](#) and [conference](#) guides.

3. Book additional services

When organising your multi-day events, you need to book any additional services, for example, a set-up service, clean up service, caterers etc. We advise asking your venue if they provide any of these services, as this will save you from having to look elsewhere.

Emirates Old Trafford has a dedicated events team who will ensure your event goes as well as you envision it. They offer a number of in-house services including:

- Assigned dedicated duty managers who will look after you throughout the event (including from a co-ordination perspective)
- If you've opted for a dinner, you'll receive a red carpet welcome with ropes and posts
- A catering service offering a three-course meal plus the options of coffee, a buffet, bowl food, general refreshments, fork buffet and snacks.
- Exclusive use of the Mezzanine Bar within The Point
- Team building activities can be organised by the team to be carried out in the outdoor space/indoor cricket centre
- They are also happy to provide advice on third party suppliers, for example, creative aspects, theming and entertainment



4. Decide on what facilities you'll need

Hosting a multi-day event requires a number of facilities, for example, is there on-site parking? If you're planning to have speakers, is there the necessary technical equipment available for presentations? Again, we advise asking your venue if they provide these facilities because if not, you'll need time to organise them yourself.

Emirates Old Trafford offer a number of facilities to help achieve your event success.

These include:

- A bridge link between all event spaces and the hotel meaning there's no need to go outside
- Digital signage with your personal event logo
- Use of an LCD projector and screen
- MCL Create - AV production/creative/AV delivery suppliers
- LED Room lighting which can be set to your choice of colour
- Access to a green room

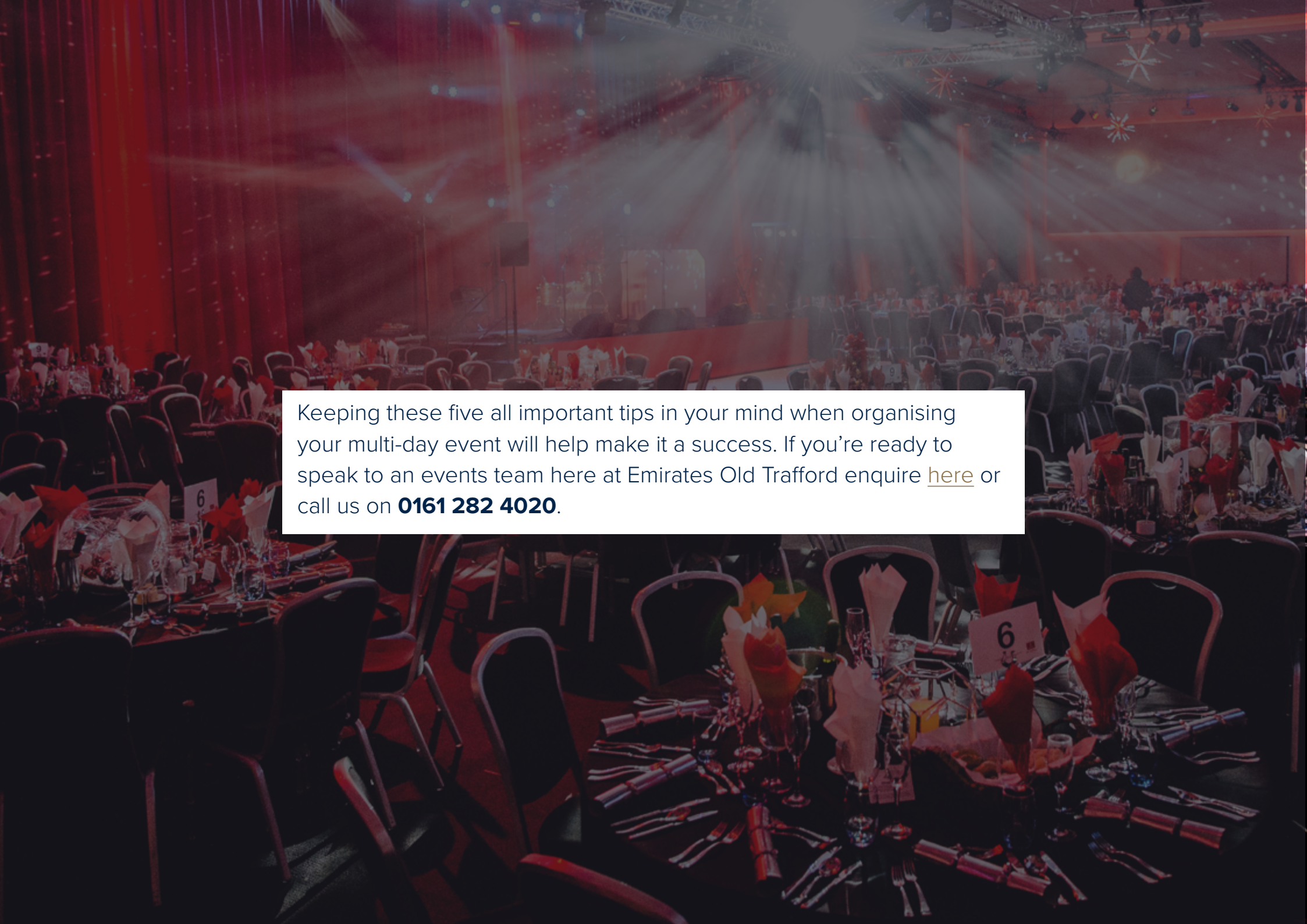


5. Organise your delegates' accommodation

Having nearby or on-site accommodation is helpful for your delegates, especially for those who have travelled a long way. Being able to head to each event each day without having to step off-site is ideal, especially if you have a few early starts scheduled in. Your delegates can rest easy knowing they're close to where they need to be the following morning.



Emirates Old Trafford has an on-site hotel, the Hilton Garden Inn, a four-star hotel boasting 150 bedrooms across five floors, 85 of which overlook the world-famous Lancashire Cricket pitch and can be transformed into hospitality boxes during events. You'll also find an on-site resident's gym and business centre. Book into the relaxing Garden Grille and Bar for a full English breakfast, delicious meal and after a busy day of activities, settle into the evening with a cocktail or cold craft beer in the lounge.



Keeping these five all important tips in your mind when organising your multi-day event will help make it a success. If you're ready to speak to an events team here at Emirates Old Trafford enquire [here](#) or call us on **0161 282 4020**.



Old Trafford

For all enquiries:

 emiratesoldtrafford.co.uk

 0161 282 4020