



MINISTRY
VENUES



EA SPORTS

DATE	—	APRIL 2022
COMPANY	—	EA SPORTS X PREMIER LEAGUE
LOCATION	—	THE MINISTRY
CATEGORY	—	FILMING

EA SPORTS x PREMIER LEAGUE

EA Sports, in collaboration with the Premier League and facilitated by their marketing agency 160over90, chose The Ministry as the venue for a weekend of e-gaming content creation. The goal was to capture interviews and live content featuring the UK's most talented e-football players.

The Ministry's diverse range of spaces made it an ideal location for this multifaceted event. Over the weekend, the entire venue was utilized, including The White Space, The Lounge, The Bar, The Garden, The Cinema, The Studio, and The Meeting Room Suite. Each space offered unique design aesthetics, providing versatile backdrops for various content creation needs.

The client's brief required multiple distinct areas to accommodate different aspects of the event, such as interviews, live gaming sessions, and interactive content creation. The Ministry's team worked closely with EA Sports and 160over90 to ensure that each space was tailored to specific requirements, facilitating a smooth and efficient workflow throughout the weekend.

Superfast Wi-Fi with dedicated bandwidth was a crucial component, ensuring seamless connectivity and no lag during live gaming sessions or content uploads. This technical reliability was essential for the high-performance demands of e-gaming and live streaming, and The Ministry delivered flawlessly.





The ability to use all these diverse spaces under one roof significantly appealed to the client. It allowed for a streamlined process, reducing both the costs and the time required for content creation. This efficiency was a key factor in the event's success, enabling the team to maximize productivity over the course of the weekend.

“A big thank you. It was great, venue was perfect – and PL / EA really happy so thank you.”





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