



2017 FIFA CONFEDERATIONS CUP

ROAD BOOK

Prepared for Octagon | 06.01.17

TABLE OF CONTENTS



EVENT OVERVIEW

Tournament Info	3
Sponsors	7
Rights Protection	9
Communication	18
Russian Information	20

KEY CONTACTS

FIFA	26
Octagon	30
ABI Global	35
ABI Russia	37
Partners	40

TRAVEL LOGISTICS

Octagon Schedule	43
Client Schedule	54
Flight Manifest	67
Transport Schedule	72
Hospitality Schedule	81
Security Overview	88

STADIUM OPERATIONS

Stadium Maps	96
Match Manager Role	128
Man of the Match	138
Concessions	150
Beer Gardens	160
Accreditation	167
Ticketing	176
Hospitality	183
Parking Passes	195
Uniforms	200

ACTIVATIONS

Club Bud	205
Bud Boat	213
Public Viewings	220

EVENT OVERVIEW

TOURNAMENT
INFORMATION

SPONSORS

RIGHTS
PROTECTION

COMMUNICATION

RUSSIA INFO

2017 FIFA CONFEDERATIONS CUP™ OVERVIEW



The FIFA Confederations Cup is a prelude to the FIFA World Cup and features the current champions of each of the six confederations, the current FIFA World Cup Champions and the host nation teams.

This is the first time the event will be held in Russia, where 16 matches will be played across four host cities of Kazan, Moscow, Sochi, and St. Petersburg.

8



4



16



8th



1st



4

Teams
participating

Host cities

Matches

Confederations
Cup

Tournament in Russia

Times Brazil has
won the trophy

AFC



CAF



CONCACAF



OFC



CONMEBOL



UEFA

Asian Football
Confederation

Confederation
Africaine de
football

Confederation of North,
Central American and
Caribbean Association
Football

Oceania Football
Confederation

Confederacion
Sudamericana de
Futbol

Union of European
Football
Associations

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Tournament Info

Sponsors

Rights Protections

Communication

Russian Information

2017 FIFA CONFEDERATIONS CUP™ GROUPS



GROUP A

RUSSIA

NEW ZEALAND

PORTUGAL

MEXICO

GROUP B

CAMEROON

CHILE

AUSTRALIA

GERMANY

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Tournament Info

Sponsors

Rights Protections

Communication

Russian Information

2017 FIFA CONFEDERATIONS CUP™ MATCH SCHEDULE



MATCH	HOST CITY	STADIUM	DATE	MILITARY	STANDARD	MATCH
1	St. Petersburg	St. Petersburg Stadium	17-Jun	18:00	6:00 PM	Russia vs. New Zealand
2	Kazan	Kazan Arena	18-Jun	18:00	6:00 PM	Portugal vs. Mexico
3	Moscow	Spartak Stadium	18-Jun	21:00	9:00 PM	Cameroon vs Chile
4	Sochi	Fisht Stadium	19-Jun	18:00	6:00 PM	Australia vs Germany
5	Moscow	Spartak Stadium	21-Jun	18:00	6:00 PM	Russia vs. Portugal
6	Sochi	Fisht Stadium	21-Jun	21:00	9:00 PM	Mexico vs New Zealand
7	Kazan	Kazan Arena	22-Jun	21:00	9:00 PM	Germany vs Chile
8	St. Petersburg	St. Petersburg Stadium	22-Jun	18:00	6:00 PM	Cameroon vs Australia
9	Kazan	Kazan Arena	24-Jun	18:00	6:00 PM	Mexico vs Russia
10	St. Petersburg	St. Petersburg Stadium	24-Jun	18:00	6:00 PM	New Zealand vs Portugal
11	Sochi	Fisht Stadium	25-Jun	18:00	6:00 PM	Germany vs Cameroon
12	Moscow	Spartak Stadium	25-Jun	18:00	6:00 PM	Chile vs Australia
13	Kazan	Kazan Arena	28-Jun	21:00	9:00 PM	Winner Group A vs Runner Up Group A
14	Sochi	Fisht Stadium	29-Jun	21:00	9:00 PM	Winner Group B vs Runner Up Group B
15	Moscow	Spartak Stadium	2-Jul	15:00	3:00 PM	Loser Game 13 vs Loser Game 14
16	St. Petersburg	St. Petersburg Stadium	2-Jul	21:00	9:00 PM	Winner game 13 vs Winner Game 14

