



Fira Barcelona

Plenary

Production Solutions

Scalable, integrated plenary environments

Who we are?

End-to-end plenary solutions at Fira Barcelona

One integrated model to design, build and operate your plenary — without friction



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From efficient congress plenaries to flagship global summits, we deliver production-ready environments tailored to your objectives.

We combine:

- Structural infrastructure of the space
- Integrated technical production
- Operational expertise
- Scalable hall configurations
- Into one coordinated delivery model

The team that combines venue, production and operations into one seamless delivery.

Why produce with Fira?

One integrated environment. One production ecosystem.



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Producing your plenary directly with Fira means:

Alignment between space and technical design

Immediate validation of rigging and safety

Optimised load-in and logistics

Faster decision-making

Reduced production risk

**No one understands this space better than we do.
Less coordination. Faster decisions. Lower risk.**

Proven at Scale

Built on Experience. Delivered with Control.



Proven in complex, large-scale plenary environments at Fira Barcelona

Large-Scale Delivery

Plenary environments delivered for international congresses and global summits, scaling up to 7,000 delegates.

Complexity Management

Multi-layer production, technical integration and logistics managed within one unified framework.

Venue Intelligence

Direct knowledge of the space enables immediate decision-making and eliminates uncertainty.

Faster execution, fewer risks and total alignment.

Our Plenary Series

Structured for Scale. Designed for Impact.



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Pre-engineered formats to accelerate planning and reduce production risk

We have formalised our large-scale capability into five scalable production series

- The Congress Series — 2,400 Delegates
- The Assembly Series — 2,500 Delegates
- The Convention Series — 3,500 Delegates
- The World Forum Platform — Up to 7,000 Delegates

Each delivered through a unified production framework embedded within Fira Barcelona

What is included?

One accountable structure. Fully integrated delivery.

A complete production scope designed to ensure control, efficiency and seamless execution



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Every series includes:

Concept & Design

Production planning, stage architecture, branding integration.

Technical Systems

Sound, lighting, screens, rigging and technical engineering

Stage & Spatial Definition

Stage construction, scenography and structural elements

Infrastructure & Logistics

Power, connectivity, transport, installation and routing

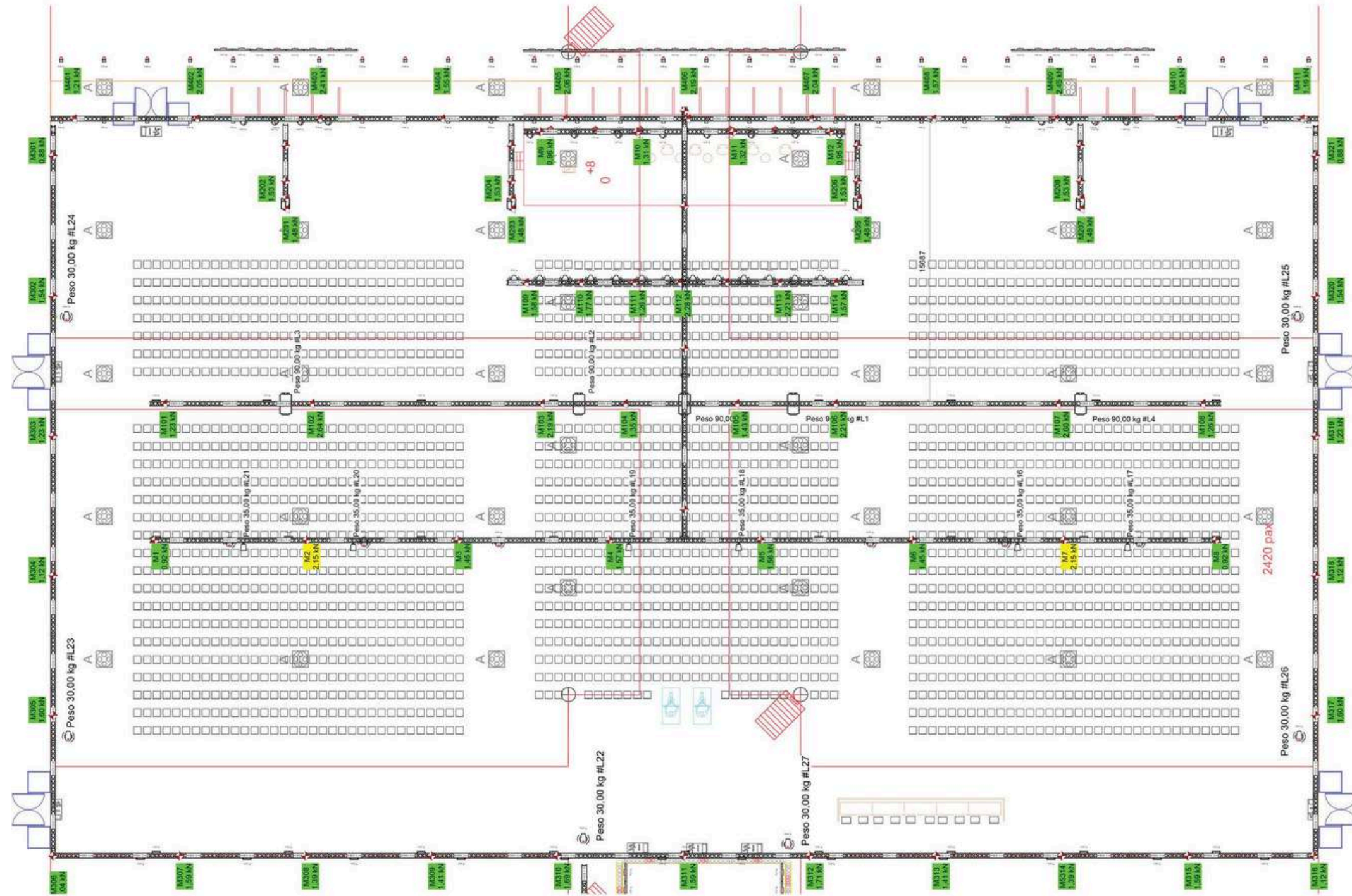
Operational Delivery

Technical teams, coordination and on-site execution

Everything delivered within one integrated operational framework

The Assembly Series (2,400 pax)

Elevated International Plenary



RECOMMENDED HALL: 6

Designed for global associations requiring enhanced stage presence and audience immersion without over-scaling production.

