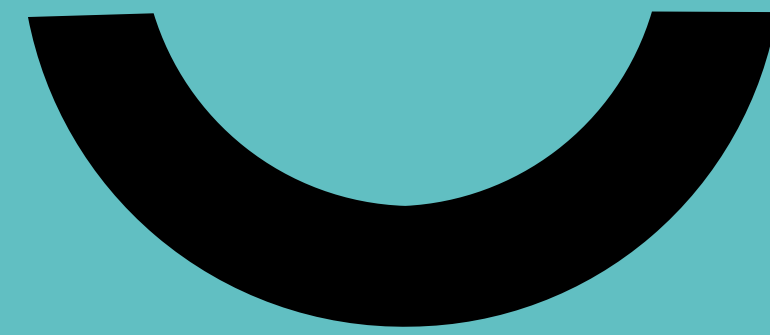




TAILORED SOLUTIONS FOR
OUTSTANDING MAJOR EVENT
OPERATIONS DELIVERY



COMPANY
SERVICES



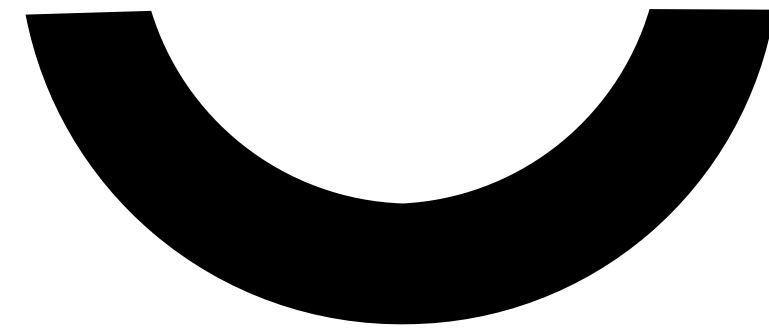
WE CAN HELP YOU DELIVER THE
EVENT TO **SATISFY THE NEEDS OF:**

THE ORGANISER

— WE TURN ISSUES AND CHALLENGES INTO FEASIBLE TASKS
AND PROVIDE EFFECTIVE SOLUTIONS

ALL CLIENT GROUPS

— WE DELIVER SERVICES THAT WILL ENHANCE THEIR
EXPERIENCE OF THE EVENT CONTENT

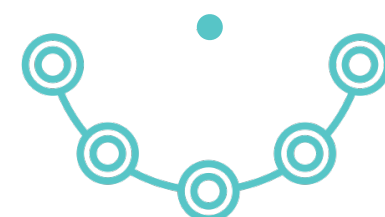


SERVICES STRUCTURE



PROJECT MANAGEMENT OFFICE

Result-driven project management system



SPECTATOR SERVICES

Development of the spectator's comfortable stay concept



OPERATIONAL READINESS

Team training and infrastructure testing



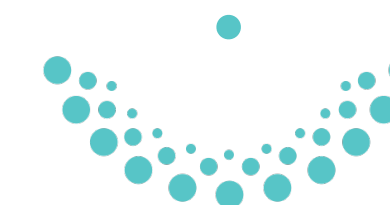
INFORMATIONAL PROMOTION

Creating an attractive image of the event to increase attendance



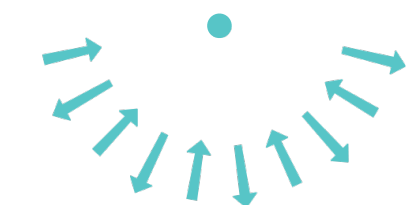
MANAGEMENT SYSTEM

Setting up a coordination center and unified communications system



CROWD MANAGEMENT

Organising controlled and safe flows of spectators at the event



OPERATIONS MANAGEMENT

Organisation of services

- Security
- Transport
- Accreditation
- Event services

PLANNING

TESTING

PROMOTION

MANAGEMENT

PROJECT MANAGEMENT OFFICE

PLANNING

Result-driven project management system

Structured approach from initiation phase to implementation

- Formalise the final goal and the objectives at each stage
- Develop project road map and risk register
- Identify and implement efficient project management software
- Train the team
- Oversee the project delivery
- Organise and lead in cross-functional integration
- Manage changes in the project plan to minimise negative impact
- Provide regular progress reporting and the final report
- Capture lessons learnt and set up knowledge management

Result: The event is delivered according to the plan that adapts to changing conditions

SPECTATOR SERVICES

PLANNING

Development of the spectator's comfortable stay concept

High quality service defines the high quality event

Develop services concept

Develop, implement and audit services for spectators with special needs

Organise spectator entertainment

Deliver spectator services
(lost&found, smoking areas, bicycle parkings, stroller and wheelchair storage prayer rooms)

Result: Spectators get outstanding experience through high quality services

OPERATIONAL READINESS

TESTING

Team training and infrastructure testing

Verification of processes in conditions close to real

Analyse C4i structure, existing policies and potential operational risks

Checking the feasibility of a planned response procedures

Develop training program and script

Deliver walkthroughs, tabletops, simulations and test events

Analyse the outcomes, provide readiness status report and recommendations for development of the structure and operational procedures

