

Bringing Innovative Technology to the 2018 BMW PGA Championship



EVENT: 2018 BMW PGA Championship
LOCATION: UK

DATE: May 2018

For many years, CT have played a huge part in bringing the BMW PGA Championship to life. The 2018 event took place 24th - 27th May 2018 at Wentworth Golf Club and was a huge success.

The highly regarded event is not only renowned for its golfing tournament, but also for being a festival of entertainment for the entire family to enjoy. Of course, with any event of this scale, it is important that the spectators are comfortable and able to enjoy the main attraction with ease and CT work hard to ensure the very best technology is in place to exceed all expectations. As visitors walked around the immaculate grounds, they will have seen eight large LED screens, including a ROE MC5 at the first tee and a ROE MC7 at the 18th hole. There were 100 televisions displaying the tournament live feeds including: scoring, player information and stats, social media, and sponsored advertising. The large LED screens were strategically placed to offer all spectators an excellent view, whether that be from the grandstands and bars or hospitality and lounge areas. Something new for 2017 which has been enhanced this year is the first tee entertainment – the host, Martin Bayfield,

created a fun and light-hearted atmosphere with games and competitions in between groups teeing off, with live cameras used to relay the footage onto the LED screen for full crowd interaction.

Additional entertainment that took place over the four days included on-stage Q&A sessions with sports commentator Andrew Cotter, putting players and celebrities through their paces! As well as some incredible musical evening entertainment from Scottish rock band Simple Minds and London band Rudimental. Live cameras were used to give everyone a front row view and all the Show Stage entertainment was extremely well-received. Ahead of the golfing tournament there was a charity gala dinner held on Tuesday evening, raising over £350,000 for the European Tour Foundation and Diabetes UK. Celebrities and sports stars alike gathered at Wentworth Golf Club for a night of entertainment and generosity – with CT on hand to provide cameras and production as well as video relay as host and rock star, Mike Rutherford, interviewed attendees throughout the evening.