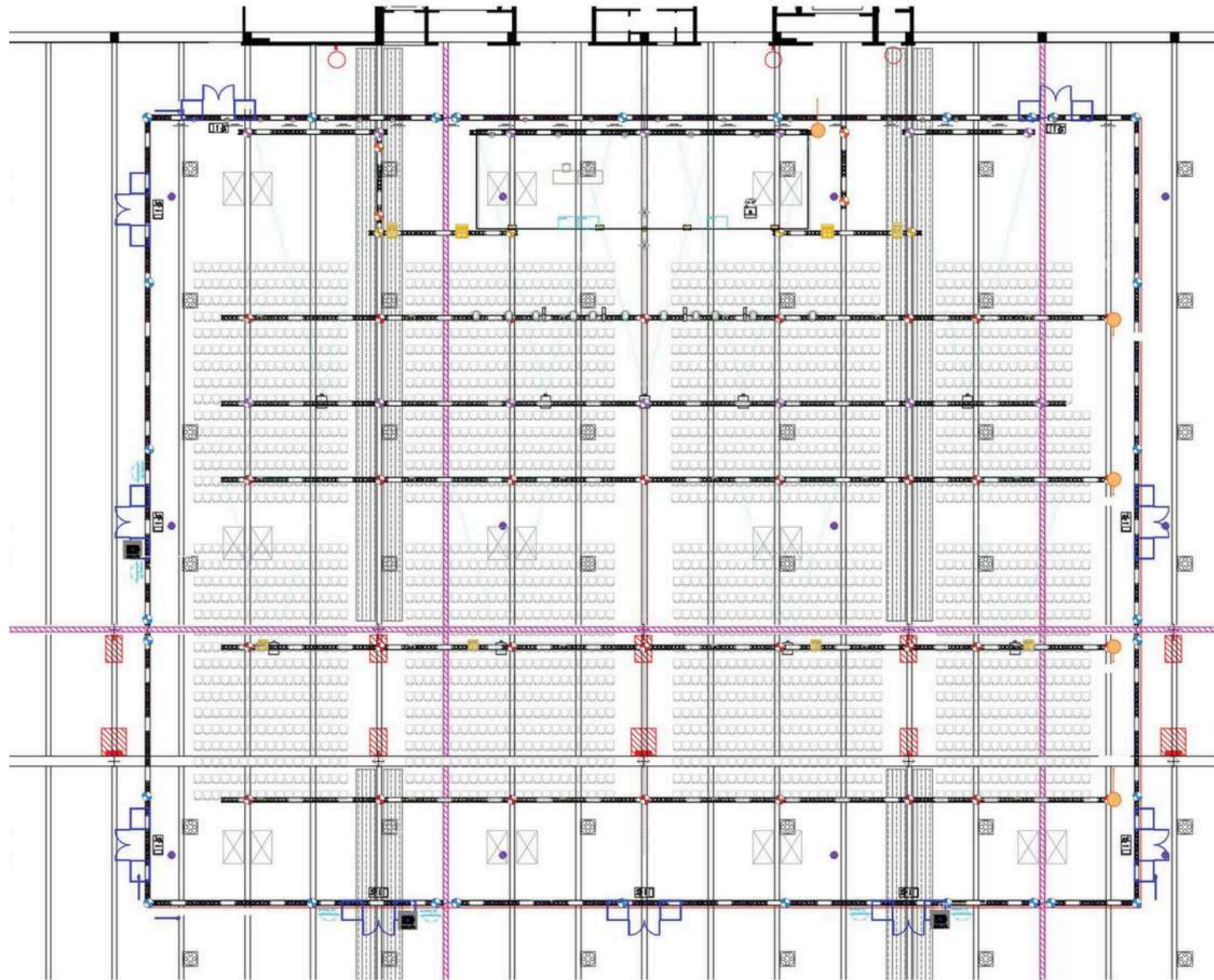
Balanced, flexible and visually strong.

The Convention Series (2,500 pax)

Leadership & Corporate Forums



RECOMMENDED HALL: 6

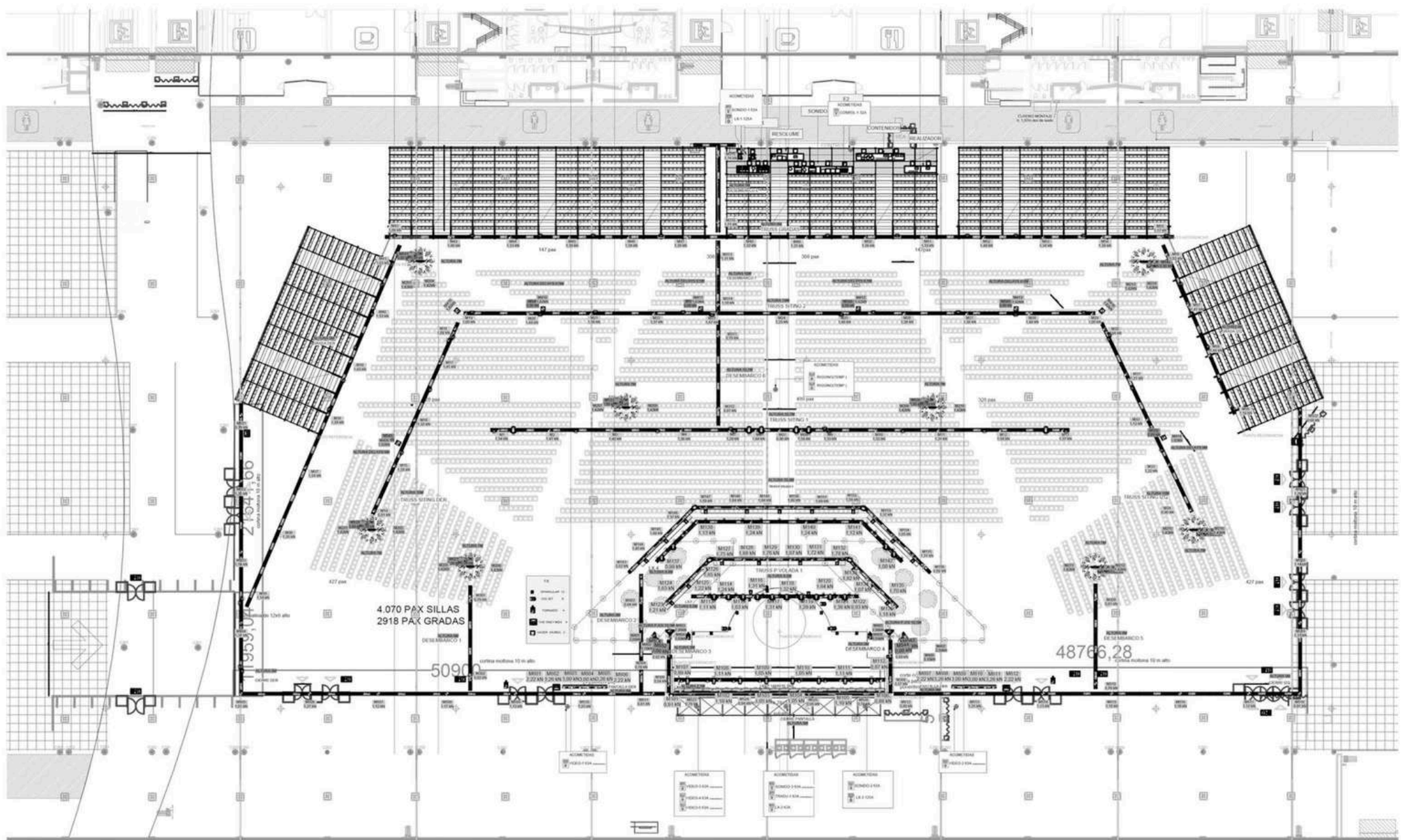


Greater spatial depth enables:

- Expanded stage architecture
- Enhanced lighting design
- Stronger scenographic impact

The World Forum Platform (Up to 7,000 pax)

Fully Custom, Fully Scalable



RECOMMENDED HALLS: 6



For organisers seeking:

- Bespoke stage architecture
- Multi-screen immersive concepts
- Hybrid broadcast integration
- Multi-stage configurations

This is where scale meets creative freedom.



