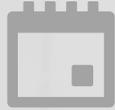


# CityCo PA Network Event At Emirates Old Trafford



Old Trafford

**Date**  
20 Sept 2017



**Location**  
Full Venue



**Delegates**  
54



## Overview of the event

The event was arranged by CityCo, a city centre management company, in conjunction with Emirates Old Trafford and was aimed at bringing together Personal Assistants from across Manchester, as part of its PA Network.

The event started with a drinks and canapé reception in the Library Suite, followed by an update from CityCo and a welcome from the Hilton Garden Inn Emirates Old Trafford's General Manager, Michael Hewson.

The event then culminated with a show round of the full venue, including all event spaces and the brand new hotel plus the chance to win a free stay at the on-site four star 150 bedroom hotel.



“ What a great event it was at Emirates Old Trafford. It's surprising if you have never been there before, how many excellent spaces there are on-site which are great for board meetings and larger events. I am sure everyone went away thinking of what event they could host there. The food was great as well. ”



**Ann Malone**  
PA, Brennan Atkinson



## The Brief

CityCo host PA Network events across Manchester each year and approached Emirates Old Trafford as they were looking for a great venue with that added wow factor.

The event CityCo had in mind was an informal but exclusive event for its PA network where they could offer VIP treats, experiences, talks and take a tour of the facilities.

Emirates Old Trafford had recently opened its new Hilton Garden Inn hotel so could also offer an exclusive behind the scenes tour as part of the experience for CityCo's guests.

## Results

Emirates Old Trafford offers a flexible space which matched the needs of the organisers of the PA Network.

Also with the addition of the new hotel this offered an additional element to the event in terms of being able to offer the attendees something new and exclusive with the tours of the hotel and bedrooms.

All PA's were able to view the whole venue including its 1,200 capacity space The Point plus the Pavilion which offers eight suites and nine executive boxes and is able to accommodate up to 700 guests.

It was an amazing event that showcased the venue to a whole new audience.