Result: The event team is self-confident and knows how to respond to challenges

INFORMATIONAL PROMOTION

PROMOTION

Creating an attractive image of the event to increase attendance

Increase ticket sales and event value

- Analyse the event and the communication environment
- Create the image and corporate identity of the event
- Develop a plan and design concept for promotion
- Develop and promote websites and applications
- Place ads in the media, indoor and outdoor
- Carry out promotional and cross-promotional events
- Attract sponsors, partners and bloggers

 **Result: Popular event**

MANAGEMENT SYSTEM

MANAGEMENT

Creating a coordination center and unified communications system

Effective management and prompt transmission of information

- Develop management structure and communication matrix
- Set up comprehensive daily run sheet (DRS)
- Develop contact list and call sign system
- Train staff in effective operational communication
- Implement and coordinate the Emergency Management System
- Set up communications for quick emergency response

Result: Effective operations management at the event

CROWD MANAGEMENT

MANAGEMENT

Organization of controlled and safe movement of spectators at the event

The best way for the spectator to enjoy the event

Analyse the features of the event venue

Plan routes and means for their implementation

Develop event crowd management plan

Organise staff training and infrastructure preparing

Manage on the day - monitor the implementation of the plan, solve problems

Organise specialised routes for client groups (including the Athletes Parade)

Result: Impeccable spectator flows control

SECURITY SERVICES

MANAGEMENT

Organization of a reliable security system at the event

Creating calm, keeping order

- Develop the event safety plan and have it approved by all stakeholders
- Develop security risk matrix and resolution procedures
- Develop relationships and interaction principles with the enforcement agencies
- Organise staff training and infrastructure preparing
- Coordinate security services at event-time

 The result: A safe environment maintaining the comfort of spectators and organisers

TRANSPORT SERVICES

MANAGEMENT

Organisation of the transport system at the event

Orderly and controlled traffic flow movement

- Plan the transport system
- Develop transport navigation and informational signage
- Develop accreditation and vehicle pass system
- Manage parking
- Control traffic flows during the event
- Provide specialised transport services
- Provide services “Arrivals and Departures” and “Transport Dispatch”

Result: All event stakeholders receive well-coordinated high quality transport service

ACCREDITATION

MANAGEMENT

Access rights and accreditation system

Accreditation - the main document of the event participant

- Develop event area zoning
- Develop the accreditation concept
- Organise data collection system
- Set up the accreditation centre
- Produce accreditation badges
- Accreditation issue resolution
- Collect venue attendance statistics

 Result: Each client group gets easy access to their services

EVENT FACILITY SERVICES

MANAGEMENT

Organisation of centralised services

Related services for organising an event

CLEANING

- Prepare technical requirements
- Manage at the event and control the quality of work

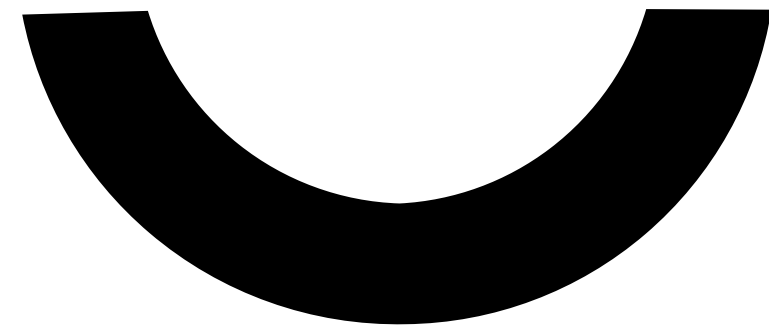
TRANSPORT LOGISTICS

- Form the main delivery schedule
- Organise the work of helpers - loaders
- Organise import-export of goods

ACCOMMODATION OF CLIENT GROUPS

- Develop accommodation concept
- Calculate the capacity and bandwidth of services
- Control the level of service

Result: Clear organisation of invisible processes

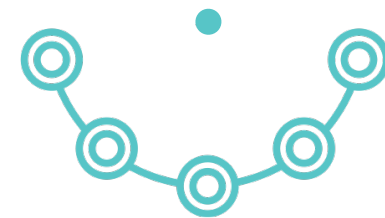


DELIVERED BY EVENTWHEEL TEAM

Our experience and skills to deliver top standard service for your event



**PROJECT
MANAGEMENT
OFFICE**



**SPECTATOR
SERVICES**



**OPERATIONAL
READINESS**



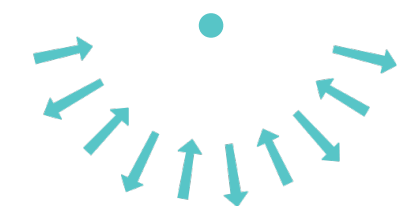
**INFORMATIONAL
PROMOTION**



**MANAGEMENT
SYSTEM**



**CROWD
MANAGEMENT**



**OPERATIONS
MANAGEMENT**

4 Mega-events	134 service points	193 exercises	21 400 000 views	59 venues	10 726 613 spectators	13 760 employees
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EVENTWHEEL EVENT PORTFOLIO

EXPERIENCE

12 years of major event operations management experience

FLEXIBILITY

We find cost-effective solutions and maintain high level of service

INTEGRATION

We become part of the Organiser's team to reach common success





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TAILORED SOLUTIONS
FOR OUTSTANDING
MAJOR EVENT DELIVERY

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THANK YOU