

| Hospitality



Team Overview & Responsibilities

London Team

Alan: Project Director

Alice: Project Lead

- ❖ Market communications
- ❖ Oversee all logistics for TP Waves

Marina: Pestana Inventory Management

- ❖ Local Staffing

Alexandra

- ❖ Hotel Accreditation
- ❖ Guest Gifts & Merchandise
- ❖ GMS – Guest registration

Laura: VIP Management

- ❖ Internal & charter flights

Derek: Ticket Manager

- ❖ FIFA hospitality passes
- ❖ Ticket allocation & distribution
- ❖ Parking Passes

Rio Team

Mike: Pestana Hotel

- ❖ ABIX Radio Communications

Rachel: Activities and F&B

- ❖ Local staffing and training
- ❖ Bespoke event management

Otto: Ground Transportation Manager

- ❖ Route Planning

Barbara: Local staffing manager

Kamila: Event time support

- ❖ Merchandise/uniforms

Victoria: Event time office support

Team Overview & Responsibilities



Local Staff – Event Time

Local Hosts

With guests throughout stay
Rio based some match day travel
Trilingual Hosts, English & Portuguese speaking, additional languages - Russian, French, German, Mandarin, Spanish

Bud Girls

Hotel Hospitality Lounge Hosts
FIFA Hospitality Hosts

Hospitality Desk Hosts

Guest concierge service, provide local knowledge of the surrounding local area - multilingual