[Event Overview](#)
[Key Contacts](#)
[Travel Logistics](#)
[Stadium Operations](#)
[Activations](#)
[Tournament Info](#)
[Sponsors](#)
[Rights Protections](#)
[Communication](#)
[Russian Information](#)

EVENT OVERVIEW

TOURNAMENT
INFORMATION

SPONSORS

RIGHTS
PROTECTION

COMMUNICATION

RUSSIA INFO

2017 FIFA CONFEDERATIONS CUP™ SPONSORS



FIFA PARTNERS



ADIDAS | Apparel

INCLUSIONS

Apparel
Footwear
Footballs
Accessories/Bags



GAZPROM | Energy

INCLUSIONS

Gas & diesel
Natural gas
Geological processes



COCA-COLA | NA Beverage

INCLUSIONS

Water
Soft drinks



HYUNDAI | Auto

INCLUSIONS

Ground transportation
Car accessories



WANDA | Luxury Properties

INCLUSIONS

Real estate development
Shopping malls
Luxury boats
Hotels
Film Studios



VISA | Payment Services

INCLUSIONS

Credit/Debit cards
Pre-paid payment cards
Wire transfers



QATAR AIRWAYS | Airline

INCLUSIONS

Air passenger transport
Frequent flyer programs

FCC SPONSORS



BUD | Malt Beverage

INCLUSIONS

Lagers, pilsners
Ales, stouts
Low alcohol
Non-alcoholic beers



HISENSE | Electronics

INCLUSIONS

TVs
TV projectors



McDONALDS | Food Service

INCLUSIONS

Retail Food Service
Prepared/frozen food
French Fries & Savory Snacks



vivo | Wireless

INCLUSIONS

Mobile Phones
Includes camera functionality

REGIONAL PARTNERS



ALFA-BANK | Financial Service

INCLUSIONS

Retail Banking
ATMs
Wire transfers

Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Tournament Info	Sponsors	Rights Protections	Communication	Russian Information



EVENT OVERVIEW

TOURNAMENT
INFORMATION

SPONSORS

RIGHTS
PROTECTION

COMMUNICATION

RUSSIA INFO

RIGHTS PROTECTION PROTOCOL

Rights Protection Program (RPP)

To protect its assets, FIFA has developed a global brand protection program to insure that event marks are being used in the appropriate way.

Main principles include:

- Protecting and enforcing FIFA's commercial & marketing rights
- Ensuring that only FIFA Commercial Affiliates are able to associate themselves with FIFA and FIFA Events
- Monitor and resolve even piracy activities such as intellectual property infringements and ambush marketing

AB InBev Protection

FIFA guidelines protect Budweiser's (and other local ABI brands') designation as the Official Beer of the 2018 FIFA World Cup™.

No other beer company can associate themselves as an official beer and do not have access to FIFA assets or to any and all promotions/marketing campaigns associated with the FIFA World Cup™.



Protected Terms

- 2018 FIFA World Cup Russia
- 2018 FIFA World Cup
- FIFA World Cup
- FIFA
- World Cup
- 2018 World Cup
- World Cup 2018
- Russia 2018
- 2018 Russia
- Football World Cup
- Soccer World Cup
- HOST CITY names + 2018 for each of the host cities (e.g. Moscow 2018, etc.)