Illustrative References

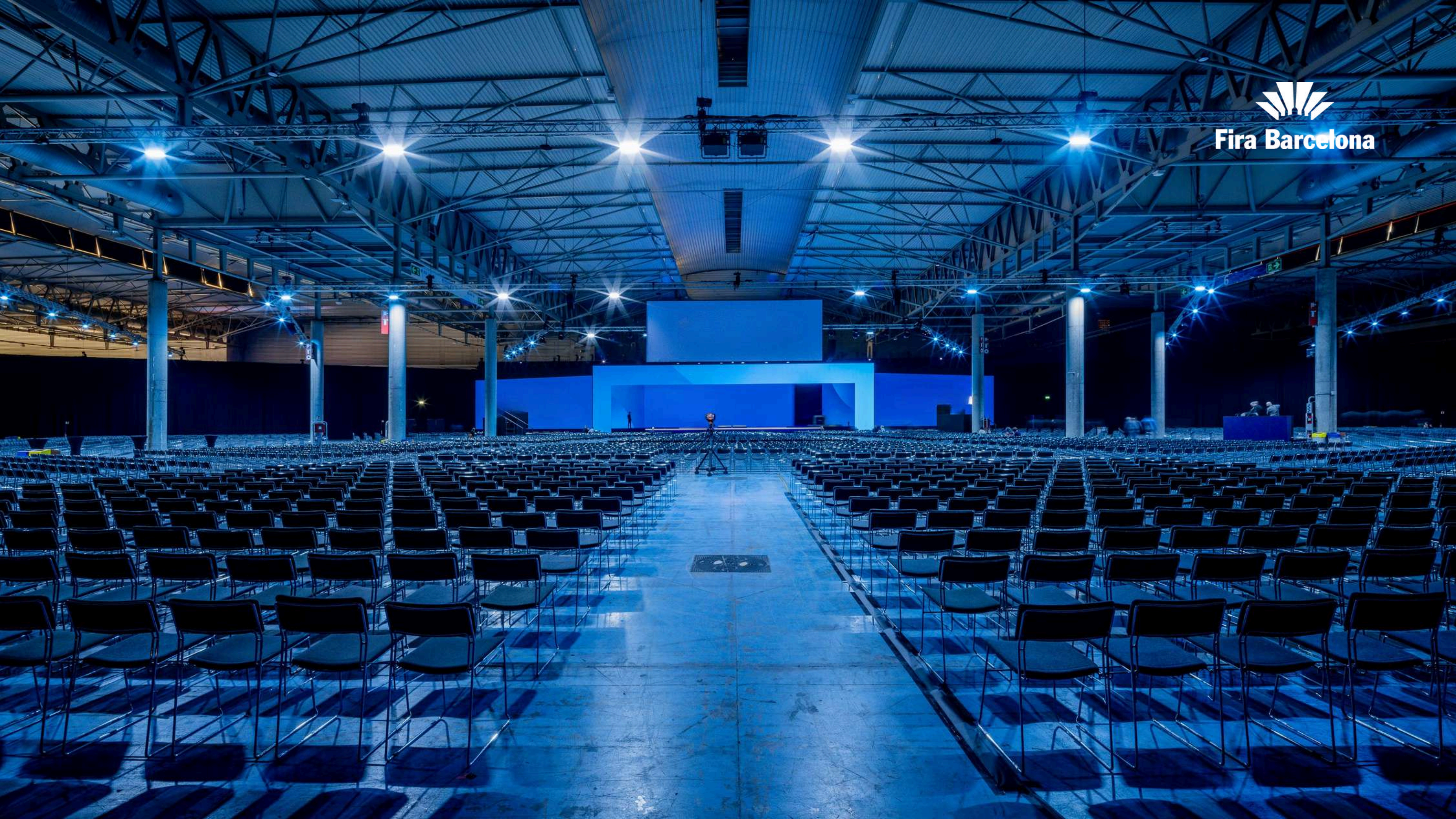
Visuals are illustrative examples of potential configurations.