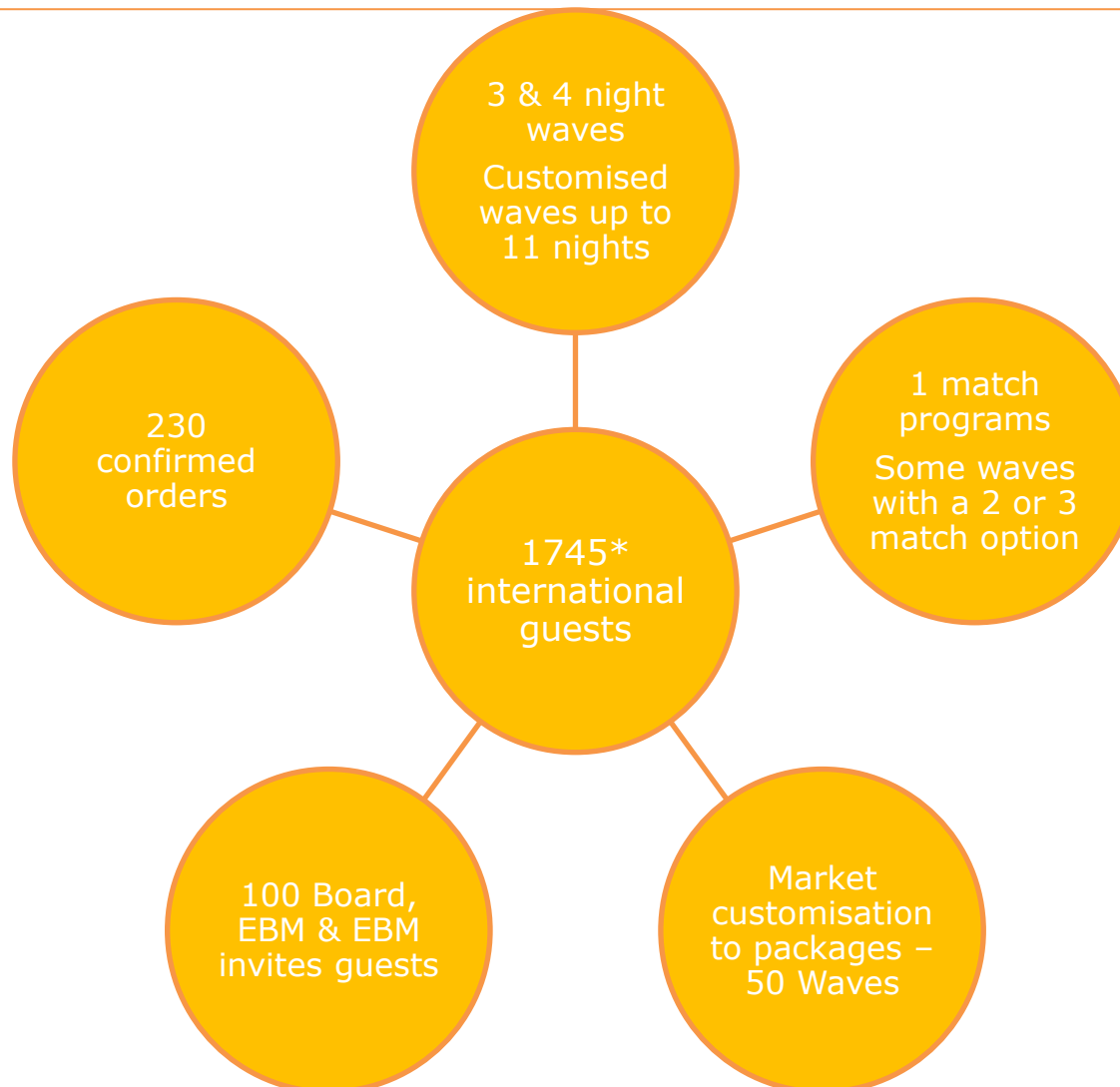
Accreditation Team

Issue hotel accreditation for guests, staff, partners and other

Tour Guides

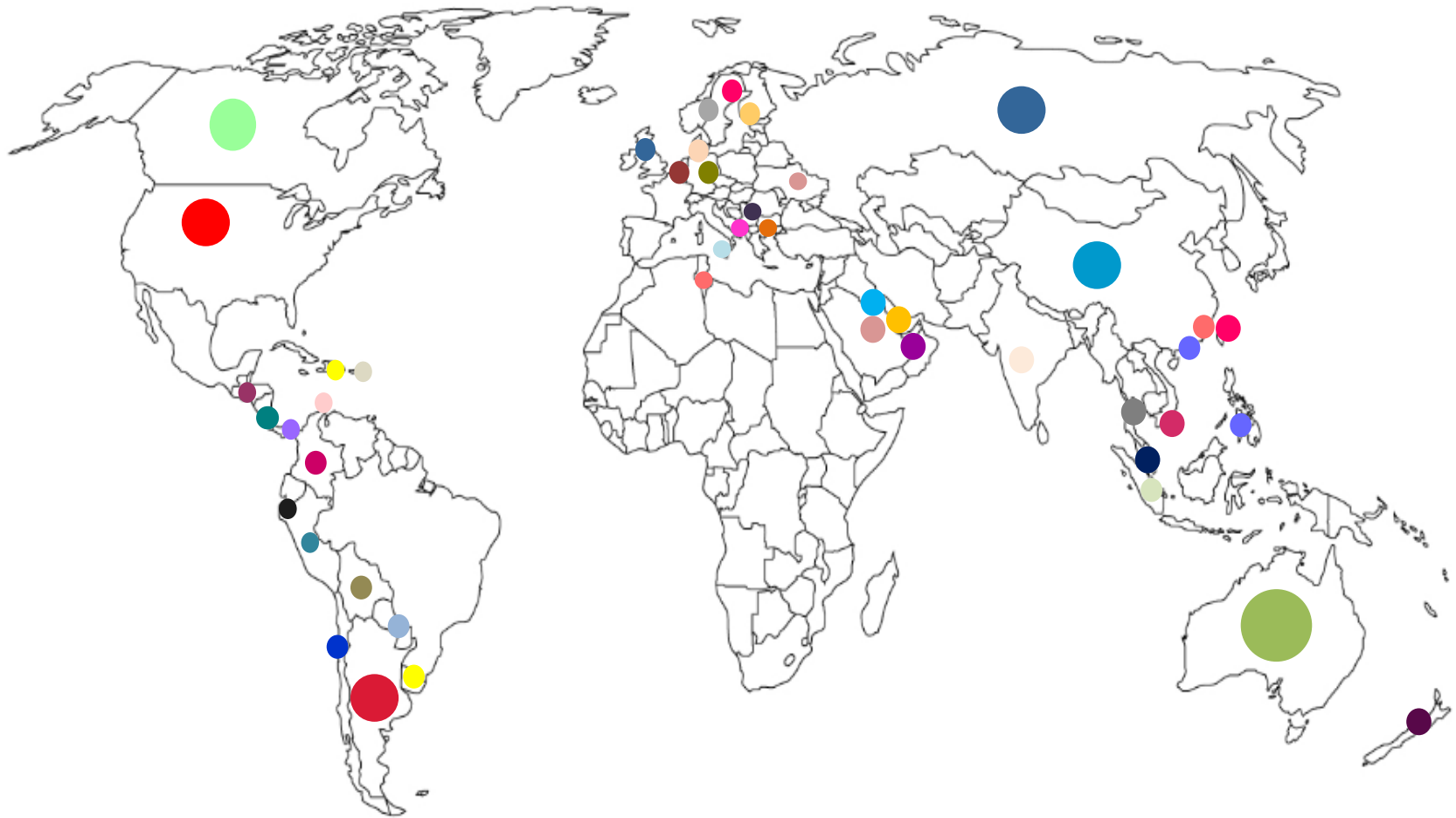
Accredited professional tour guides
Activity days only