Protected FIFA Assets



2018 FIFA WORLD CUP RUSSIA™
ЧЕМПИОНАТ МИРА ПО ФУТБОЛУ ФИФА 2018 В РОССИИ™

Official FIFA World Cup™ Emblem

Official Event Designation



FIFA World Cup™
Trophy Design

Official Event Look

Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Tournament Info	Sponsors	Rights Protections	Communication	Russian Information

AMBUSH IDENTIFICATION PROCESS



Identifying an Infringement

All AB InBev employees and partners will be expected to be vigilant and to report any suspected ambush activity.

Please follow the procedures outlined on the following pages to ensure consistent communication with FIFA and agreed upon action plans.



Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Tournament Info	Sponsors	Rights Protections	Communication	Russian Information

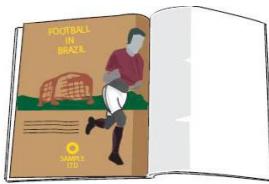
STEP 1 - IDENTIFY



Infringement Examples (Generic)

Please see example of what constitutes an infringement and what does not on the following pages. If in doubt about a particular activity please reach out to the GHQ Ambush Marketing Representative (Octagon).

Advertisement



An advertisement using general football terms/imaginary may NOT create an Unauthorized Association.



An advertisement using an Official Mark (such as emblems, words, slogans, event titles, etc.) or any other reference to the event creates an Unauthorized Association.

Promotion



Any type of ticket promotion (including online auctions and promotional competitions), unless organized by a FIFA Partner creates an Unauthorized Association

Informational/ Editorial Use



Editorial – Any legitimate editorial, non-commercial use does NOT create an Unauthorized Association



Infomercial – There is no legitimate justification for the commercial use or presentation of editorial content by third parties using an Official Mark as this creates an Unauthorized Association

Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Tournament Info	Sponsors	Rights Protections	Communication	Russian Information

STEP 1 - IDENTIFY



Match Schedule



Non-commercial use — The editorial, non-commercial use of the match schedule by the news media does NOT create an Unauthorized Association.

Commercial use — The commercial use of the match schedule, specifically for advertising, creates an Unauthorized Association.

In-store decoration (restaurants, bars, retail outlets)



General terms — General football-related or Host Country-related in-store decoration does NOT create an Unauthorized Association.

Official Marks/ Event titles
The use of an Official Mark as part of in-store decoration creates an Unauthorized Association

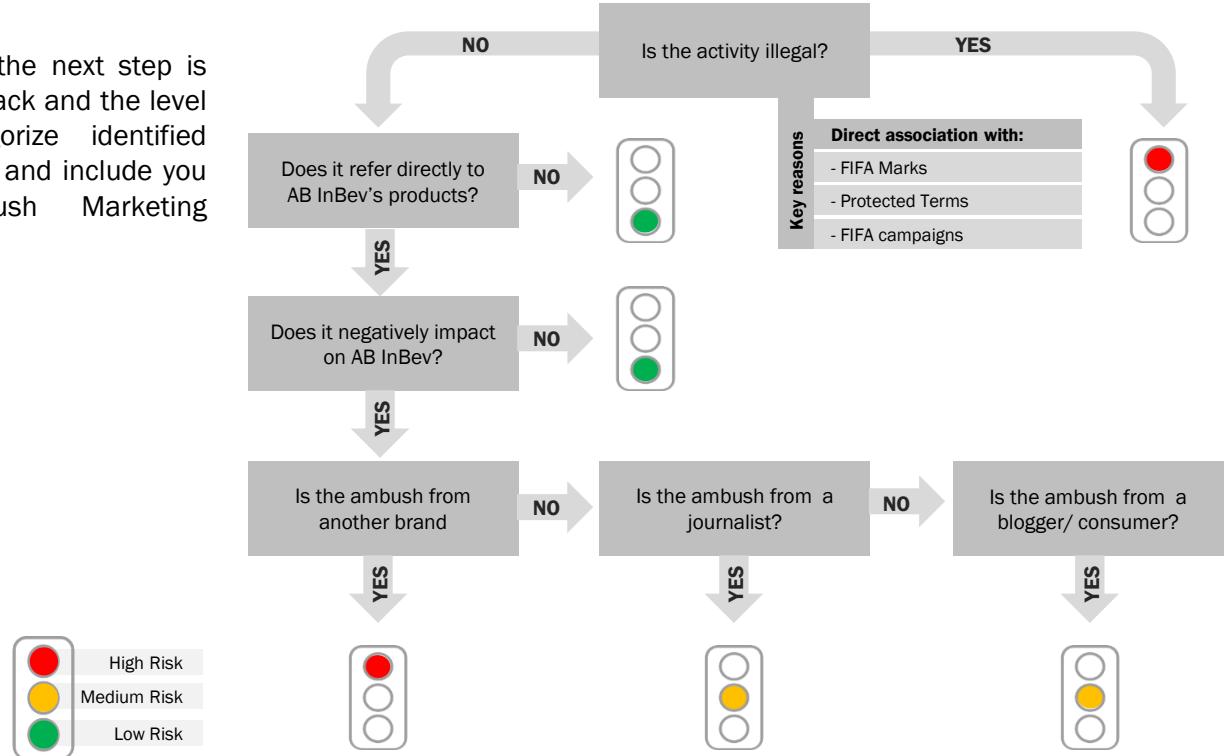
Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Tournament Info	Sponsors	Rights Protections	Communication	Russian Information