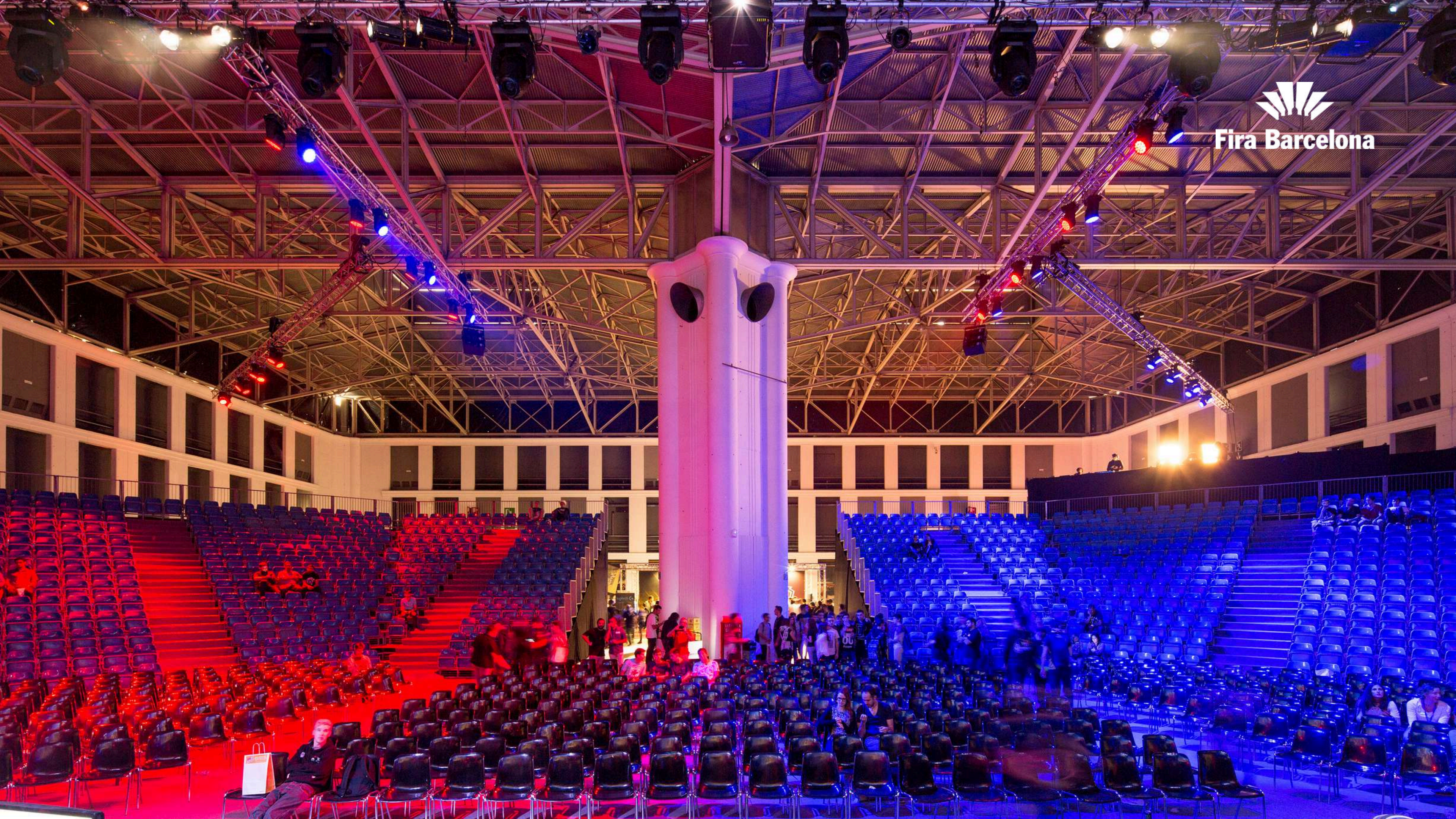


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Designed for Impact. Delivered with Control
Let's design your next plenary.



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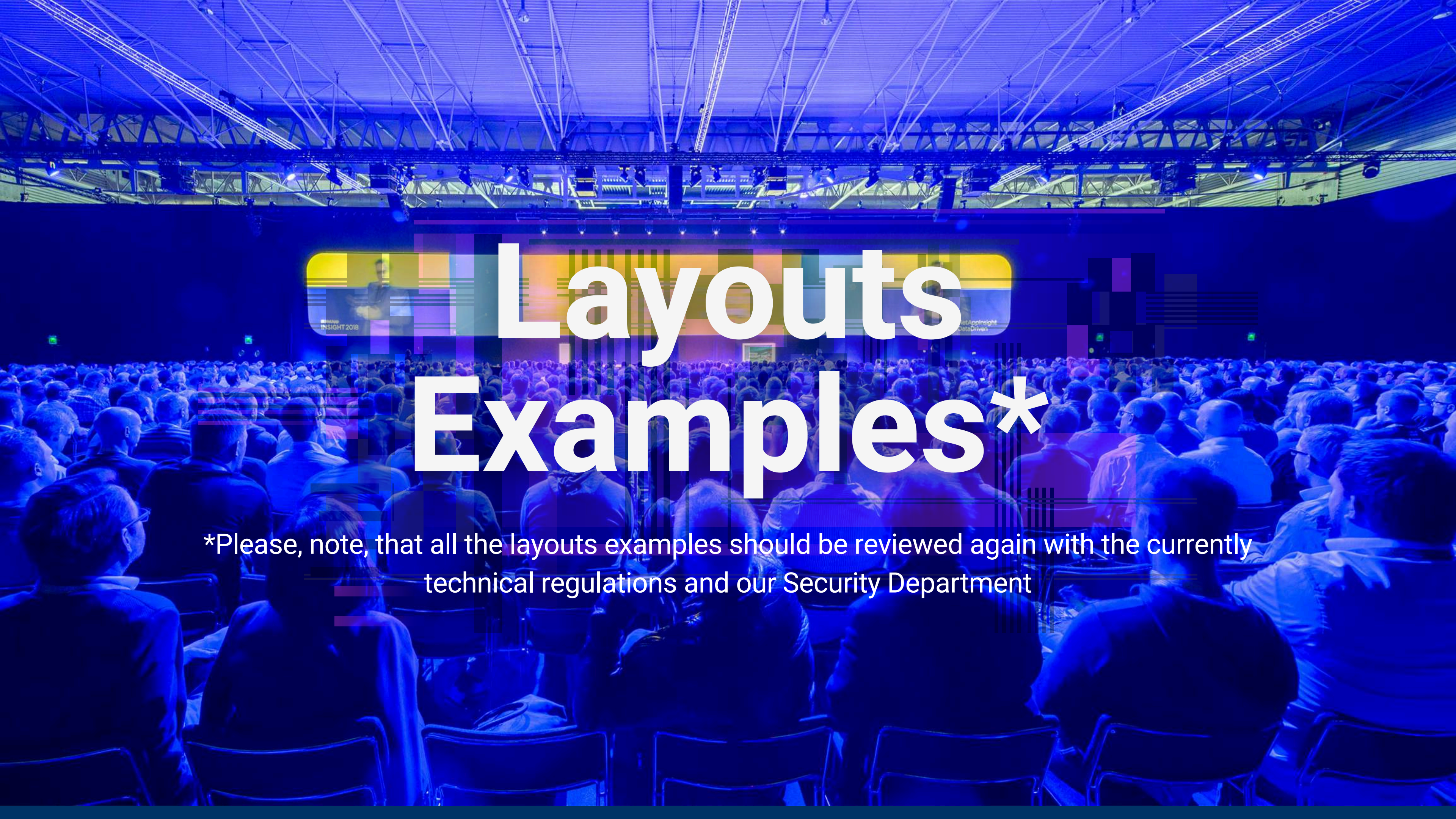
For more info:



