

4th March 2019

A 'Welsh takeover' – M&IT awards 2019

Welsh singer Sian Evans made a surprise visit to the M&IT Awards to perform her well-known number one hit, Louder, as part of the exciting 'Welsh takeover' of the event staged by headline sponsors ICC Wales.

The modern Welsh theme continued with rousing performances from Only Boys Aloud, part of the Aloud charity made up of boys aged 11-19 from choirs across Wales, who serenaded guests as they arrived at Battersea Evolution.

ICC Wales also recreated the stunning natural environment of its surrounding Coldra Woods in Newport with an immersive 'ICC Wales ponder pod patch'. Designed to give a flavour of what the new venue will feel like for the first delegates through its doors later this year, this sensory installation included bean bags, headphones to allow attendees to experience the soothing sound of the wind in the trees at Coldra Woods, scents of peppermint, heather and rosemary to focus the mind, 'Mind, Body, Soul' healthy drinks and VR equipment to enable attendees to experience a virtual walk through of the state-of-the-art convention centre and visit a number of iconic Welsh locations.

Event performers Feeding the Fish electrified with a futuristic LED juggling and dance performance and the evening was compered by Welsh television presenter Gethin Jones.

Vanessa Russell, Marketing Director, ICC Wales, said: "We were delighted to be chosen as headline sponsors of the M&IT Awards in our opening year. The M&IT Awards has provided an unparalleled platform for us to make a bold first impression, showcasing not only our wonderful new venue, but by infusing the event with modern Welsh culture, food and entertainment, presenting Wales as a destination ready to welcome the world for Business Events."

An £83.7m joint venture between Welsh Government and the Celtic Manor Resort, building work began on the ICC Wales site in June 2017. Once complete in the summer of 2019, the venue will provide total floor space for meetings, conferences, exhibitions and events of



26,000sqm – the equivalent size to nearly four international rugby pitches. ICC Wales will accommodate up to 5,000 delegates and includes a 4,000sqm pillar-free main hall, 1,500-seated auditorium, 12 flexible meeting rooms, a double-height glass atrium and a 2,500 sqm outdoor plaza.

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Notes to editors

ICC Wales is managed by the Celtic Manor Resort's expert leadership team responsible for the successful delivery of the 2014 Nato Summit and the 2010 Ryder Cup. A joint venture partnership with Welsh Government and opening in 2019, ICC Wales is located within the grounds of the Celtic Manor Resort in Newport just two minutes from the M4.