STEP 2 - ASSESS



Identify the level of risk

After having discovered an ambush activity, the next step is about identifying the nature of the ambush attack and the level of risk of the infringement. To categorize identified infringements, please use the guideline below and include your assessment when alerting the Ambush Marketing Representative (see Step 3).



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Tournament Info

Sponsors

Rights Protections

Communication

Russian Information

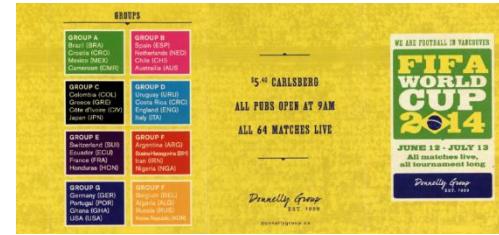
STEP 2 - ASSESS



Infringement Examples (Specific)



The XL Beach Club in Dubai, used the FIFA World Cup™ trophy and FIFA protected word marks ("World Cup") on their homepage without permission and as such had to be assessed as an infringement with high risk.



With the use of the official event designation, the Donelly Group illegally associated with the FIFA World Cup™ and also promoted Carlsberg beer. Consequently, this infringement had to be evaluated with high risk.



Great Lakes Brewery used the FIFA World Cup™ match schedule for commercial purposes. Great Lakes Brewery competes directly with AB InBev, so this example also constitutes a high risk example as well.

Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Tournament Info	Sponsors	Rights Protections	Communication	Russian Information