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Layouts Examples*

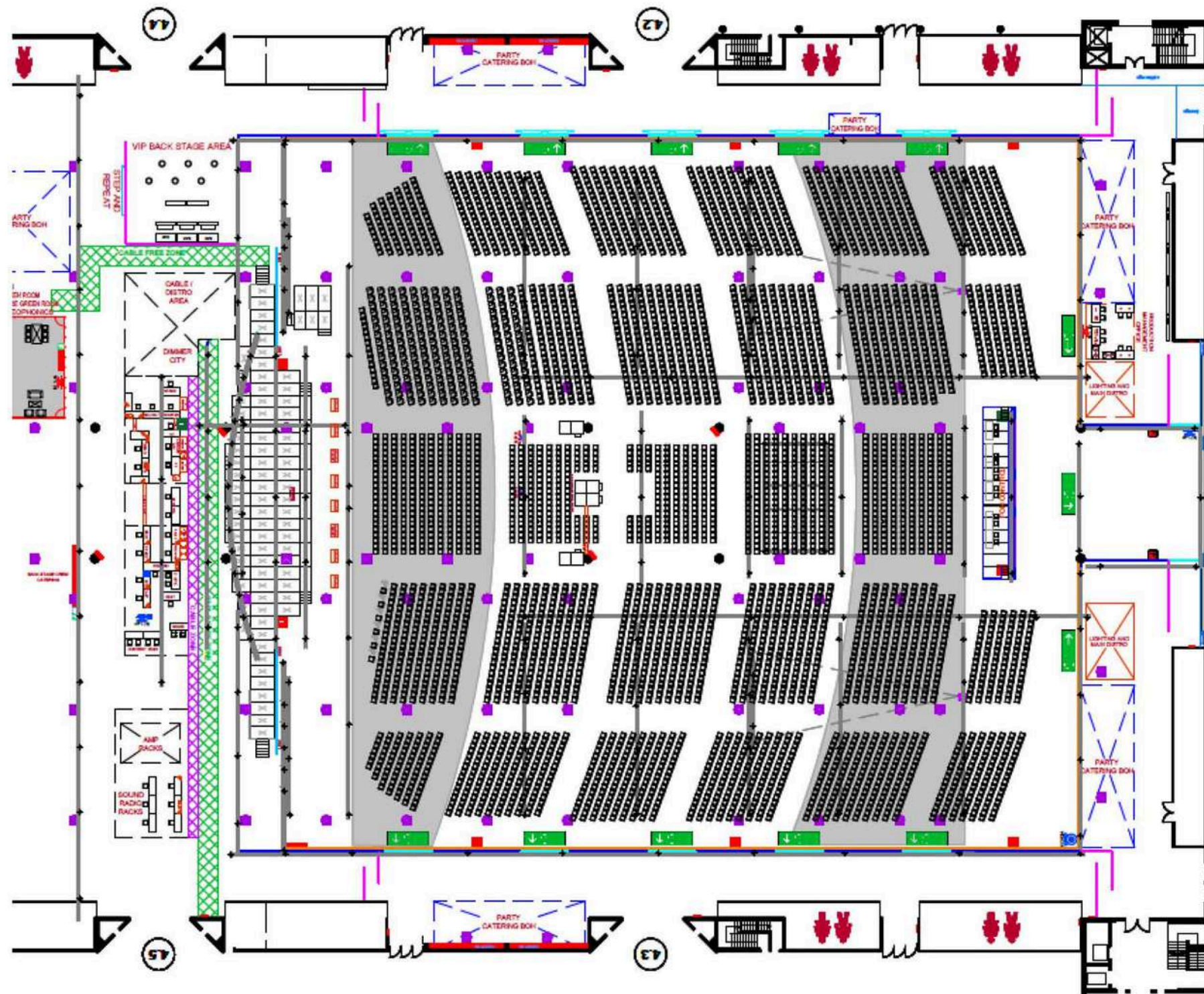
*Please, note, that all the layouts examples should be reviewed again with the currently technical regulations and our Security Department

THE GLOBAL FORUM (5,000 pax)

Balanced scale. Full control.



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RECOMMENDED HALL: 4

Ideal for:

- International congresses
- Corporate conventions
- Scalable plenaries

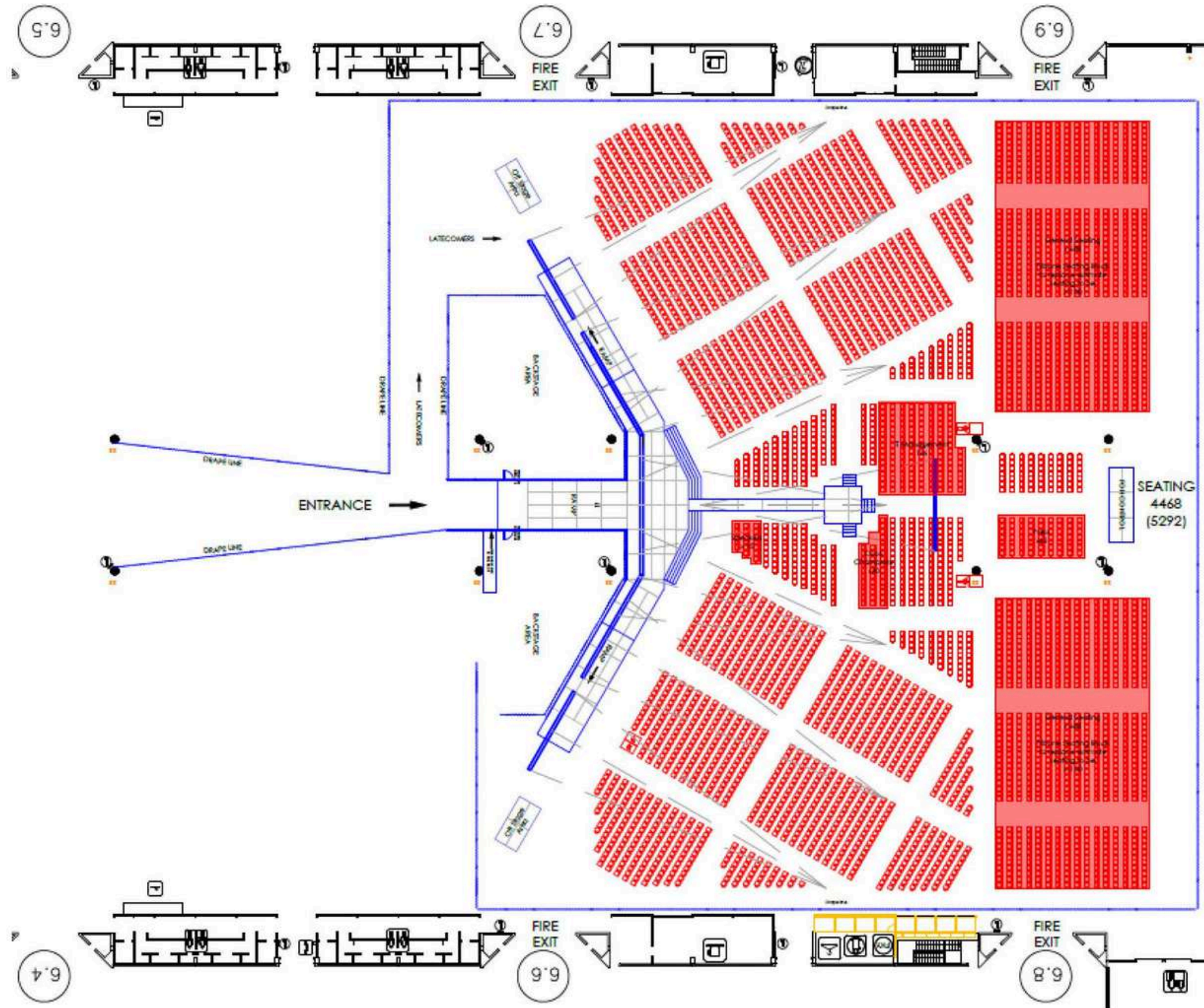
A versatile configuration that combines capacity, visibility and operational efficiency.

