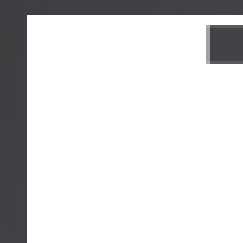


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HIRE  
FREQUENCIES



**BLACKBOOK**  
MOTORSPORT





The BlackBook Motorsport Forum serves as the premier gathering for the global motorsport industry, bringing together leading figures from major series, teams, venues, brands, and service providers. The event facilitates high-level networking and provides key insights into the evolving business landscape of motorsport. Attendees include representatives from Formula One, Aston Martin, WRC, World Endurance Championship, McLaren, IndyCar, and NASCAR, among others.

**AV Requirements:** BlackBook Motorsport Forum required a full-service AV production company to manage audio-visual requirements across three key areas:

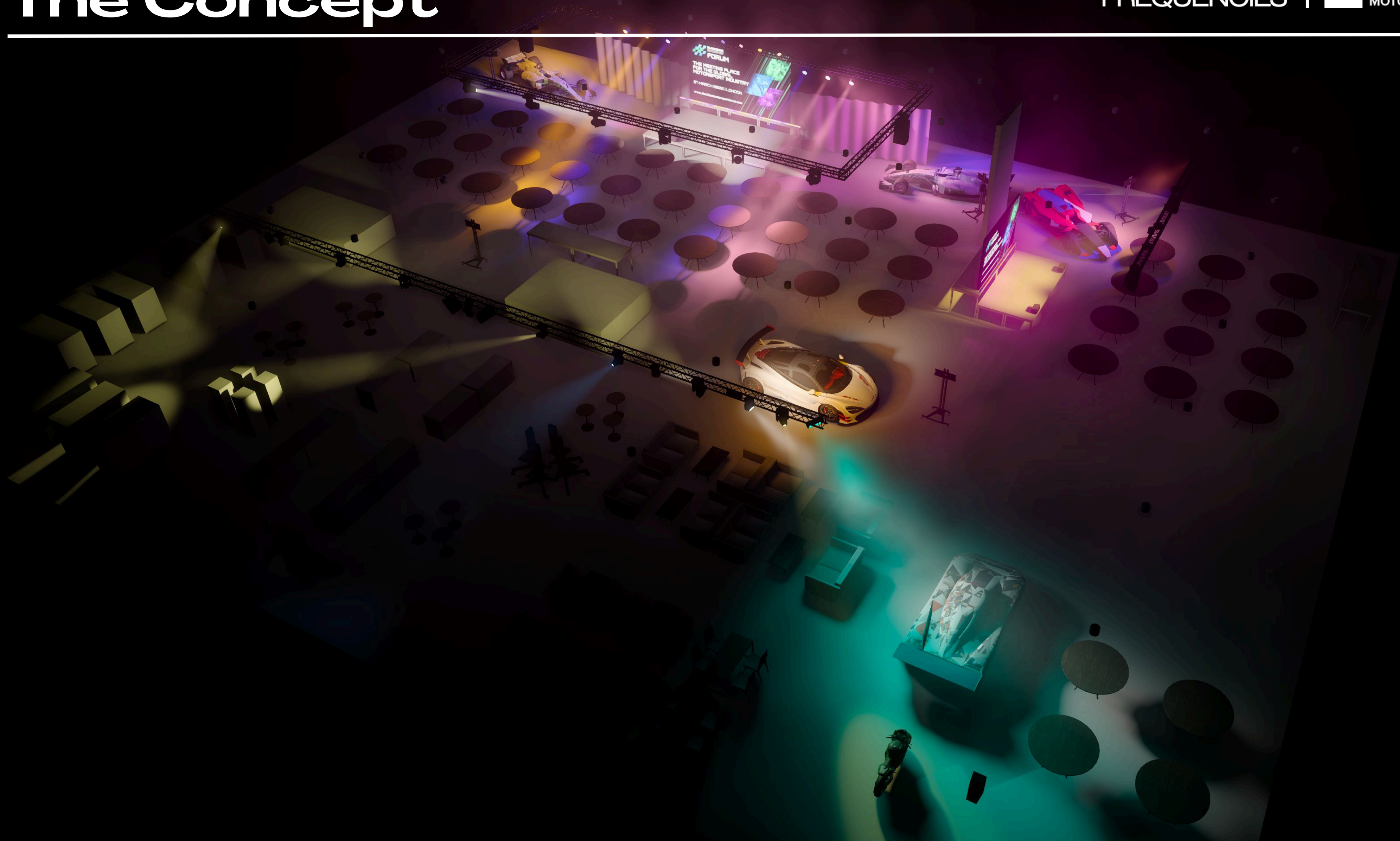
- **Main Conference Room:** Staging, high-impact video displays, and professional-grade lighting.
- **Breakout Space:** Additional stage setup, lighting, and display solutions for smaller discussions.
- **Exhibition Space:** Lighting and power distribution for exhibitor stands and feature displays.

**Execution & Challenges:** Our team was responsible for executing a seamless AV experience while operating within a highly challenging environment:

- **Precision Rigging:** The event space housed over £20 million worth of rare and one-of-a-kind motorsport machinery. This required a highly skilled team to safely fly all lighting and audio elements overhead without risk to the vehicles.
- **High-Impact Video Displays:** A premium visual experience was delivered through large-scale LED screens in both the main stage and breakout areas.
- **Lighting Design:** Customised lighting solutions were deployed to highlight speakers, stage elements, and showcase vehicles while maintaining an immersive atmosphere for attendees.
- **Power Distribution:** Our team ensured reliable and safe power supply for all exhibitor booths and display areas, accommodating a diverse range of technical requirements.
- **Technical Excellence:** Our on-site AV technicians, among the best in the industry, managed a full schedule of panel discussions featuring motorsport's top executives, ensuring flawless audio and visual execution throughout the event.



