

TLC adds a little ABC for new events website



Manchester conference and events planning firm, [Taylor Lynn Corporation](#), has relaunched its website this week with an emphasis on smartphone and tablet users.

It was designed and built by Bradford-based [ABC Advertising & Design Partners](#) to focus on event imagery, but also to make sure the site was accessible on mobile devices.

“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,” explained TLC managing director, Liz Taylor.

“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 popular event images part of the website and of course given the new sites a fresh and creative new design.”

The main site uses a Flash-based content management system and this enables the images to be flipped through.

ABC has employed an adwords campaign to drive new custom to the site.

TLC is based in Manchester and organises events for clients including Manchester United, Selfridges, ITV Granada and UEFA.