

Downtown Liverpool In Business

DLIB

24/7 Event Attracts TV Attention 28th April 2004

An event being staged by Downtown Liverpool in Business today (Thursday 29th April) is set to be featured on a new television station.

'24 Hour Party City', a seminar sponsored by the North West Development Agency and hosted at the city centre venue Racquet Club, will be covered by new music channel M-Channel, which will be launched in May, and focus on the business and education aspects of the music industry.

The seminar has attracted over 100 delegates, and will feature contributions from Granada TV presenter Anthony Wilson, James Barton of Cream, Lord Ton McNally from Weber Shandwick and Juice FM managing Director Clive Dickens.

DLIB Chairman Frank McKenna said:

"The seminar will explore the ideas that will deliver a 24/7 economy to Liverpool, and identify the barriers that must be overcome if the 24 hour City vision is to become a reality. The views from our keynote speakers and delegates will be recorded by the University of Liverpool's Business Management School, and a report of the day produced to inform the city's policy and decision makers.

"Property, both residential and commercial, and lifestyle industry's will be a major focus of our discussion, and we are delighted with the positive response we have had to the event."

Ends

For further information contact Frank McKenna Tel. 0151 227 1633