

# STADIUM OPERATIONS

The diagram consists of five vertical, slightly slanted rectangular panels. The first, third, and fifth panels are dark grey with a repeating pattern of faint, stylized stadium icons. The second and fourth panels are a vibrant red, also featuring the same stadium icon pattern. The panels are separated by thin white vertical lines. Each panel contains a white text label representing a different stadium operation.

**ACCREDITATION**

**TICKETING**

**HOSPITALITY**

**PARKING  
PASSES**

**UNIFORMS**

# HOSPITALITY OVERVIEW



In preparation for the World Cup, we are testing our hospitality strategy, program planning and local vendors during 2017 FIFA Confederations Cup.

- With strong local interest we have created various opportunities for purchase by ABI Russia:
  - VIP (VIP)
  - Standard (STD)
  - Standard + Hospitality (STD + HOSP)
  - Match Day Experience (MDE)
  - Ticket Only
  - Employee Ticketing
- For international guests we have worked directly with each market to customise their package requirements
- Activations at 9/16 Matches in all host cities
- Moscow is our basecamp and hub for our operations
- 269 Guests confirmed:
  - Russia – 179
  - International – 136

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# HOSPITALITY LOCAL STAFF



## Local Hosts

Responsibility: With guests throughout stay in Russia. Multilingual staff depending on groups, including Russian, Mandarin, Spanish  
Location: Moscow (M5/M15), St Petersburg (M1, M16), Kazan (all Matches) and Sochi (M14)

## Hospitality Desk Hosts

Responsibility: Guest concierge service, provide local knowledge of the surrounding local area - multilingual  
Location: Moscow (M5), St Petersburg (M16)

## Tour Guides

Responsibility: Accredited professional tour guides for activity days only  
Location: Moscow (M5), St Petersburg (M16), Kazan (M2, M9) and Sochi (M14)

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# HOSPITALITY EXTENDED STAFF



MATCH	CITY	DATES	TASK	WHO	
	Moscow	9 June	Coordinate delivery Octagon Russia – Intercontinental Hotel	Anna A	
	Moscow	10 June	Assist with deliveries /shipments for hospitality items to 3 host cities	Anna A / Max	
	Moscow	12 June		Anna A / Max	
	Moscow	26 June	Assist hospitality team (SL / SG)	Anna A	

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# HOSPITALITY SCHEDULE



	FRI 16-Jun	SAT 17-Jun	SUN 18-Jun	MON 19-Jun	TUE 20-Jun	WED 21-Jun	THU 22-Jun	FRI 23-Jun	SAT 24-Jun	SUN 25-Jun	MON 26-Jun	TUE 27-Jun	WED 28-Jun	THU 29-Jun	FRI 30-Jun	SAT 01-Jul	SUN 02-Jul	MON 03-Jul
KAZ			2 PORT v MX				8 GER v CHL		9 MX v RUS				13 SEMI 1					
		VIP x 2					STD x 2		STD x 3				STD x 2					
		MX Bud x 54							STD + HOSP x 2				STD + HOSP x 3					
			Corona x 25						Bud MX x 10			VIP x 2						
MOS			3 AFR v CHL			5 RUS v POR				12 CHL v AUS							15 3rd PLACE	
						STD x 9 MDE x12										MDE x 4		
						VIP x 14										VIP x 5		
						China x 24												
SPB		1 RUS v NZ					7 AFR v AUS		10 NZ v CHL								16 FINAL	
		STD x 4															STD x 46	
		STD + HOSP x 2															STD + HOSP x 3	
		MDE x20															VIP / E-Retail x 20	
SOC		VIP x 4																
				4 AUS v GER		6 MX v NZ				11 GER v AFR				14 SEMI 2				
													MDE x 2					
													STD x 10 STD + HOSP x 3					
													VIP x 4					

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# HOSPITALITY STANDARD WAVE ITINERARY