Travel Packages



48 Countries Participating

–Abu Dhabi
–Argentina
–Australia
–Bahrain
–Belgium
–Bermuda
–Bolivia
–Bulgaria
–Canada
–Chile
–China
–Colombia
–Costa Rica
–Croatia
–Curacao
–Dominican I
–Dubai
–Ecuador
–Finland
–Germany
–Guam
–Guatemala
–Hong Kong
–India
–Italy
–Japan
–Malaysia
–Netherlands
–New Zealand
–Norway
–Panama
–Paraguay
–Peru
–Puerto Rico
–Qatar
–Romania
–Russia
–Singapore
–South Korea
–Sweden
–Thailand
–Tunisia
–UK
–Ukraine
–Uruguay
–USA
–Vietnam



Travel Package Brands



2014年FIFA巴西世界杯官方赞助商



2014 年 FIFA 巴西 世界 杯 官 方 赞 助 商

Wave Pattern Overview – Group Stage



	10-Jun	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun
1	Arrival	Activity	1	Depart														
2				Arrival	Activity	11	Depart											
3								Arrival	19	Activity	Depart							
4												Arrival	31	Activity	Depart			
5															Arrival	42	Activity	Depart

Wave Pattern Overview – R16 - Final



	27-Jun	28-Jun	29-Jun	30-Jun	01-Jul	02-Jul	03-Jul	04-Jul	05-Jul	06-Jul	07-Jul	08-Jul	09-Jul	10-Jul	11-Jul	12-Jul	13-Jul	14-Jul
6	Arrival	50	Activity	Depart														
7				Arrival	55	Activity	Depart											
8							Arrival	58	Activity	Depart								
Bud Cup							Arrival	58	Activity	Bud Cup 6v6	Depart							
9										Arrival	Activity	Activity	62	Depart				
10														Arrival	Activity	Activity	64	Depart

