

MEDIA COVERAGE

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Sale Sharks goes WiFi

RUGBY club Sale Sharks has installed internet services for its conferencing facilities in its Edgeley Park stadium and Cheshire Conference Centre.

The Guinness Premiership club has taken on Warrington-based Airangel to design and install a branded internet portal for both staff and guests of the club.

All meeting rooms, conference space and bars are now WiFi enabled allowing staff and clients to work remotely throughout the stadium. Fans visiting Edgeley Park will also be able to log on to the WiFi portal through an outdoor access point.

The club said the portals will give it increased dialogue with corporate guests and supporters.

Nathan Bombrys, commercial director at Sale Sharks, said: "WiFi provision is one of the key deciding factors for businesses when choosing conferencing or meeting space, so having a fast, reliable connection is particularly important.

"The solution not only enables remote working for our guests but also provides opportunities for us to create additional content for supporters to enhance their game day experience."

Airangel will work on developing location-specific and brand rich content throughout the course of the season.

Dean Wilkinson, sales director of Airangel said: "We have seen a surge in enquiries from sports clubs of all types and sizes as they are continuing to diversify their offerings. Using ground space for meetings and events can prove lucrative and WiFi is an essential facility that businesses require."