THE IMMERSIVE FORUM (5.300 pax)

Designed for high-impact experiences



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RECOMMENDED HALL: 6

Ideal for:

- Tech events
- Product launches
- Brand-driven plenaries

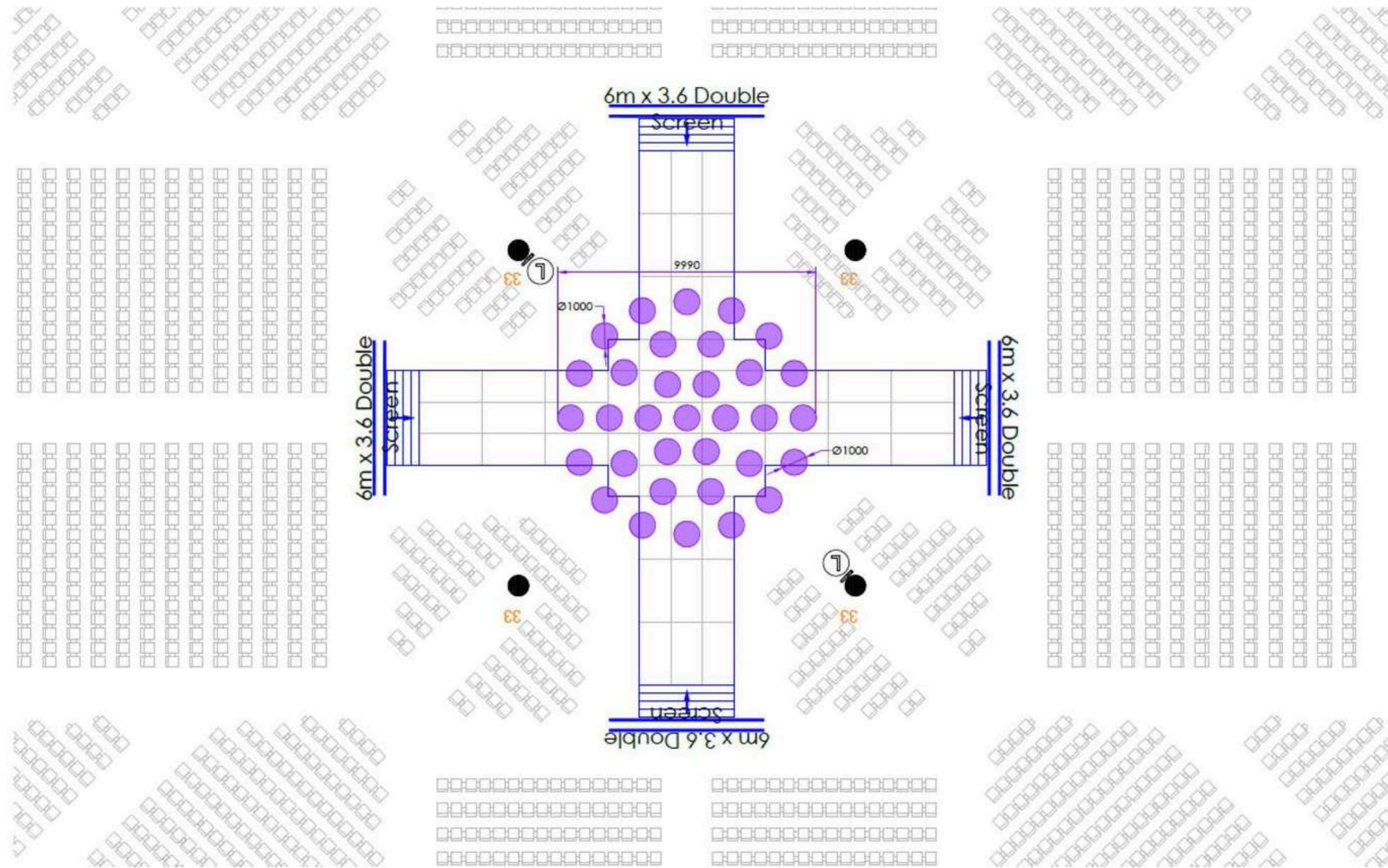
Optimised for immersive environments with strong visual storytelling and audience engagement.

THE CENTRAL STAGE (5,846 pax)

Engagement at the core



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RECOMMENDED HALL: 6

Ideal for:

- Leadership summits
- Keynote-driven events
- Strategic sessions

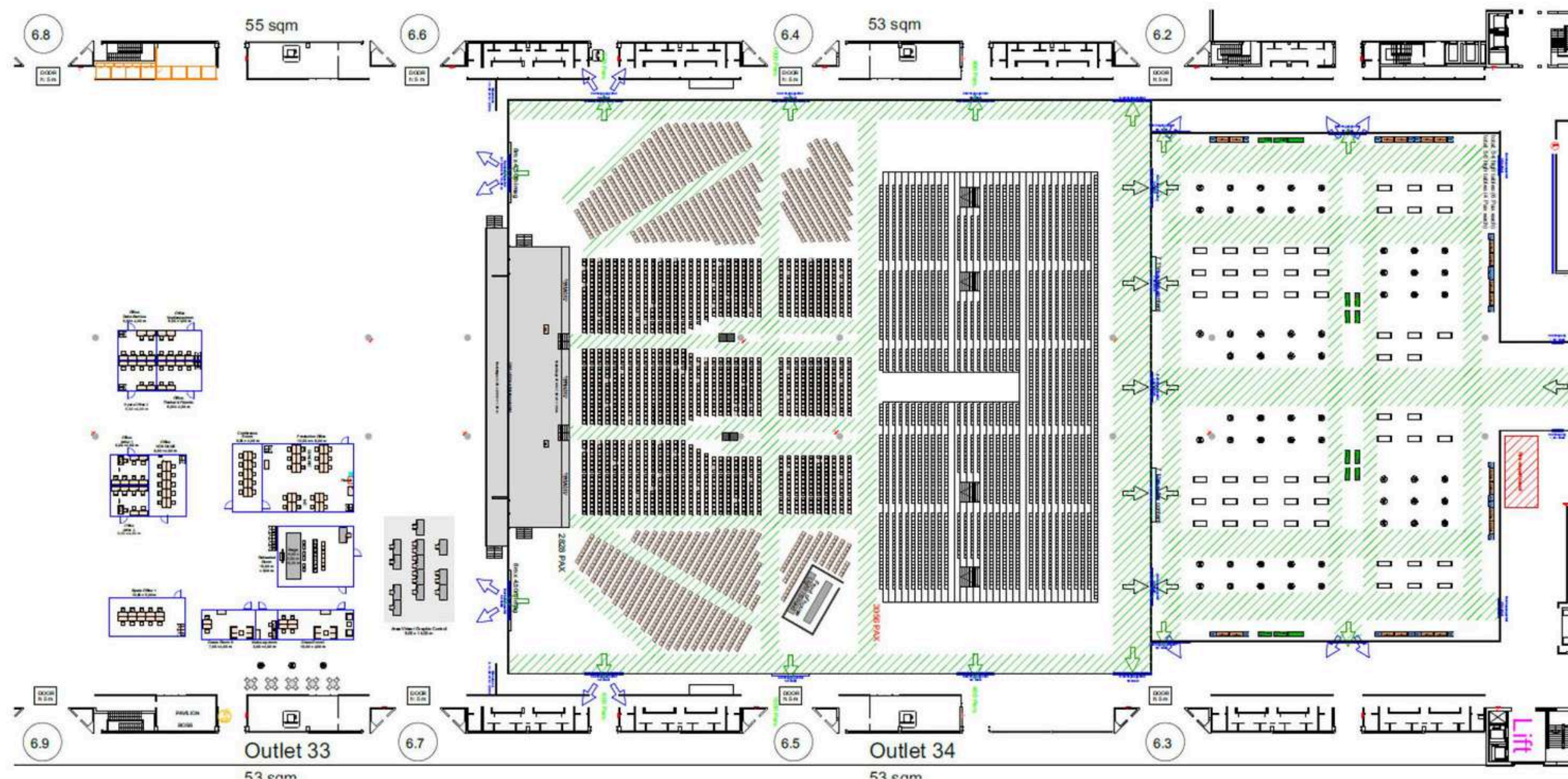
A centralised layout that enhances proximity, visibility and audience connection from every angle.

