

## MEDIA COVERAGE



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tomorrow's news today



NORTH West technology company Airangel has signed a three-year deal with the Manchester Central conference and events centre.

Warrington-based Airangel will update Manchester Central's guest WiFi systems and portal marketing.

Airangel has designed a bespoke portal that will provide a virtual concierge service to all visitors of the centre. The system will also enable Manchester Central to increase personal dialogue with visitors and enhance marketing activity.

Manchester Central, which includes the iconic GMEX centre, is in the midst of a major investment programme and is hosting this year's Conservative Party conference in the autumn.

Sharon Leeson, head of marketing at Manchester Central, said: "We can now have extended dialogue with our guests and delegates and the portals are a fantastic way of marketing the venue's facilities."

Dean Wilkinson, sales director of Airangel, said: "Manchester Central was quick to recognise the vast marketing and branding potential that an internet portal has and the virtual concierge service is proving popular to visitors.

"Our reach across the conference sector is ever growing and our WiFi portals are a real selling point for event venues, elevating the quality of their business services."

Airangel, which is sister company to Claremont Group Interiors, is a supplier of wired and wireless guest internet access and works with international hotel chains, conference centres and the corporate sector.

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