STEP 3 - ALERT

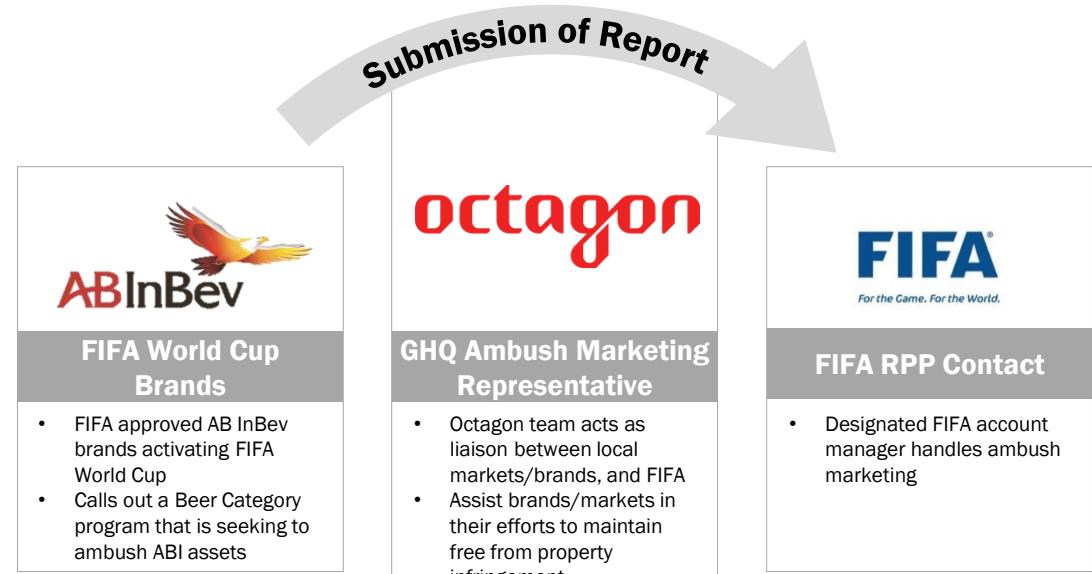
Reporting Process

To ensure that all ABI assets are being protected, it is our responsibility as an organization to report any property infringements caused by our competitors or other parties. For reporting purposes, please work with the designated GHQ Ambush Marketing Representative (Octagon). Octagon will submit all reports to FIFA who handle any and all attempts of ambush marketing on Commercial Affiliates as part of their Rights Protection Program (RPP). They also take the lead in ensuring that the program is no longer able to associate themselves with FIFA and FIFA Events.

Ambush Marketing Representatives:

Global:
Lindsay Salt
Lindsay.Salt@Octagon.com
+1.980.200.6105

Local:
Dennis Trautwein
Dennis.Trautwein@Octagon.com
+49.211.38546026



Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Tournament Info	Sponsors	Rights Protections	Communication	Russian Information



STEP 3 - ALERT

Reporting an Infringement

When an ambush activity occurs, it is imperative that all details are accurate before reporting a claim to FIFA. Please submit your report to the GHQ Ambush Marketing Representative highlighting the risk level of the incident. For any activity deemed illegal FIFA has a designed a “Brand Protection Infringement Notification Mail” that streamlines the flow of information in an organized manner (example right).

This email form needs to be completed for illegal ambush activities and sent to the Ambush Marketing Representative with any available creative and other supporting material which provides details on the infringement.

The screenshot shows an Outlook email window with the following details:

- Subject:** FIFA BRAND PROTECTION INFRINGEMENT NOTIFICATION
- To:** Brand Protection (FIFA)
- From:** [Redacted]
- Body:** EMAIL INFRINGEMENT NOTIFICATION FORM:
(Please return to brandprotection@fifa.org)
1. Contact information of reporting person
Please provide your contact information including your Company affiliation, e.g. your email signature
2. Brief description of Infringing Activity
3. Identity of the Infringer (including contact information, if available)
4. Location of the Infringing Activity (Country, City, exact address)
5. Date of detection of the infringing activity
- Toolbar:** Includes standard Outlook icons for Ignorieren, Löschen, Antworten, Alle anworten, Weiterleiten, An Vorgesetzte(n), Team-E-Mail, QuickSteps, Verschieben, Regeln, Als ungelesen markieren, Kategorisieren, Nachverfolgung, Übersetzen, Bearbeiten, and Zoom.

Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Tournament Info	Sponsors	Rights Protections	Communication	Russian Information