<b>MATCH</b>	Portugal vs Mexico
<b>DATES</b>	16-19 June, 2017
<b>CITIES</b>	Moscow / Kazan
<b>DAY 1 16 JUNE</b>	
19:15	Meet your host at the hotel lobby
19:30	Transfer to dinner Journey time is approximately 30 minutes
20:00	Dinner at Syrovaryna Dinner includes a 3 course set menus served with Bud
22:00	Transfer back to hotel Expected return to the hotel is 22:00. The rest of the evening is at your leisure
<b>DAY 2 17 JUNE</b>	
	Breakfast at leisure at the hotel Breakfast is included in your package, please state your room number to your server.
9:30	Morning Activity Please meet in the lobby 10 minutes before departure. Day walk around central Moscow that includes Red Square and Old Arbat street sightseeing
13:00	Lunch at Zu Café
14:30	Return to Hotel Chance to freshen up
15:30	Transfer to Club Bud
16:00	Opening Match Screening & Dinner at Club Bud
22:30	Transfer back to hotel
<b>DAY 3 18 JUNE</b>	
6:00	Check Out Check out of the hotel, and settle any incidentals you might have incurred during your stay Packed breakfast box will be provided to take away
6:30	Departure to the airport for your flight to Kazan Journey time is approximately 30 minutes
9:10	Your flight to Kazan SU 1190 Please be at the departure gate latest 30 minutes prior

<b>МАТЧ</b>	ПОРТУГАЛИЯ — МЕКСИКА
<b>ДАТЫ</b>	16–19 ИЮНЯ, 2017
<b>ГОРОДА</b>	МОСКВА И КАЗАНЬ
<b>ДЕНЬ 1 16 ИЮНЯ</b>	
19:15	Встреча с вашим хост в лобби отеля
19:30	Трансфер на ужин Время в пути приблизительно 30 минут.
20:00	Ужин в ресторане Сыроварня Ужин из трех блюд вместе с пивом Bud
22:00	Трансфер обратно в отель Предполагаемое время прибытия в отель 22:00. Остальная часть вечера — это свободный досуг.
<b>ДЕНЬ 2 17 ИЮНЯ</b>	
	Завтрак в отеле и свободное время Завтрак включен в ваше проживание. Пожалуйста, назовите номер вашей комнаты обслуживающему персоналу ресторана
9:30	Утренняя Программа с Bud Пожалуйста, будьте в лобби отеля за 10 минут до трансфера. Дневная прогулка по Москве с посещением Красной площади и старой улицы Арбат.
13:00	Обед в кафе Zu Café
14:30	Трансфер обратно в отель Свободное время перед просмотром матча.
15:30	Трансфер в Club Bud
16:00	Просмотр Матча Открытия Кубка Конфедераций и ужин в Club Bud
22:30	Трансфер обратно в отель
<b>ДЕНЬ 3 18 ИЮНЯ</b>	
	Выезд из отеля Пожалуйста, оставьте ключи от номера на стойке ресепшена и рассчитайтесь за любые дополнительные услуги, которыми вы пользовались во время пребывания в отеле. Упакованный завтрак с собой будет предоставлен при отъезде.
6:30	Отправление в аэропорт для вылета в Казань Время в пути приблизительно 30 минут.

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# HOSPITALITY GUEST PROFILE



		RUSSIA	INTL	TOTAL
<b>M1</b>	<b>SPB</b>	GR, Consumers, Distributors , Key Accounts		15
<b>M2</b>	<b>KZN</b>	GR x 2	Mexico Bud x 54 <ul style="list-style-type: none"> <li>Trade / Motivational programs (ABI employees)</li> </ul> Mexico Corona x 25 <ul style="list-style-type: none"> <li>Motivational programs (ABI employees)</li> </ul>	81
<b>M5</b>	<b>MOS</b>	Mancom x 20, GR x 12, Distributors x 12, Key Accounts x 11	China x 24 <ul style="list-style-type: none"> <li>Influencers / Celebrities / Trade (On / Off) clients</li> </ul>	79
<b>M8</b>	<b>KZN</b>	GR x 2		2
<b>M9</b>	<b>KZN</b>	GR x 4, Distributors x 3	Mexico Bud x 10 <ul style="list-style-type: none"> <li>Influencer / Celebrities / Promo Winners</li> </ul>	17
<b>M13</b>	<b>KZN</b>	Consumers x 4, GR x 3		7
<b>M14</b>	<b>SOC</b>	Consumers x 4, GR x 7, Key Accounts x 8		19
<b>M15</b>	<b>MOS</b>	GR x 4, Key Accounts x 5		9
<b>M16</b>	<b>SPB</b>	GR x 4, Key Accounts x 9, Consumer x 8 , Distributors x 13, Motivation x 25, On trade x 10	E-Retail x 6 <ul style="list-style-type: none"> <li>TBA</li> </ul>	74

