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MOBILE TECHNOLOGY SIGNALS THE WAY FORWARD FOR LEADING EVENT COMPANY

Following a 30% increase in visitors to its mobile users website over the last 12 months, Manchester based event management company, the Taylor Lynn Corporation (TLC), has invested in a brand new version of its website dedicated specifically to clients using the latest in mobile technology.

The new site focuses primarily on the extensive galleries of professional photography taken at TLC's events with the use of smooth flow images, and with text kept to a minimum the site also maximises the image size on screen to enhance the viewers experience. With the use of jquery flexslider technology, TLC has added the option of touch screen swipe and zoom features which are common on all today's smart phones and tablets.

'Our initial mobile user website has proven far more popular than we envisaged, with nearly one third of all of our web traffic now coming through the site' commented TLC managing director Liz Taylor

Liz added: 'I realised that these were users that would not have been able to view the main TLC site on their I-pads or Blackberry, so we were reaching a completely new online audience. It also became clear that the mobile site was being used equally by busy corporate and high-end private clients to look at the styling and creative elements that we offer in our events, so we needed to ensure that they had the best possible view of our image galleries.

'It was therefore essential to try and grow this new market of mobile users by investing in upgrading the site to take advantage of the latest touch screen technology in our image galleries, but also to offer users an enhanced experience that will keep them returning to the site. I believe we have achieved both.'

David McLindon of the website's designer ABC Advertising Partners said: 'We have focussed the design on the array of event images that showcase TLC's work, but weaved in the best of the mobile technology features.'

‘The addition of a social media marketing programme and new company blog has also helped to drive hits on both the main TLC site and mobile site to a new high, attracting over 1900 new users each month plus a high rate of return users.’

With headquarters in Old Trafford, Manchester, TLC works with top corporate and celebrity names to stage spectacular business and private events across the UK & Europe. The company’s client portfolio includes leading blue chip, charity, sports and media businesses such as ITV Granada, UEFA, Minster Law, JD Williams, BBC Children in Need, BGL and Manchester United FC. TLC was also appointed as the official event’s organiser of the Coronation Street 50th anniversary celebrations and is a leading event’s organiser to the stars with clients such as X Factor judge Gary Barlow, retail guru Mary Portas, television presenters Eamonn Holmes and Ruth Langsford, stars from Manchester City FC and Manchester United FC, and a host of Coronation Street actors.

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Notes to Editors:

Images: Mobile 1 & Mobile 2: ‘New technology makes the most of event images by maximising image size on mobile device screens’

- 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 and more information is available at www.tlc-ltd.co.uk