



MINISTRY
VENUES



HUSTLEFEST

DATE	—	SEPTEMBER 2023
COMPANY	—	HUSTLE & HEELS
LOCATION	—	MINISTRY OF SOUND
CATEGORY	—	MEETINGS & CONFERENCES

HUSTLEFEST BUSINESS FESTIVAL

Seeking a unique and modern venue for their first audience-led business festival, Hustle & Heels selected the Ministry of Sound. The venue’s versatile and dynamic spaces were perfect for creating an immersive, conversation-driven experience tailored to entrepreneurs, business leaders, and professionals.

HustleFest fully utilised the adjoining spaces, transforming them into a vibrant and engaging environment. The event began right from the entrance, which was fully branded with custom boarding and lighting to set the tone for the festival. Guests entered through a tunnel designed for photo opportunities, creating an exciting and interactive welcome before moving into the main interior of the venue.

The festival was designed as a series of separate destinations within the venue, each catering to different aspects of the event. The Box served as the main stage, hosting panel talks with key speakers and drawing the central focus of the festival. Equipped with advanced audio-visual technology, this area enhanced the presentations and discussions.

The Lounge facilitated one-on-one conversations between entrepreneurs and key business leaders. The Baby Box and The Loft were designated for drop-in sessions where attendees could ask questions and seek guidance from experts. The 103 was designed as a networking hub, enabling business owners, startups, creatives, professionals, investors, and business experts to connect.





“I would like to thank you all for the fantastic effort you all put into the event on Friday. Your professionalism and expertise throughout the entire process was outstanding.”





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103 Gaunt Street
London
SE1 6DP

@MinistryVenues
MinistryVenues.com
Events@MinistryVenues.com
02077408682