



The Concerto Group

integrated event solutions

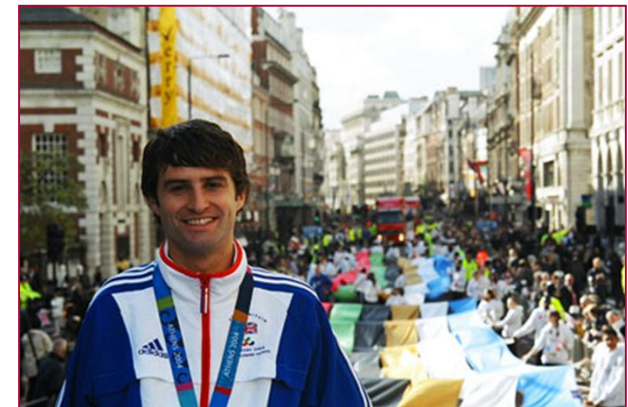
Mike Kershaw
Chairman

LONDON 2012
OVERCOMING HURDLES



BACKGROUND

- “ **The Olympic ‘Family’**
- “ **Jon Tibbs and Severine Hubert**
- “ **Giles Long MBE**



OFFICIAL HOSPITALITY – WHO’S WHO?

- 1. Thomas Cook – Games Breaks**
 - ” One night, ticket and 2* hotel
 - ” 5 Star luxury breaks

- 2. Prestige Ticketing – On Site Hospitality**
 - ” On site hospitality packages
 - ” Boxes at NGA

- 3. Jet Set Sports**
 - ” Fully inclusive packages
 - ” Travel, tickets, accommodation (min 2 nights)

- 4. Official ATR’s, NOC’s all able to sell Games Travel Packages**

THE CLIENTS

The 'Olympic Family'

- " 205 NOCs
- " 18 Official Sponsors
- " 26 Federations
- " Sponsors of Federations
- " Media (accredited and unaccredited)
- " OCOGs and bidding Cities

Other

- " UK Corporate
- " Private individuals
- " General public (Fans)

THE SPONSORS

Worldwise Sponsors Involved with IOC

- " Acer
- " Atos Origin
- " Coca Cola
- " Proctor & Gamble
- " Dow
- " GE
- " MacDonald's
- " Panasonic
- " Samsung
- " Omega
- " Visa

Official LOCOG Partners

- " Adidas
- " BMW
- " BT
- " Lloyds
- " British Airways
- " BP

Official LOCOG Supporters

- " Adecco
- " Arcelor
- " Mital
- " Cadbury
- " Cisco
- " Deloitte
- " Thomas Cook
- " UPS

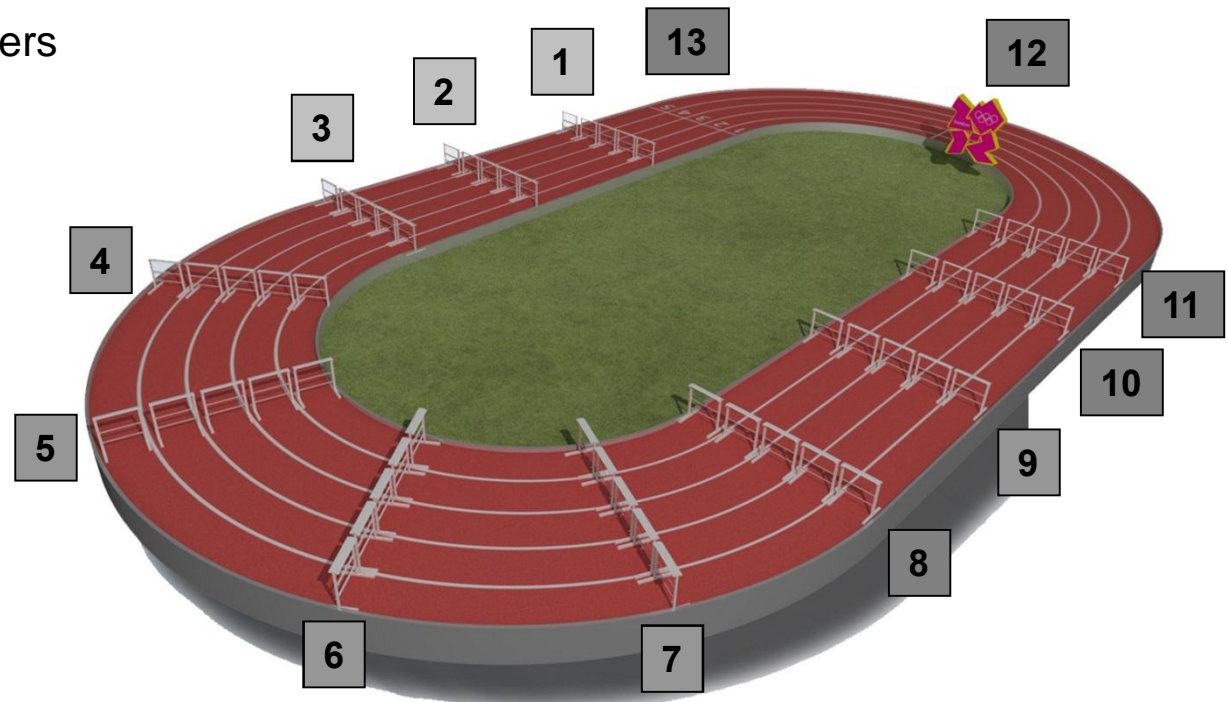
THE SPONSORS

Official Suppliers and Providers

- " Aggreko
- " Airwave
- " Atkins
- " CBS Outdoor
- " Crystal CG
- " Eurostar
- " Freshfields Bruckhaus Deringer LLP
- " The Boston Consulting Group
- " GlaxoSmithKline
- " Gymnova
- " Holiday Inn
- " John Lewis
- " McCann Worldgroup
- " The Nielsen Company
- " Heineken UK
- " Mondo
- " Next
- " Technogym
- " Ticketmaster
- " Trident
- " Populous

OVERCOMING HURDLES

1. Cultural issues
2. Explaining the geography
3. Accommodation
4. Licensing / legal matters
5. Managing the media
6. Security
7. Transport
8. Price / VAT
9. Catering
10. Staffing
11. Health and safety
12. Post Games parties
13. Project evaluation



Q&A