

AUSTIN

BIRMINGHAM

COURT

CASE STUDY



## MOTOR DESIGN LIMITED - MOTOR-CAD EUROPEAN USER CONFERENCE

DATE 18 - 20 February 2020

EVENT SPACE	CAPACITY
Telford Room	50
Kingston Theatre	150
Waterside Room	150
Faraday Room	30
Boulton Room	32

*"We have enjoyed working with the IET Birmingham: Austin Court for two of our Community Events in the past. The team are very friendly and always on hand to help. The venue space and location are fantastic. We are looking forward to continuing to work with the IET in the future."*

## ABOUT

This is the 2nd year the Motor Design Limited (MDL) European User Conference was held at IET Birmingham: Austin Court.

Over 100 engineers and researchers attended the three day event to learn about technological developments, share best practice and discuss the challenges and approaches.

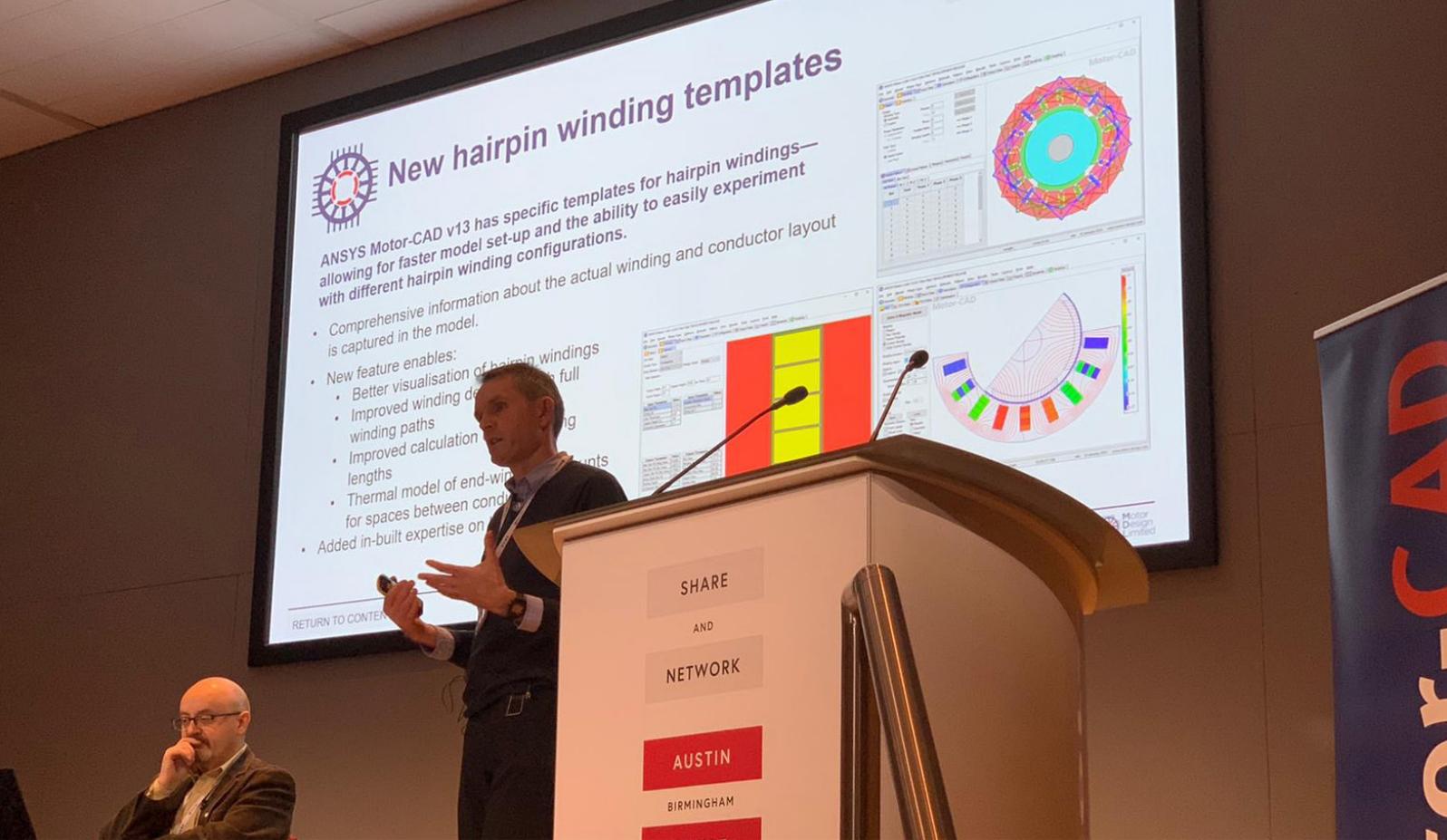
During the conference MDL launched version 13 of their Motor-CAD software and ran an advanced workshop. There were also presentations from the likes of Jaguar Land Rover, Schaeffler, Rolls-Royce and Volvo Trucks, showing how the software is used.

## HIGHLIGHTS

The venue was utilised to its fullest, with a jam-packed timetable, including catering options and using a variety of rooms for multiple purposes such as workshops, break out round tables and the main presentation.

The screens in the venue were used to display the agenda so all delegates were able to easily see the events timetable.

To find out more visit:  
[IETVENUES.CO.UK/AUSTINCOURT](http://IETVENUES.CO.UK/AUSTINCOURT)



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## WHY IET BIRMINGHAM: AUSTIN COURT?

Being geographically central in the UK made it really accessible for those traveling from all over. It's very convenient how close the venue is to the main train station and the proximity to the airport made it easy for our overseas visitors. Very few people drove because of the accessibility of the venue.

The size and layout of the theatre was ideal for the event, the capacity was just right, the seats were very comfortable and all equipped with a power supply, which was important for many of our attendees.

The AV technology in the theatre and the other rooms are of very good quality and helped our event run very smoothly.

The added Engineering & Technology theme throughout the venue is also very in keeping with our company and what we have to offer. The option to be able to hire smaller rooms for breakout sessions, workshops and meetings was also ideal for our event.

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