THE MULTI-ZONE FORUM (5,884 pax)

More space. More flexibility.



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RECOMMENDED HALL: 6

Ideal for:

- Complex congresses
- Multi-purpose events
- Extended experiences

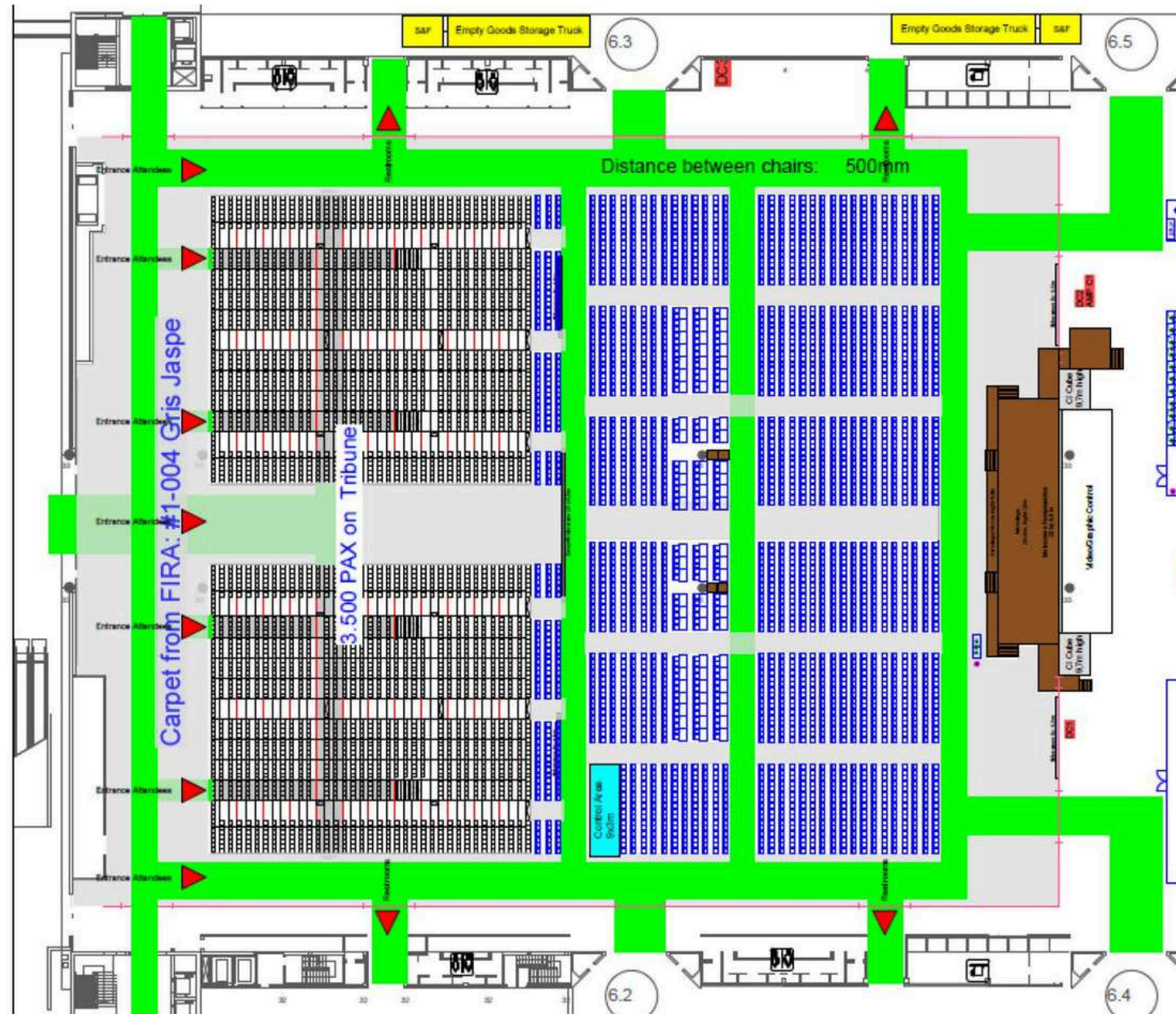
A configuration that integrates plenary, networking and auxiliary areas within one unified environment.

THE BROADCAST PLATFORM (6,380 pax)

Built for hybrid scale.



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RECOMMENDED HALL: 6

Ideal for:

