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A LITTLE TECHNOLOGY TLC FOR EVENT COMPANY'S WEBSITE USERS

- AS THE TAYLOR LYNN CORPORATION (TLC) LAUNCHES TWO VERSIONS OF ITS NEW WEBSITE

The Manchester based events planners the Taylor Lynn Corporation (TLC) have launched their new website at www.tlc-ltd.co.uk this week with versions accessible to both mac and PC users and a special edition designed specifically with the growing number of iPhone, iPad and Blackberry users in mind.

“People are busy and always on the go these days, so being able to access the website from the office, airport or at home is essential” says Liz Taylor, managing director of TLC.

Liz added: “We had great success with our previous website but the fast pace in technology and increasing need for a website that is more easily accessible from mobile phones and iPads, was a key factor in how we designed the new site. Taking that little extra time in designing two versions now means that everyone can have full access TLC online.

I wanted the site to be easy to find, easy to access and above all, easy to use, so we have also improved the navigation of the site significantly, added a wider gallery of our event images which is a popular part of the TLC website and of course given the new sites a fresh and creative new design.”

A key part of the new website's design is its true animation and a magazine style page-flip to the image galleries, showing TLC's events off at their best. The main site is a Flash based CMS system with text and images. The website is fully search engines optimised in order to drive web users to the new TLC website. Each page also has a divert function that automatically takes iPhone, iPad and Blackberry users to the new mobile users version of the website, where they can access all the main functionality and image galleries available to mac and PC users.

TLC's team of professional event planners, technicians, florists and designers work on over 500 events a year from product launches and international conferences, to lavish weddings and private parties. The company has a prestigious portfolio of blue-chip, retail, sports and media clients such as LVMH Watch and Jewellery, Manchester United FC, Selfridges, Coronation Street, Capital FM, Rocco Forte Hotels, ITV Granada, Minster Law and UEFA. TLC was also the official event organiser of the Coronation Street 50th anniversary celebrations.

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Notes to Editors:

- The Taylor Lynn Corporation (TLC) has its UK headquarters in Manchester and organises corporate and private events right across Europe. From blue chip businesses to sports personalities and television celebrities, TLC is the first choice for high profile parties, celebrations, conferences and corporate occasions.
- Biography & images of Liz Taylor available at - www.tlc-ltd.co.uk/tlc_ltd_press_room
- Hi Res event images available
- More information is available at www.tlc-ltd.co.uk