

CLIENT: AEG

OBJECTIVES: To provide a range of sporting activities and inflatable entertainment at the O2 to engage visitors to the venue and to provide an opportunity for active participation to all, especially children.

GGs SOLUTION: Kit Kiosk, Speed Cage, Rugby Bungee Run, Basketball Bounce Shot, Bowling Cage, Makoto and Field Sports Throwing Cage.



LOGISTICS: With the O2 being a 24 hour entertainment venue, GGS only had a short window of opportunity to gain access to the site and to complete the set-up. We were only permitted on-site from Midnight until 5.00am so that meant that we had to work all-night to deliver, un-load, set-up, test and finalise the event site, ready for the event to begin bright and early at 10.00am the following day.

As with the set-up, all equipment had to be dismantled and cleared from the site overnight. The pack-down crew working from 11.00pm until 7.00am to complete the breakdown.

STAFF: The event ran for 5 days throughout the Easter Holidays and meant that staff were required to work full 12 hour shifts through from 10.00am to 10.00pm each day.

In total we had 26 people involved in the operation of this event at the London Piazza at the O2.

STATISTICS: We operated a token system for this event, which gave participants the opportunity to try all the activities or to concentrate their efforts on a specific activity in order to improve their performance.

In total, approximately 500 people per day took up the challenge to get active at the O2, meaning over 2,500 visitors across the week.

