



CENTRAL HALL
WESTMINSTER

LONDON

Case Study:

UNICEF CHRISTMAS CONCERT

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DETAILS

- Date: Saturday 1st December 2018
- Venue: Central Hall Westminster
- Event Space: Great Hall
- Capacity: 1500



Central Hall Westminster | Case Study

1.0 THE BRIEF AND OBJECTIVE

International children's charity, Unicef, held a Christmas concert on Saturday 1st December 2018 to raise funds and awareness for Syrian children affected by the war. The event was hosted by radio and television broadcaster, Lauren Laverne, a committed Unicef supporter.

Performances were provided by Unicef UK Ambassador and singer-songwriter Jessie Ware; BalletBoyz and two choirs; Blossom Street Choir and Glade Primary School Choir.

Unicef needed a large capacity venue in central London that was suitable for festive events, which also shared its core values; a not-for-profit organisation which supports those in need. Central Hall Westminster hosted the first ever meeting of the United Nations in 1946, from which UNICEF was formed. Additionally, the early 20th-century venue has been used for concerts since its earliest days and its period, festive atmosphere lent itself to the occasion.

Central Hall Westminster's in-house Production Partner, White Light, managed the production of the event held in the Great Hall in front of an audience of 1,000.

2.0 EXECUTION OF THE EVENT

It was important that the event had an impact on the audience as the proceeds from the tickets were going to support a vital cause to save children's lives and raise awareness.

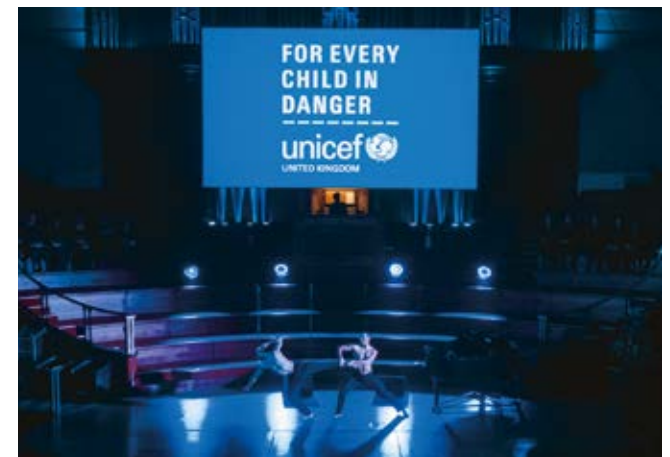
In order to support the artists performing at the event, whilst creating an atmospheric Christmas setting, Unicef needed the very best sound and lighting equipment to blend seamlessly with the Great Hall's historic surroundings. Central Hall's production partner White Light drew on their extensive resources as one of Europe's leading production suppliers and combined this with their intimate knowledge of the venue. For audio White Light selected D&B audiotechnik speakers from their newly acquired hire stock combined with Yamaha control and Shure microphones. For the lighting design White Light's in-house team used a mixture of moving and static lights from Martin, Robe and ETC to create a festive atmosphere that complemented the stunning vocal performances.

The state-of-the-art technical equipment used helped the audience to truly engage with the music within the Great Hall's iconic surroundings.

Performances from the celebrity cast included Christmas classics from Jessie Ware including Away In A Manger and Silent Night as well as some choral classics involving audience participation and readings from Unicef UK Ambassador, Eddie Izzard and Unicef UK High Profile Supporter, Cel Spellman.

The venue's grand and imposing circular-shaped Great Hall with the largest self-supporting domed ceiling in Europe, provided the architecturally impressive backdrop that Unicef was looking for. The adaptable stage which extends to 60ft was used to its full capacity, encouraging the audience to feel part of the event.

The concert was a huge success with £25,000 being raised for Unicef alongside general awareness raising of the plight of children in Syria.



3.0 TESTIMONIAL

“ This was a truly magical evening which raised funds and awareness for our cause at this highly relevant time of year. Central Hall Westminster provided the perfect setting and high-quality production values for this Christmas concert and it was particularly apt due to our historical connection.

When the first ever meeting was held at Central Hall by the UN in 1946, UNICEF was created to provide emergency help for the 30 million children in Europe in urgent need of aid at the end of World War II. This mission continues today by raising vital funds for children in Syria whose childhoods have been shaped and devastated by eight years of war. Thank you to Central Hall Westminster and its partner White Light for providing the venue and expertise to provide a truly memorable evening. ”

| KERRY WOODING, SPECIAL EVENTS MANAGER, UNICEF UK

4.0 CONTACT

FOR FURTHER INFORMATION
OR FOR ANY ENQUIRIES,
PLEASE CONTACT

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