



**MINISTRY
VENUES**



MATE 20 LAUNCH

DATE — OCTOBER 2018
COMPANY — HUAWEI
LOCATION — THE WHITE SPACE
CATEGORY — PRODUCT LAUNCH



MATE 20 PRESS LAUNCH

Open to selected press only, Huawei invited individuals down The Ministry in October 2018 to launch their new Huawei Mate 20 phone. With its blank canvas appeal and 200 capacity The White Space was transformed into a product showcase space.

With set-ups to learn about the devices features and assess the phones in a controlled environment, the press event allowed all attendees to experience the device in full. As a pre-launch event, security surrounding was strict to confidentiality.

Multiple spaces within the venue were transformed with the help of Wonderland Events, Red Consultancy & INCA Productions to show the vibrancy and versatility of both the venue and the phone's camera in different settings.

The guest journey was carefully curated to ensure privacy was always maintained. Guests entered through the main entrance before heading to The Meeting Room Suite, which had been converted into a lounge where in-house catering provided hot food throughout the day.

Every hour, a new group of 20 journalists arrived at the venue and were ushered into the lounge, whilst the previous journalists were taken to the Cinema, where the Dolby Atmos system and 4K projector showcased the Mate 20's features. The journey continued with the studios being used for interview rooms and finally, journalists ended within the White Space where they were able to engage with the product.





“The professionalism of your team was exemplary, and I cannot thank you enough for all your hard work. I wish every venue was run like this; it would make our lives so much easier.”



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79 - 81 Borough Road
London
SE1 1DN

MinistryVenues.com
Events@MinistryVenues.com
02077408682