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# HOSPITALITY ACTIVITIES



CITY	ACTIVITY	NUMBER OF PAX	DATE	TIME	FINISH
STB	Boat Tour	4	17-Jun	10:00	12:00
Kazan	Boat, DJ, BBQ &Swimming	54	17-Jun	11:00	15:30
Moscow	Walking Tour	25	17-Jun	09:30	13:00
Moscow	Bud Club	25	17-Jun	16:00	22:30
Kazan	Walking tour	2	18-Jun	09:30	11:30
Moscow	Bud Boat	24	21-Jun	09:30	12:00
Moscow	Bud Club	24	21-Jun	20:45	TBC
Moscow	Bud Boat	14	21-Jun	09:30	12:00
Moscow	Bud Club	14	21-Jun	20:45	TBC
Moscow	Bud Boat	10	21-Jun	16:30	19:30
Moscow	Bud Club	10	21-Jun	16:30	22:30
Moscow	Walking tour	24	22-Jun	09:30	13:00
Moscow	AB InBEV activity	24	22-Jun	14:00	19:00
Moscow	Walking tour	10	22-Jun	11:00	13:30
Kazan	Walking tour	10	24-Jun	10:00	12:30
Kazan	Walking tour	2	28-Jun	10:00	12:30
Sochi	Boat, swimming, fishing	4	29-Jun	10:30	12:30
Moscow	Afternoon Activity - TBC	5	01-Jul	16:00	19:45
STB	Boat tour with DJ and food	20	02-Jul	10:30	14:00
Moscow	Bud Club	14 VIP/6E- Retail	02-Jul	18:30	TBC

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# HOSPITALITY RESTAURANTS - MOSCOW



RESTAURANT	ADDRESS/PHONE NUMBER	NUMBER OF PAX	GUEST PROFILE	DATE	TIME	FINISH
<a href="#">Tramplin</a>	г. Москва, ул.Косыгина, д.28, +7 910 480 22 11, +7 910 481 22 11 email: tramplin-rest@mail.ru	25	MEXICO	16-Jun	20:00	22:00
<a href="#">Saxon + Parole</a>	Spiridonyevskiy per., 12/9, Moskva, Russia, 123104; +7 903 755-03-43	25	MEXICO	17-Jun	13:00	14:30
<a href="#">Café Pushkin</a>	Tverskoy Boulevard, 26A, Moskva, Russia, 125009; +7 495 739-00-33	24	CHINA	20-Jun	20:00	22:00
Intercontinental/Bud Boat?		24	CHINA	21-Jun	12:30	14:00
<a href="#">Saxon + Parole</a>	Spiridonyevskiy per., 12/9, Moskva, Russia, 123104; +7 903 755-03-43	24	CHINA	22-Jun	13:00	14:00
<a href="#">Chips</a>	ul. Kuznetskiy Most, 7, Moskva, Russia, 125009; +7 495 628-68-67	24	CHINA	22-Jun	20:00	22:00
<a href="#">Saxon + Parole</a>	Spiridonyevskiy per., 12/9, Moskva, Russia, 123104; +7 903 755-03-43	14	RUSSIA	20-Jun	20:00	22:00
<a href="#">Chips</a>	ul. Kuznetskiy Most, 7, Moskva, Russia, 125009; +7 495 628-68-67	10	MEXICO	22-Jun	20:00	22:00
Intercontinental/Bud Boat	TBC	10	MEXICO	21-Jun	12:30	14:00
Intercontinental/Bud Boat	TBC	14	VIP	21-Jun	12:30	14:00
<a href="#">Saxon + Parole</a>	Spiridonyevskiy per., 12/9, Moskva, Russia, 123104; +7 903 755-03-43	5	VIP	01-Jul	20:00	22:00

