



Corporate

The National Diversity Awards

We have worked with the team at Adlib for many years on The National Diversity Awards and Inclusive Companies Awards. Their professionalism, knowledge, and high-quality delivery always makes planning much simpler and gives us confidence that the end product will not only run smoothly but will look spectacular. From audio, lighting, video and so much more, Adlib always have our events covered.

Paul Sesay, The Diversity Group

The Requirement

Adlib was selected by The Diversity Group to provide a full production package for the 2019 National Diversity Awards held at Liverpool Anglican Cathedral. The event with 800 attendees was live streamed on YouTube by ITV news, hosted by Sally Phillips, and featured live performances from Jelli Studios and LMA Choir.

As a preferred supplier at Liverpool Cathedral, Adlib already had a wealth of experience providing tailored audio, lighting and video solutions in the space. They have developed specific working practices for events in the Cathedral to ensure that their team are always looking after the building and minimising their impact on members of the public visiting the space during regular opening hours – a key requirement for large events hosted in the space.

The Solution

Careful preparation is key to the success of these types of events, and Adlib were responsible for creating show content including walk up stings, and arranging pre-recorded voice of God announcements for the show. Advance planning meetings with The Diversity Group team, and site visits at Liverpool Cathedral, ensured both Adlib and the event team were on the same page across all elements of the live production.

The audio system comprised an L-Acoustics KARA ground stack – this is a tried and tested design for Adlib that enables crystal clear audio to be delivered in one of the most acoustically challenging venues in the country.

Liverpool Cathedral offers a naturally impressive backdrop to events and the lighting system was carefully designed to make the most of the stunning architecture.



Adlib's experience working in large venues means they have suitably powerful lighting fixtures in their own rental stock – meaning there's no need to compromise on design or impact whilst ensuring value for money. The lighting design incorporated Martin MAC Viper, Clay Paky Axcor 300 Beam, Martin MAC Quantum, and ETC Source Four fixtures.

Large-format projection and LED screens distributed throughout the venue, displaying a live camera mix, ensured clear visibility of presentations and performances from every seat. Again, Adlib has tried and tested approaches to live video at Liverpool Cathedral – each designed to cover specific venues layouts.

A live audio and video feed was provided to ITV News to run live stream coverage of the event through their YouTube channel.

Where many AV companies would need to rent in additional equipment or staff to deliver shows of this scale, Adlib's experience in live touring and large-scale venues, mean that both their own team and their own rental inventory is very well placed to service corporate events in large venues like Liverpool Cathedral; well-developed infrastructure and the experience of engineers makes cable runs and signal distribution over the very large distances at Liverpool Cathedral easy. And, of course, access to a large stock of equipment that is appropriate for the size of the venue results in effective sound, lighting, and video designs and exceptional value for money for event organisers.



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