# The Concept





# The Concept





# The Concept







# Planning Stage

## ● Design and Rendering

Our team of expert in house designers created a visual 3D render of all three event spaces in line with BlackBook Motorsports brand guidelines and colour preferences. We wanted the client to have full control over the layout and feel for the space prior to the event.

## ● Technical Specifications

Our nominated technical manager attended multiple site visits alongside our project manager and the BlackBook Motorsport team to get a better understanding for the space and assign the correct audio & visual equipment for the space.

## ● Risk Assessment & Health and Safety

As with all our productions Hire Frequencies put health & Safety above all else. Due to the complex nature of this event our team conducted a complete risk assessment and liased with the venue to provide all PAT testing certificates and rigging requirements.

## ● Production Meetings & Timeline Management

Our dedicated project manager, audio technicians and lighting technicians held regular productions meetings to discuss progress with the client, and ensure smooth progress leading up to the project,



# Build Stage

## Rigging Crew

Our team of expert riggers and technicians seamlessly installed our state-of-the-art lighting rig, complemented by a D&B audio line array system. Elevating the lighting and audio elements not only maximised ground space for vehicles but also delivered a fully immersive experience.

## LED Technicians

Our in house LED technicians built and operated both of our in house video walls. Our led experts test each video wall prior to an event to ensure a seamless and crystal clear picture for all attending the event.

## Audio & Lighting Technicians

Hire Frequencies is renowned for having one of the UK's top audio and lighting teams. Our expert technicians meticulously designed and installed a carefully curated selection of audio and lighting elements, creating an immersive and captivating event experience.





#BBMF25

BLACKBOOK  
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FORUM

# NETWORKING BREAK

UP NEXT  
Unlocking motorsport's revenue potential

Don't forget to tag us on  
socials and use the event  
hashtag!

#BBMF25



TEAM BRIT  
WORLD  
LEADERS IN  
TECHNOLOGY  
MOTORSPORT





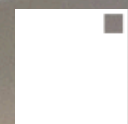
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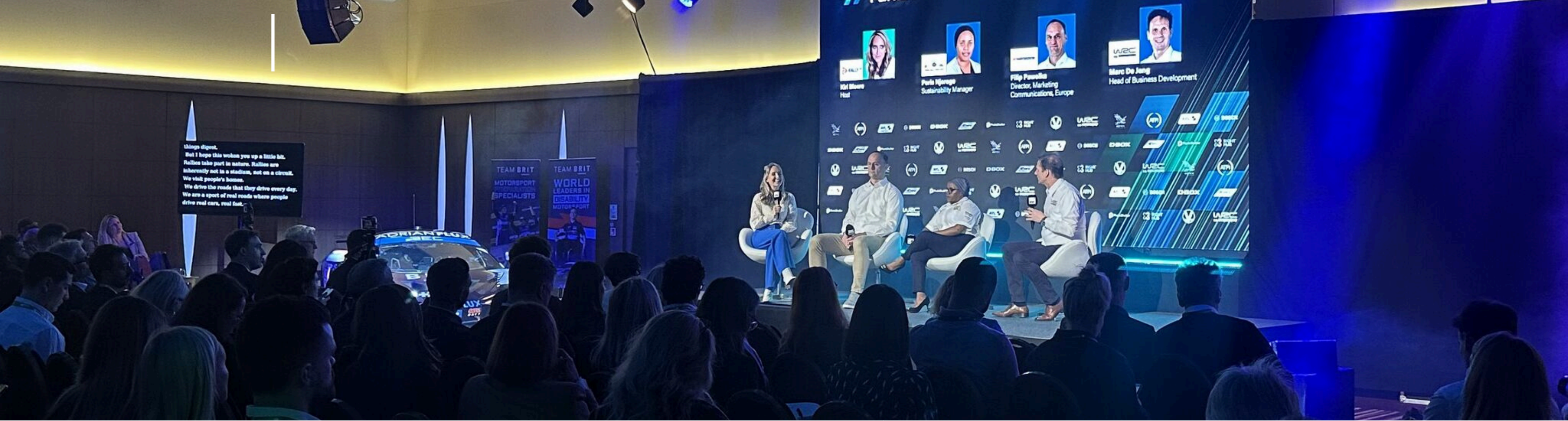


BLACKBOOK  
MOTORSPORT

# BLACKBOOK MOTORSPORT FORUM







# THE OUTCOME

Hire Frequencies delivered a seamless AV production for the BlackBook Motorsport Forum 2025 ensuring an engaging experience for the 500 motorsport industry professionals in attendance. From crisp audio to dynamic visuals, every element was executed flawlessly, contributing to the event's success. The client was thrilled with the results, praising the smooth execution and high production standards that elevated the forum to new heights.



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# REACH OUT TO US FOR ANY QUESTIONS.



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## SOCIAL MEDIA

[https://www.instagram.com/hire\\_frequencies/followers/](https://www.instagram.com/hire_frequencies/followers/)



## CALL US

07727802150

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