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# HOSPITALITY RESTAURANTS - KAZAN



RESTAURANT	ADDRESS/PHONE NUMBER	NUMBER OF PAX	GUEST PROFILE	DATE	TIME	FINISH
<a href="#">Pir Terrace</a>	ul. Khadi Taktasha, 54a, Kazan, Respublika Tatarstan, Russia, 420107; 7 843 250-28-82	54	MEXICO	16-May	20:00	22:00
<a href="#">Snob</a>	ul. Fedoseevskaya, 1, Kazan, Respublika Tatarstan, Russia, 420111; 7 843 590-81-74	54	MEXICO	17-Jun	17:30	22:00
<a href="#">BazaWinLine/ Baza</a>	Spartakovskaya ul., 2, Kazan, Respublika Tatarstan, Russia, 420107; 7 843 250-24-25	54	MEXICO	18-Jun	12:30	14:00
<a href="#">BazaWinLine/ Baza</a>	Spartakovskaya ul., 2, Kazan, Respublika Tatarstan, Russia, 420107; 7 843 250-24-25	25	MEXICO	18-Jun	12:30	14:00
<a href="#">Snob</a>	ul. Fedoseevskaya, 1, Kazan, Respublika Tatarstan, Russia, 420111; 7 843 590-81-74	2	RUSSIA	17-Jun	17:30	22:00
<a href="#">BazaWinLine/ Baza</a>	Spartakovskaya ul., 2, Kazan, Respublika Tatarstan, Russia, 420107; 7 843 250-24-25	2	RUSSIA	18-Jun	12:30	14:00
<a href="#">BazaWinLine/ Baza</a>	Spartakovskaya ul., 2, Kazan, Respublika Tatarstan, Russia, 420107; 7 843 250-24-25	10	MEXICO	23-Jun	12:00	14:00
<a href="#">Snob</a>	ul. Fedoseevskaya, 1, Kazan, Respublika Tatarstan, Russia, 420111; 7 843 590-81-74	10	MEXICO	23-Jun	20:00	22:00
<a href="#">Twin Peaks</a>	Bauman St, 13, Kazan, Respublika Tatarstan, Russia, 420111; 7 843 210-03-06	10	MEXICO	24-Jun	12:15	13:30
<a href="#">BazaWinLine/ Baza</a>	Spartakovskaya ul., 2, Kazan, Respublika Tatarstan, Russia, 420107; 7 843 250-24-25	2	RUSSIA	28-Jun	13:00	14:30
<a href="#">Pir</a>	ul. Khadi Taktasha, 54a, Kazan, Respublika Tatarstan, Russia, 420107; 7 843 250-28-82	2	RUSSIA	27-Jun	20:00	22:00

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# HOSPITALITY RESTAURANTS – SAINT PETERSBURG & SOCHI



CITY	Restaurant	Address/Phone number	Number of Pax	Guest Profile	Date	Time	Finish
STB	<a href="#">Bolshaya Kukhnya</a>	ТРЦ Галерея, Лиговский пр., 30А, ст.м. Площадь Восстания, 5 этаж; 984-04-84	4	VIP	16-Jun	20:00	22:00
STB	<a href="#">Zharovnya restaurant</a>	Razyezzhaya ul., 3, Sankt-Petersburg, Russia, 191002, 7 812 986-66-39	4	VIP	17-Jun	12:00	13:00
STB	<a href="#">Bolshaya Kukhnya</a>	ТРЦ Галерея, Лиговский пр., 30А, ст.м. Площадь Восстания, 5 этаж; 984-04-84	6	INT	01-Jul	20:00	22:00
STB	<a href="#">Bolshaya Kukhnya</a>	ТРЦ Галерея, Лиговский пр., 30А, ст.м. Площадь Восстания, 5 этаж; 984-04-84	14	VIP	01-Jul	20:00	22:00
Sochi	<a href="#">Boho</a>	Nizhneimeretinskaya Bukhta, Krasnodar Krai, Russia, 354349; +7 938 489-33-02	4	VIP	28-Jun	20:00	22:00
Sochi	TBC		4	VIP	29-Jun	13:00	14:00

