

The 2012 Plan

Tracy Halliwell and Mark Howell . Visit London

WORLD'S LARGEST EVENT

- “ London Hosted 1908 and 1948**
- “ 12 London Olympic Venues**
- “ 600 Events over 17 days across 18 venues**
- “ 205 Nations Competing**
- “ Over 15,000 Athletes**
- “ 20,000 press/media**
- “ 26 International Sporting Federations**

WORLD'S LARGEST EVENT

- ” 10 million tickets – Olympics and Paralympics**
- ” 16 Top and LOCOG sponsors**
- ” 6,000 Coaches and Officials**
- ” 4.7 billion global TV audience**
- ” Numerous Live Sites**

DATE SET IN STONE

Olympic Games 27th July – 12th August 2012

**Paralympic Games 29th August – 9th September
2012**

505 Days to Go

- 
- ” **Olympic Park**
 - ” **LOCOG**
 - ” **City Operations Group**
 - ” **LMC**
 - ” **Hospitality**
 - ” **Transport**
 - ” **Infrastructure**

EVENTS & ENTERTAINMENT

- “ 3 Official City Live Sites**
- “ Cultural programme**
- “ Look & Feel**
- “ Borough Activities**
- “ Big Moments**
- “ LECC**

IMPACTS FOR YOUR BUSINESS

- “ Booking Venues and Accommodation**
- “ Planning your Programmes**
- “ Transport – Getting Around**
- “ Pricing**
- “ Ticketing**