- Hybrid events
- Global broadcasts
- Content-driven formats

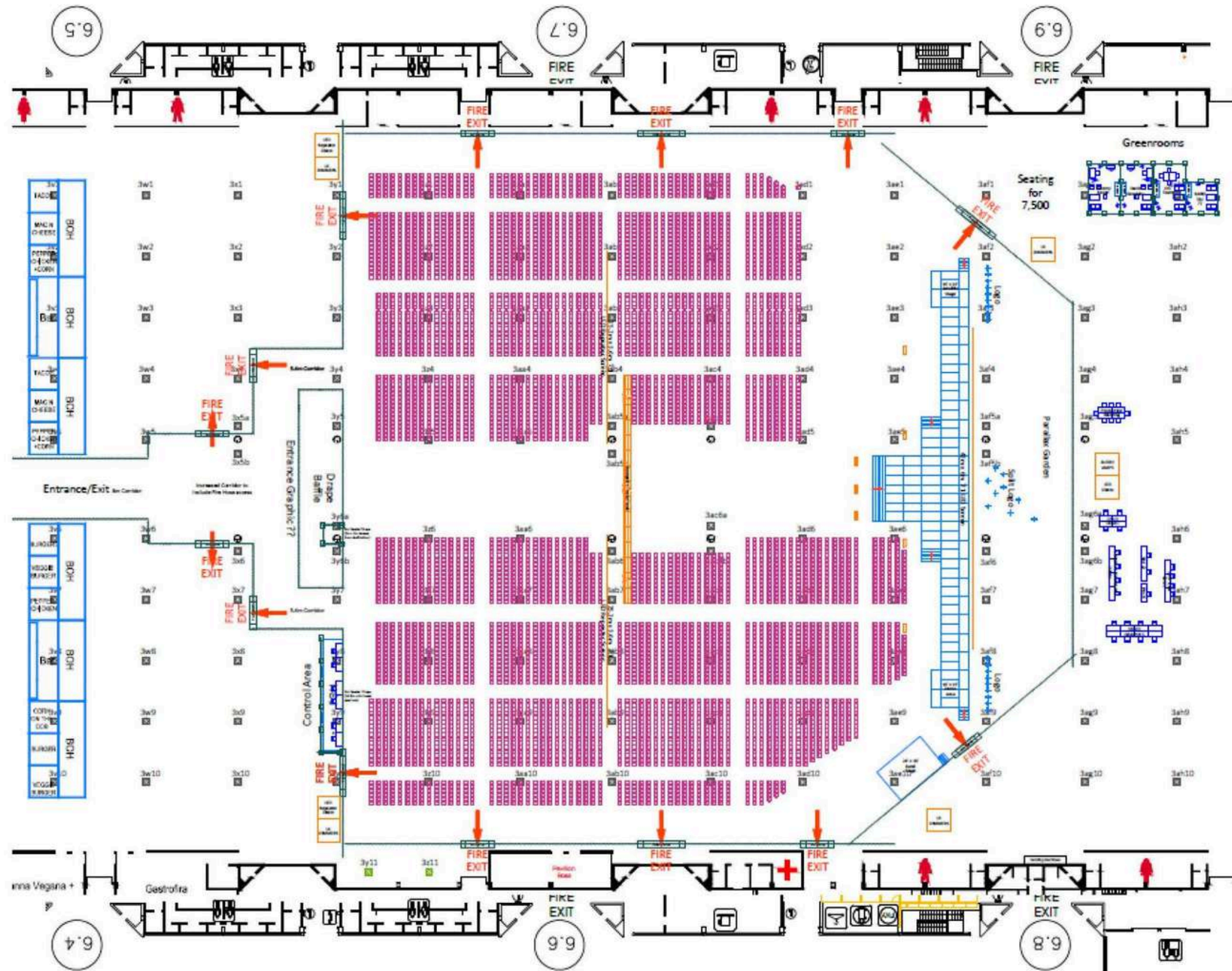
A layout designed to support live streaming, media production and global content distribution.

THE GRAND ARENA (7,500 pax)

Maximum scale. Maximum impact.



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RECOMMENDED HALL: 6

Ideal for:

- Flagship events
- Opening ceremonies
- Large-scale keynotes

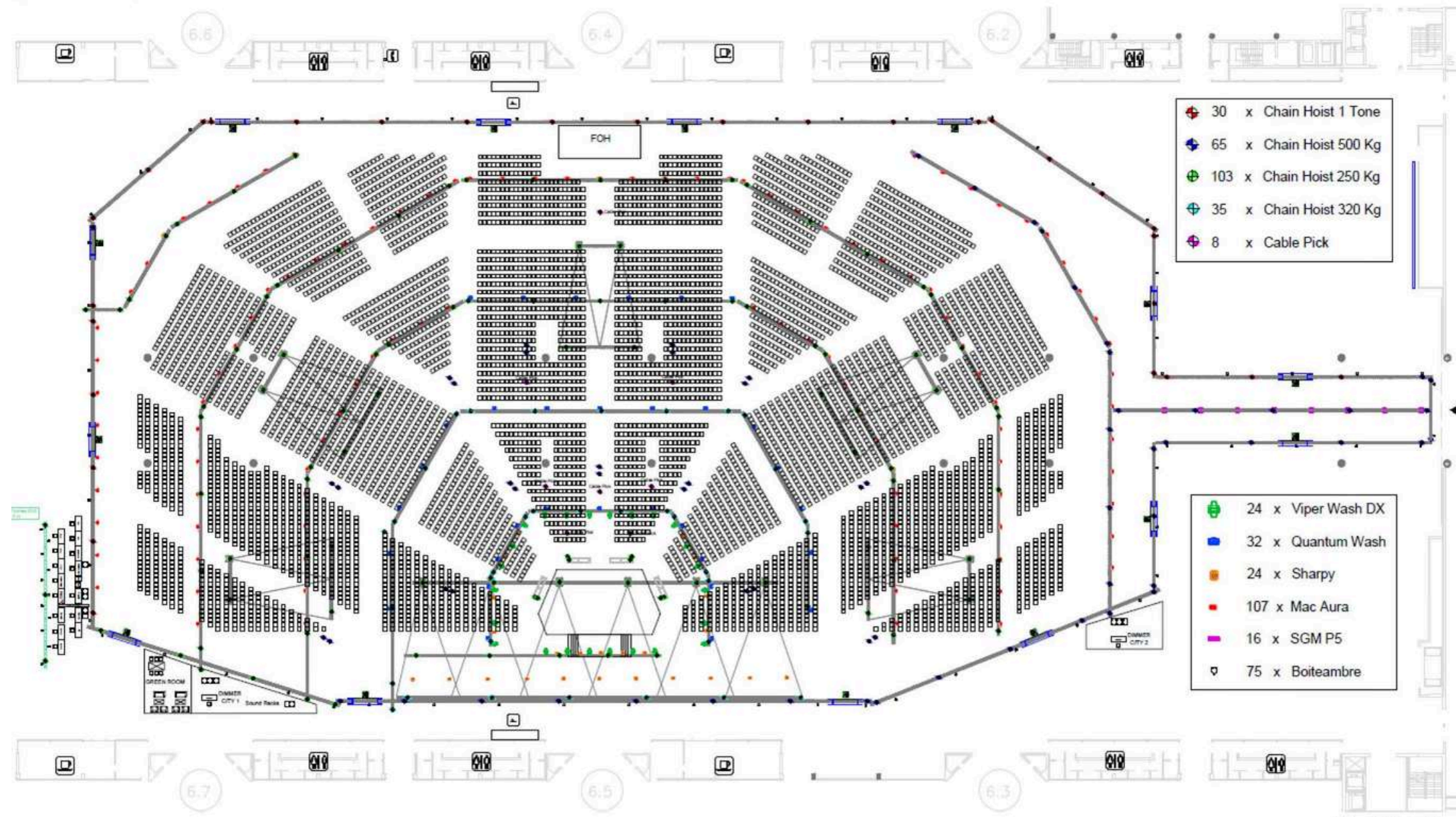
A high-capacity configuration built for large audiences and high-energy plenary experiences.

THE WORLD STAGE (7,000 pax)

Global visibility. Total presence.



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RECOMMENDED HALL: 6



Ideal for:

- Global summits
- High-impact presentations
- Industry milestones

A format designed for powerful stage presence and strong audience connection at scale.

THE MEGA FORUM (10,000 pax)

Unmatched scale. Full operational control.



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RECOMMENDED HALL: 4

Ideal for:

- World congresses ·
- Large-scale conventions ·
- Landmark events

The largest configuration, designed for maximum attendance without compromising execution or experience.