

# OPERATIONS

**STADIUM  
MAPS**

**MATCH  
MANAGER  
ROLE**

**SOLE &  
EXCLUSIVES**

**COMMERCIAL  
DISPLAY AREA**

**FIFA FAN  
FESTS**

## Roles

- Primary liaison for FIFA
- Commercial Display Area point of contact in stadium & at FIFA Fan Fests
- LOC & Host City Committee liaisons
- Local Wanda Staff Communication support management
- Hospitality Support

## Responsibilities

- Commercial display area logistics
- Wanda Sole & Exclusive programs
  - FIFA flag bearers
  - Warm-up player walk out
  - Team bench activation post match
- Field Boards/Signage quality control
- Ticket Distribution
- All Host City Managers will be responsible for bringing all necessary materials to their assigned matches and conducting post-match wrap-ups.

### Pre Match Pack List

FIFA Accreditation

Roadbook (digital app)

Camera

Extra Match Tickets

### Post-Match Wrap-up

Conduct brief interview with Wanda consumers participating in S&E programs

CDA area shut down (when applicable)

Send match recap results in timely manner

# MATCH MANAGERS SCHEDULE

Hours Before Kick Off	Duration of Task	Description
-5:00hrs	City dependent	Depart hotel for stadium
-4:00hrs	1:00	Arrive at Stadium Check in with FIFA Venue Manager Check in with Hospitality Team Onsite Check in at Commercial Display Area Check in with all guest for the S&E programs – flag bearers, warm up walk outs and post match bench tour
-3:00hrs	2:45	Gates Open CDA open - supervise activations on the ground Warm up player program execution
-:15min	:15	CDA closes Stage flag bearer program
0:00hrs	Kickoff	Flag bearer program execution
:45hrs (halftime)	:30	Check in with group for post match bench tour
:75hrs	:45	Collect group for post match bench tour Inspect for intoxication Distribute post match accreditations to group Picture & Documentation
After match	:30	Meet with FIFA Venue Manager for experience & execution Review day's number Provide relevant information and photos for the daily recap

# MATCH MANAGER SCHEDULE



Designates Host City Manager

SAT 17	SUN 18
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M1 - 18:00 STP RUS v NZL	M2 - 18:00 KZN POR v MEX
Lindsay	Andrew
Matthieu	Jane S
Jane C	Max R
Andre	
Dennis	M3 - 21:00 MOS AFRICA v CHILE
	Jen
	Lindsay
	Matthieu
	Dennis

MON 19	TUE 20	WED 21	THU 22	FRI 23	SAT 24	SUN 25
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M4 - 18:00 SOC AUS v GER		M5 - 18:00 MOS RUS v POR	M7 - 18:00 STP AFRICA v AUS		M9 - 18:00 KZN RUS v MEX	M11 - 18:00 SOC GER v AFRICA
Andre		Matthieu	Andrew		Matthieu	Lindsay
Jane C		Dennis	Max R		Dennis	LeighAnn
LeighAnn		Andre			Jane S	Dennis
		Jen				Jane C
		Lindsay				
		Andrew	M8 - 21:00 KZN GER v CHILE		M10 - 18:00 STP POR v NZL	M12 - 18:00 MOS CHILE v AUS
		M6 - 21:00 SOC MEX v NZL	Matthieu		Andrew	Andrew
		Jane C	Dennis		Max R	Masha D
		LeighAnn	Jane S			

# MATCH MANAGER SCHEDULE

Designates Host City Manager

MON 26	TUE 27	WED 28	THU 29	FRI 30	SAT 1	SUN 2
		M13 - 21:00 KZN WA V RB	M14 - 21:00 SOC WB V RA			M15 - :1500 MOS L13 V L14
		Lindsay	Lindsay			Lindsay
		Matthieu	Matthieu			Jane S
		Jane S	Jane C			Masha D
		Andre	Dennis			Max
		Dennis	Andre			M16 - 18:00 STP W13 V W14
						Andre
						Matthieu
						Dennis
						Jane C

# MATCH MANAGER RESPONSIBILITIES

In Stadium Match Rounds – Ensure Bud and Klinskoye products are being represented at the highest levels with world class customer service.

## Target Locations

- In Stadium branding
- Hospitality Suites

## Key Elements

### Stadium Branding

- Coverage in all assigned areas
- Damaged or missing?

### Hospitality Suites

- Hostess
- Branding
- Product placement/supply
- Hospitality Manager – any issues/problems?

