

STADIUM OPERATIONS

The image shows a menu for 'STADIUM OPERATIONS' with five options. The background is dark grey with a repeating pattern of various football-related icons like trophies, shields, and balls. The menu items are arranged horizontally, each within a vertical panel. The second panel, 'MATCH MANAGER ROLE', is highlighted with a red background and a more detailed pattern of football-related icons.

**STADIUM
MAPS**

**MATCH
MANAGER
ROLE**

**MAN OF THE
MATCH**

CONCESSIONS

**BEER
GARDENS**

MATCH MANAGERS



Roles

- Primary liaison for FIFA
- Concessions venue manager liaison
- LOC Liaison
- Local SunInBev Staff Communication support management
- Hospitality Support

Responsibilities

- Budweiser Beer Garden Logistics
- Concessions Operations
- Budweiser Man of the Match Program
- Field Boards/Signage quality control
- GHQ/SunInBev Ticket Distribution
- All Match 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 MOTM Trophy Ambassador

Beer Garden shut down (when applicable)

Send match recap results in timely manner

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
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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 Bud Beer Garden Check all concessions areas and branding in stadium
-3:00hrs	2:45	Gates Open Bud Beer Gardens open - supervise activations on the ground Meet with Bud MotM Consumer winner & Interviewer
-:15min	:15	Bud Beer Garden closes Collect MotM trophy for delivery into the stadium to FIFA Venue Manager
0:00hrs		Kickoff
0:15hrs	:30	Check in stadium concession (1st rotation) product stock, branding etc.
:45hrs (halftime)	:30	Check in stadium concessions (interior Beer Gardens and 2nd rotation)
:50hrs	:30	Check in stadium concession (3rd rotation, product stock, branding etc.)
:75hrs	:45	Collect MotM consumer winner and interviewer from their seats Inspect for intoxication Present Trophy Ambassador & interviewer with accreditation and escort to media zone Picture & Documentation
After match	:30	Meet with FIFA Venue Manager as needed Review day's number Provide relevant information and photos for the daily recap

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MATCH MANAGER SCHEDULE

Designates Match Manager



SAT 17	SUN 18	MON 19	TUE 20	WED 21	THU 22	FRI 23	SAT 24	SUN 25
M1 - 18:00 STP RUS v NZL	M2 - 18:00 KZN POR v MEX	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
Lindsay	Andrew	Andre		Matthieu	Andrew		Matthieu	Lindsay
Matthieu	Jane S	Jane C		Dennis	Max R		Dennis	LeighAnn
Jane C	Max R	LeighAnn		Andre			Jane S	Dennis
Andre				Jen				Jane C
Dennis	M3 - 21:00 MOS AFRICA v CHILE			Lindsay				
				Andrew	M8 - 21:00 KZN GER v CHILE		M10 - 18:00 STP POR v NZL	M12 - 18:00 MOS CHILE v AUS
	Jen			M6 - 21:00 SOC MEX v NZL	Matthieu		Andrew	Andrew
	Lindsay			Jane C	Dennis		Max R	Masha D
	Matthieu			LeighAnn	Jane S			
	Dennis							

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MATCH MANAGER SCHEDULE

Designates Match 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
- Concessions Area (including beer gardens)
- Hospitality Suites

Key Elements

Concessions Servers

- Proficient in performing their duties (not spilling, fast service etc.)
- Effective brand ambassadors

Concessions Lines

- Are there long & overwhelming lines?
- If yes, what can remedy the situation?
 - Line Structure?
 - Cash vs Credit?
 - Under staffed?

Stadium and Concessions Branding

- Coverage in all assigned areas
- Damaged or missing?

Speak with Concessions Managers about

- Staffing
- Product Supply
- Consumer Complaints
- General Problem
- Serving intoxicated fans

Hospitality Suites

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

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FIFA PHOTOGRAPHY SHOT LIST



Field Boards (Bud & Klinskoye)

- During Match Play
- Action shot in the foreground

Jumbo Screen

- MotM voting ad during half time
- MotM winner announcement

MotM Handover

- Bud Backdrop/branding in view
- Happy consumer/ambassador
- Natural Engagement with player

Beer Gardens

- Fans drinking beer, dancing, smiling
- Workers serving product
- Special edition cups
- Bud girls interacting with fans
- Bud girls in front of branded backdrops

Bud Mobile Selling Units

- Workers serving & pouring beer
- Fans walking away with beer

Concessions

- Workers serving beer in special edition cups
- Fans buying beer, walking away with multiple beers
- Fans waiting in line
- Branded fridges and thermal boxes
- Concession menu branding

Hospitality

- Guests in Bud Skybox & match lounge
- Guest smiling and drinking beer
- Staff serving product

Bud Hawkers

- Walking the stadium
- Serving beer to fans
- Branded equipment

Bud Fans

- Fans drinking beer in their seats
- Fans celebrating with friends
- Enjoying the match in limited edition cups

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STADIUM RIGHTS OVERVIEW



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



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Stadium Maps

Match Manager

MOTM

Concessions

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AB INBEV 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:

Match Attendance	Picture of the Day
Overnight TV Audience Report	Hospitality (guest hosted, tickets utilized)
Field Boards Showcased Onsite	Concessions (\$\$ from previous day, average beer wait time)
Man Of the Match (votes, winner info, interview links, media)	Social Engagement (chat bot numbers, hashtag use, screenshots)
Viewing Events (attendees, prizes, matches @ Bud Stadium)	Issues & Counter Measures
RPP (infringements & activities)	Final Report* (match info, KPIs)

* To be completed immediately following the entire tournament

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OCTAGON OPERATIONS KPI'S



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

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