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# OCTAGON HOSPITALITY KPI'S



Area	Element	Why?	KPI - Proposed	How we can achieve this?	Comments
Tickets	Ticket Collection Desks	Check if MD-1 ticket collection systems works / is appropriate for the ticket only guests (primarily Russia ticket only) to aid planning for FWC	95% of all assigned tickets collected by the authorized collector / guests within the allocated and advertised ticket collection hours. 100% of all non-collected tickets followed up within 4 hours of ticket desk closing	Ensuring our communications are clear and directed to the ticket holder Hours are appropriate for the collection Venue collection is easy to locate and convenient	Ticket Desk operates MD-1, so timings allow for 2nd opportunity for the guest to collect the ticket
Guest Communications	Guest App	Downloads and usage of the beta version of the app in 2017 will help us improve the alpha version in 2018 Provide understanding to which functions are used / popular Understand if this is an appropriate method of communications within hospitality	70% of all hosted guests to download the app during the tournament	Ensure app is communicated via our current communication pieces (GMS / itineraries) Ensure our staff are aware and confident in using the app so they are able to suggest / recommend to guests to download Promote to guests benefits of using the app Showcase the app by always having it 'used' in front of guests / seen by guests	Failure to download app by guests could also help to provide insights (lack of smartphone, no memory on current phone, not tech influenced)
Guest Communications	Guest Feedback	Important qualitative insights directly from the guests help us review our performance and service offering	50% response rate from all hosted guests within 2 weeks of their program concluding	Ensure survey is easy to complete (limit on questions, using a simple format and available in multiple languages) Ensure survey is accessible in an online format and hardcopy Remind guests to complete when advising departure details, day prior to departure Remind guests to complete when sending thank you emails, following conclusion of event	Usual response rate is 40%, looking for a 10% increase
Fan ID	Fan ID	Fan ID is a new initiative and essential for access to the stadium. We need to ensure that the reminder of the Fan ID is just important as the ticket itself	100% of all hosted guests arrive at the stadium with their Fan ID in their possession	Ensure Fan ID is communicated via our communication pieces (GMS / itineraries / App) Ensure our staff are aware, are wearing their own on MD Ensure guests are reminded prior to leaving for stadium, on the transport prior to leaving and again as guests disembark the transport	
Guest Numbers	Program Numbers	Ensuring all guests arrive as anticipated Check around pre-travel communications Check Market communications from Market / Guests relating to travel information	90% of guests attend their program at booked / confirmed by Octagon Remaining 10% of no-show followed up within 12 hours of intended arrival day	Clear and consistent communications between markets and Octagon to ensure market is booking correct travel dates for their guests Ensure clear and precise documentation of timings on all pre-travel communications (GMS, App) Ensure program content is attractive and guests are excited to attend	As hospitality package are subject to 100% cancellation fees its important these assets / service are utilized to avoid wastage There will always be a natural attrition due to unforeseen circumstance that some guests will cancel at late notice
Transport	Transport Timing	Ahead of FWC vendor testing is critical for their re-appointment for 2018. Testing and tracking each transport movement this will help us plan for FWC if we need to allow more (or less) time for the transport to arrive at the designated point.	90% of all transfers, booked more than 7 days prior to the event, arrive at the time specified and in the vehicle type booked by Octagon	Clear communications and bookings with our appointed transport provider Cross checking orders before submission Cross checking our timings and requirements when the vendor returns the booking confirmation advise	Last minute bookings / changes not included in the metric due to uncontrollable elements Requesting the service starts on time (too many factors to apply to KPI around timely arrival at destination - traffic / president road closures / security checks / guest request stops)

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