
From: _____ <_____[@london.gov.uk](mailto:_____@london.gov.uk)>
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To: _____ <_____[@london.gov.uk](mailto:_____@london.gov.uk)>; Ali Picton <_____[@london.gov.uk](mailto:_____@london.gov.uk)>
Subject: Tonight

Host: Steve Reynolds, Co-CEO of LS Events (formerly Loud Sound/Hub Logistics).

Role: Steve Reynolds, as well as being co-CEO was the LS Events Project Director for the UEFA Champions League Final City Festival in London, working closely with James Fitzgerald and Laura Pierce to deliver the event across 7 key locations, including Trafalgar Square, Regent Street, Hyde Park, and the South Bank.

Company Background:

LS Events is a leading event production company in London, with a long-standing relationship with the GLA.

Formerly known as Hub Logistics, LS Events they managed critical projects such as temporary mortuaries during the pandemic and lateral flow testing centres.

LS Events Key Achievements:

UEFA Champions League Final: Successfully delivered events across multiple iconic London locations.

BST Hyde Park: Annual event, one of the biggest in London, with over

500,000 attendees this year.

All Points East Festival: Upcoming this weekend, with up to 50,000 fans per night and a focus on diversity and community engagement in Tower Hamlets run by

Other Major Events that we support and work with LS Events on: Pride in London, Formula E, T Square Events (St Patrick's Day, Canada Day, Japan Matsuri) and they are managing Diwali for us as well!!

Company Focus:

LS Events emphasises diversity and inclusivity in its line-ups and events. Strong commitment to community engagement, particularly through free-to-enter events like "Open House" and "In the Neighbourhood" during major festivals.

Relationship with GLA:

LS Events has been a key partner in delivering major cultural and civic events in London, supporting the Mayor's vision for the city.

They are proud to be associated with the Mayor and the success of these initiatives.

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