Wave Pattern Overview



	10-Jun	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	01-Jul	02-Jul	03-Jul	04-Jul	05-Jul	06-Jul	07-Jul	08-Jul	09-Jul	10-Jul	11-Jul	12-Jul	13-Jul	14-Jul	15-Jul
1	Arrival	Activity	1	Depart																																
1.1	Arrival	Activity	1	Depart																																
1.3	Arrival	Activity	Activity	3	Depart																															
1.4	Arrival	Activity	1	3		11	Activity	Activity		19	Depart																									
2				Arrival	Activity	11	Depart																													
2.1				Arrival	Activity	11	Activity	Depart																												
2.2				Arrival	6	11	Depart																													
2.3				Arrival	Activity	13	Activity	Activity	Activity	Activity	29	Depart																								
3							Arrival	19	Activity	Depart																										
3.1							Arrival	19	21	Depart																										
3.2							Arrival	19	23	Activity	Depart																									
3.3							Arrival	19	24	Activity	Depart																									
3.4							Arrival	19	23	Depart																										
3.5							Arrival	Activity	23	Activity																										
3.6							Arrival	19	Activity	Activity	Activity	Activity	36	Activity	Depart																					
3.7							Arrival	20	Activity	Activity																										
3.8							Arrival	19	23	Activity	Depart																									
4											Arrival	31	Activity	Depart																						
4.1											Arrival	31	34	Depart																						
4.2											Arrival	31			42	Depart																				
4.3											Arrival	31	33	Depart																						
4.4											Arrival	31	36	Depart																						
5														Arrival	42	Activity	Depart																			
5.1														Arrival	42	47	Depart																			
5.2														Arrival	43	Activity	Depart																			
5.3														Arrival	Activity	45	Depart																			
5.4														Arrival	43	Activity	Activity	Activity	Activity	53	55	Depart														
5.5														Arrival	43	45	Depart																			
6																Arrival	50	Activity	Depart																	
7																		Arrival	55	Activity	Depart															
7.1																		Arrival	56	Activity																
8																																				
8.1																																				
Bud Cup																																				
9																																				
9.1																																				
10																																				
10.1																																				
10.2																																				



Rio de Janeiro & Sao Paulo - All Matches

Brasilia 21, 33, 53, 60 & 63

Recife 6, 24, 34 & 45

Salvador 3, 13 & 56

Porto Alegre 20 & 43

Belo Horizonte 61

Fortaleza 29

31 / 64 Matches

Standard Wave Itinerary – Rio Match



DAY 1	DAY 2	DAY 3	DAY 4
	Breakfast	Breakfast	Breakfast
	Morning at leisure		Morning at leisure
Arrival & transfer to the Pestana Hotel	Pre match FIFA hospitality	Rio de Janeiro activity	
Relax in the Budweiser Lounge	MATCH	Afternoon at leisure	Check out & departures
Arrival Party @ Pestana Rooftop	Post match FIFA hospitality	Watch FIFA matches in the Budweiser Lounge	
	Evening at leisure		

Itinerary – 2 Match, Rio + Host City



DAY 1

Arrival & transfer to the Pestana Hotel
Relax in the Budweiser Lounge
Arrival Party @ Pestana Rooftop

DAY 2

Breakfast
Morning at leisure
Pre match FIFA hospitality
MATCH
Post match FIFA hospitality
Evening at leisure

DAY 3

Breakfast
Early flight to host city
Pre match hospitality
MATCH
Post match hospitality
Evening flight host city to Rio
Return to Pestana Hotel

DAY 4

Breakfast
Rio de Janeiro activity
Check out & departures

Guest Welcome Gifts



Dedicated VIP Concierge Service to AB InBev & Ambev Board members, EBM Members and their guests during the 2014 FIFA World Cup™

Concierge Team

- Team of 3 Bilingual VIP Managers
- Concierge office within the Pestana Hotel
- Manage all VIP guest communication and enquires throughout FWC tournament
- Dedicated email address
- 24-hour dedicated call line during Opening, Semi and Final times
- 08:00 – 00:00 during other times
- Contact details:
 - +55 (21) 3816-8579
 - +55 (21) 99991-1717
 - abinbevconcierge@rpmc.co.uk

Transport

- Transport on standby for VIPs
 - Rio de Janeiro – GIG & SDU Airports and Pestana Hotel
 - Minivan standby at Sao Paulo – GRU & CGH Airports for Match 1 and Match 62
- Bilingual uniformed host onboard on transfers
- Vehicle refreshments in 'standby' transport

Staff Match Tickets



- AB InBev is holding small contingency of tickets for last minute business requests, emergencies
- Any allocation of those tickets are subject to Eelco's approval; once approved, Derek will manage
- Contingency tickets outside Rio will be handed over to venue manager (typically an Octagon employee)
- KO – 12hr to any given match, venue manager may allocate all contingency ticket at his/her discretion to on-site staff, third party vendors and others....subject to;
 - Venue manager will hold 4 tickets up to the start of each match – 8 for Brazil games. Upon the start of the match such tickets may be used by staff
 - Venue manager will log & track distribution of tickets
 - Venue manager will make clear to staff/ third party vendors that tickets may not be resold under any circumstances