### S&E Program Management

- Timeliness & communication to guests
- Proper accreditation
- FIFA logistics alignment
- Post match photo delivery to each group's point of contact

# FIFA PHOTOGRAPHY SHOT LIST

## **Field Boards** (Bud & Klinskoye)

- During Match Play
- Action shot in the foreground

## **Jumbo Screen**

- Wanda commercial playing: pre match, half time & post match

## **Hospitality**

- Guests in Skybox & match lounge
- Guest smiling and watching the match

## **Warm up walk out**

- Staging area in the media tunnel
- Walking with FIFA players on to the pitch
- Group photo on the pitch

## **Flag Bearers**

- Pre-match practice
- Staging area in the media tunnel
- Activation on pitch during player announcements & National Anthems

## **Post Match Bench Tour**

- Staging area in the tunnel
- Group photo on the pitch
- Winners sitting on the benches

# STADIUM RIGHTS OVERVIEW

FPO

## Perimeter Boards

- Regulation Time – 9 Minutes (30 second per appearance)
- Regulation Time shared 50/50 with Hisense

## Perimeter Board Country Breakdown

- 100% Bud
- 50% Bud / 50% Local for Russian team games

## Program Ad

- One full page color ad

## Big Screen Ad

- Three brand equity spots per match
  - 30 sec pre-match (MotM voting), 15 sec half time (MotM Voting), 30 sec post match (MotM announcement)

## General Sponsor Recognition (logo)

- Sponsor Recognition Boards (totems)
- Tickets
- Program

DUAL - TOUCH-LINE - 2475X90



DUAL - TOUCH-LINE SECOND MESSAGE - 2475X90



DUAL - TOUCH-LINE - 2475X90



DUAL - TOUCH-LINE SECOND MESSAGE - 2475X90



DUAL - TOUCH-LINE - 2475X90



DUAL - GOAL-LINE - 3525X90





# DAILY REPORT

The Octagon Match Management Team will coordinate a daily report throughout the entire FIFA Confederations Cup to keep key members at AB InBev / Sun InBev and senior management up to date.

Each match manager will collect information at the game and send to LeighAnn Lavalette to compile. Once compiled, she will share with each office team, Global HQ and Sun InBev.

Each report should include:

<b>Match Attendance</b>	<b>Picture of the Day</b>
<b>Overnight TV Audience Report</b>	<b>Hospitality (guest hosted, tickets utilized)</b>
<b>Social Engagement (chat bot numbers, hashtag use, screenshots)</b>	<b>Field Boards Showcased Onsite</b>
<b>Viewing Events (attendees, prizes, matches)</b>	<b>Issues &amp; Counter Measures</b>
<b>RPP (infringements &amp; activities)</b>	<b>Final Report* (match info, KPIs)</b>

\* To be completed immediately following the entire tournament

# OCTAGON OPERATIONS KPI'S

FPO

Area	Element	Why?	KPI - Proposed	How we can achieve this?	
Bud Beer Gardens	Speed of service	Determine best recommendations for service implementation in 2018	Provide a comprehensive break down of service levels at each venue by identifying voucher system or sales to consumers at the counter	<ul style="list-style-type: none"> <li>- Work with FIFA &amp; Arena Foods to separate Beer Garden sales from overall concessions sales</li> <li>- Track the number of beers sold at each venue</li> <li>- Provide ABI with an average wait time for consumers during low and high traffic sales times</li> <li>- Following the tournament, work with FIFA and Arena Foods to implement our preferred method of payment service for 2018</li> </ul>	
Concessions Logistics	Service Levels	Determine best recommendations for service implementation in 2018	<ul style="list-style-type: none"> <li>- Arena Foods to provide ample services that allow consumers to purchase a beer in 5 minutes or less</li> <li>- Beer sold to consumers at the optimal temperature</li> </ul>	<ul style="list-style-type: none"> <li>- Track the number of beers sold at each venue and specific POS units throughout the arena</li> <li>- Track the speed of service in high traffic areas and low traffic areas</li> <li>- Confirm the staffing allocation at each POS with Arena Foods</li> </ul>	
Bud MotM Presentation	New Presentation Flow	Determine new flow of MotM presentation to boost the appeal and recognition of the award	<ul style="list-style-type: none"> <li>- FIFA to provide footage from interview less than 5 minutes after completion</li> <li>- Octagon to successfully execute all 16 MotM handovers with consumers and interviewers</li> </ul>	<ul style="list-style-type: none"> <li>- Work with FIFA to create a comprehensive list of delivery files to client/Octagon teams</li> <li>- Work with FIFA venue managers to ensure logistics around handover presentation are agreed upon before each match</li> <li>- Work with ABI Russia on an amplification strategy</li> </ul>	
Connected Cups Testing	Multiple testing days on site in Moscow	Obtain final approval from FIFA on program implementation for 2018	Testing schedule: <ul style="list-style-type: none"> <li>- June 20: Radius Empty Stadium test</li> <li>- June 21: Radius live stadium test</li> </ul>	<ul style="list-style-type: none"> <li>-work with FIFA to get audio mark integrated into a post goal jingle</li> <li>- Work with Moscow FIFA Venue Managers on scheduling</li> <li>- Ensure FIFA decision makers provide program feedback on June 21st to ABI senior leadership team</li> </ul>	Are we now testing Buzz as well? How many cups are we bringing over?