EVENT OVERVIEW

TOURNAMENT
INFORMATION

SPONSORS

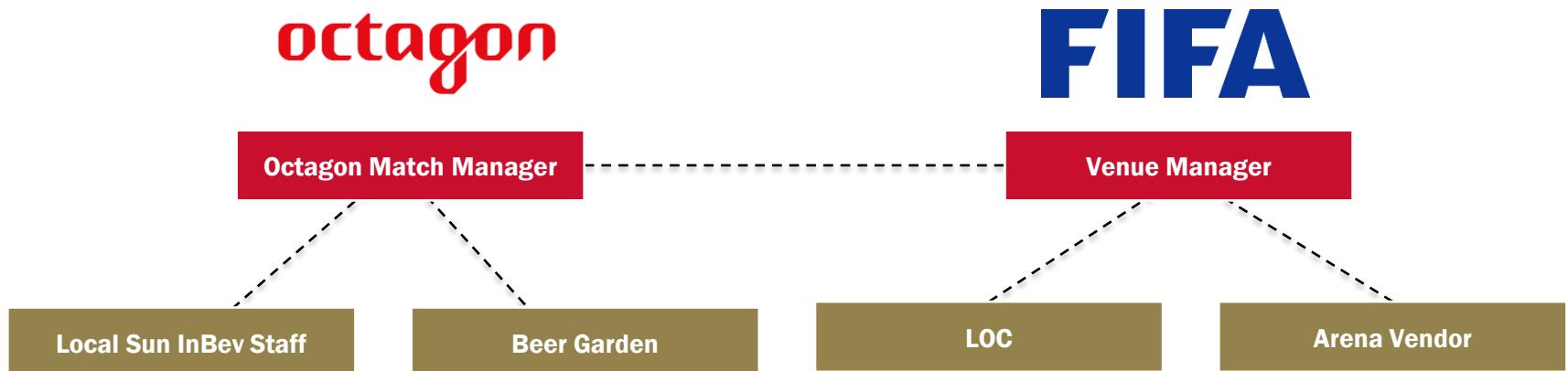
RIGHTS
PROTECTION

COMMUNICATION

RUSSIA INFO

Onsite Communications

- Main communications onsite for each venue will happen between AB InBev Match Managers and the FIFA Venue Manager
- This is the primary link for any and all problems that occur



Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Tournament Info	Sponsors	Rights Protections	Communication	Russian Information

EVENT OVERVIEW

TOURNAMENT
INFORMATION

SPONSORS

RIGHTS
PROTECTION

COMMUNICATION

RUSSIA INFO

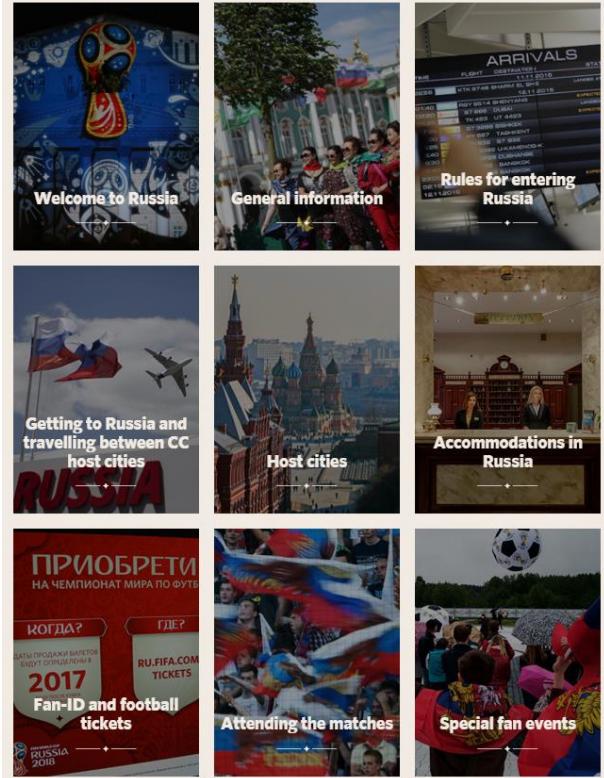
GENERAL FAN GUIDE



For an extra in depth overview of Russia and the tournament fans can reference the fan guide provided by the Russian government located at http://welcome2018.com/en/fan_guide/

The guide provides basic information on

- Transportation
- Sightseeing
- Accommodation
- Host Cities
- Fan ID & Tickets
- Special Fan events
- Emergency Services
- Travel Advice



Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Tournament Info	Sponsors	Rights Protections	Communication	Russian Information

COMMON RUSSIAN PHRASES



ENGLISH	RUSSIAN	PRONUCIATION
Welcome	добро пожаловать	dobro pozhalovat'
Hello	Здравствуйте	Zdravstvuyte
Good morning	доброе утро	dobroye utro
Good afternoon	Добрый день	Dobryy den
Good night	доброй ночи	dobroy nochi
How are you?	как дела?	kak dela?
Nice to meet you	приятно познакомиться	priyatno poznakomit'sya
Please	пожалуйста	pozhaluysta
Thank you	Спасибо	Spasibo
You're welcome	пожалуйста	pozhaluysta
Excuse me	Извините	Izvinite
What is your name?	как вас зовут?	kak vas zovut?
My name is...	меня зовут	menya zovut
I don't understand	Я не понимаю	YA ne ponimayu

ENGLISH	RUSSIAN	PRONUCIATION
Where is the bathroom?	Где здесь ванная комната?	Gde zdes' vannaya komnata?
Beer	пиво	pivo
How do I get to the stadium?	Как добраться до стадиона?	Kak dobrat'sya do stadiona?
Where are we sitting?	Где мы сидим?	Gde my sidim?
What is your wifi password?	Какой у вас пароль от Wi-Fi?	Kakoy u vas parol ot vay-fai?
Where is my entrance?	Где мой вход?	Gde moy vkhod?
How much does that cost?	Сколько это стоит?	Skol'ko eto stoit?
Where are the taxis?	Где здесь такси?	Gde zdes' taksi?
Where is the train station?	Где находится вокзал?	Gde nakhoditsya vokzal?
Where is the airport?	Где аэропорт?	Gde aeroport?
Please take me to ...	пожалуйста, возьми меня в	pozhaluysta, voz'mi menya v
Sorry	Прости	Prosti
Do you speak english?	Ты говоришь по-английски?	Ty govorish' po-angliyski?
I speak english	Я говорю по-английски	YA govoryu po-angliyski

Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Tournament Info	Sponsors	Rights Protections	Communication	Russian Information

CONSULATE EMBASSY CONTACTS

Below is a list of embassies and consulates of the nations with staff representatives onsite for AB InBev during the tournament.

Please register with your local embassy prior to arrival. See <https://embassy-finder.com/> for a complete list of all embassies and consulates.

United States

Moscow

- Bolshoy Deviatinsky Pereulok No. 8
Moscow 121099
- Local: (0495) 728.5000
International: +7.495.728.5000

St. Petersburg

- 15 Ulitsa Furshtatskaya
St. Petersburg 191028
- Local: (0812) 331.2600
International: +7.812.331.2600

Yekaterinburg

- 15 Gogol Street
Yekaterinburg, 620151
- Local: (0912) 379.3001
International: +7.912.379.3001

United Kingdom

Moscow

- Smolenskaya Naberezhnaya 10
Moscow 121099
- Local: (0495) 956.7200
International: +7.495.956.7200

St. Petersburg

- PL Proletarskoy Diktatury
5 Smolninskiy Raion
191124 St. Petersburg
- Local: (0812) 320.3200
International: +7.812.320.3200

Ekaterinburg

- 15a Gogol Street
620075 Ekaterinburg
- Local: (0343) 379.4931
International: +7.343.379.4931

Germany

Moscow

- Mosfilmowskaja 56
119285 Moscow
- Local: (0495) 937.9500
International: +7.495.937.9500

St. Petersburg

- Uliza Furschadtkskaja, 39
191123 St. Petersburg
- Local: (0812) 320.2400
International: +7.812.320.2400

Ekaterinburg

- World Trade Center - Ul. Kuibysheva 44
620026 Ekaterinburg
- Local: (0343) 359.6399
International: +7.343.359.6399

Kaliningrad

- Uliza Leningradskaya 4
236008 Kaliningrad
- Local: (04012) 341.513
International: +7.4012.341.513

Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Tournament Info	Sponsors	Rights Protections	Communication	Russian Information

EMERGENCY SERVICES CONTACT INFORMATION



DEPARTMENT	CONTACT NUMBER
Fire Department	101
Ambulance	103
Police	102
General Emergency	112
Gas Emergency	104
Directory Assistance (free, limited info)	109
Moscow City Police	495 200 9305
St. Petersburg Police	812 579 9824
Red Cross	499 126 7571
Moscow - Anti-Poison Control	499 126 7571
St. Petersburg Anti-Poison Control	921 757 3228
Moscow Talking Clock	100

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Tournament Info

Sponsors

Rights Protections

Communication

Russian Information

HOSPITALS



CITY	NAME	ADDRESS	CONTACT
Moscow	European Medical Centre Group	Spiridonievskiy Per. 5 Bld. 1, Moscow	+7 (495) 933 6655
Moscow	The American Clinic	2-ya Yamskaya ulitsa, Moscow, 11/13, 129090	+7 (495) 781 5576
Moscow	American Medical Center	26/6 Prospekt Mira, Moscow, 129090	+7 495 933 77 00
Moscow	Botkin Hospital	2-y Botkinskiy pr-d, 5, Moskva, Russia, 125284	+7 495 945-19-27
Kazan	Republican Clinical Hospital	ul. Volkova, 18, Kazan, Respublika Tatarstan, Russia, 420043	+7 (843) 233-30-22
Kazan	Universitetskaya Klinika "Kazan"	ul. Chekhova, 1A, Kazan, Respublika Tatarstan, Russia, 420043	+7 843 233-30-60
Kazan	Interregional clinical and diagnostic center	ul. Karbysheva, 12a, Kazan, Respublika Tatarstan, Russia, 420101	+7 843 291-10-24
St. Petersburg	American Medical Clinic	St. Petersburg, Moika River, d. 78.	+7 (812) 740-2090
St. Petersburg	EuroMed	St. Petersburg, Suvorovskiy pr., 60	+7 812 327 0301
St. Petersburg	Medem International Clinic & Hospital	St. Petersburg, ul. Marat, 6	+7 812 336 3333
Sochi	City Hospital № 2	ул. Виноградная, 43/2, Sochi, Krasnodarskiy kray, Russia, 354010	+7 862 253-09-70
Sochi	City Hospital № 4	ul. Tuapsinskaya, 1, Sochi, Krasnodarskiy kray, Russia, 354057	+7 862 261-47-88

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Tournament Info

Sponsors

Rights Protections

Communication

Russian Information

KEY CONTACTS

FIFA

OCTAGON

ABI GLOBAL

ABI RUSSIA

PARTNERS

FIFA CONTACTS



FIRST NAME	LAST NAME	ONSITE ROLE	EMAIL	INTERNATIONAL NUMBER	LOCAL NUMBER
General FIFA					
Philippe	Le Floc'h	Chief Commercial Officier			
Jean	Francois Pathy	Head of Marketing Services			
Brooke	Adriance	Head of Marketing Partnerships	Brooke.Adriance@fifa.org		+7 925 655 8190
Felicity	Geroge	Partnerships Manager	felicity.george@fifa.org		+7 925 655 8191
Gerdine	Lindhout	Promotions, Communications & Brand Manager	gerdine.lindhout@fifa.org		+7 925 970 2018
Javier	Olea	AB InBev Account Manager	javier.olea@fifa.org	+41 (75) 432 63 46	
Jean-Edouard	Courcier	Hospitality Match Manager	Jean-Edouard.Courcier@fifa.org		
Moscow Contacts					
Tamara	Manolio	Marketing Venue Manager	Tamara.Manolio@fifa.org	+41 (79) 603 2376	+7 925 655 8203
Bruno	Wanderley	Marketing Venue Manager	Bruno.Wanderley@fifa.org		+7 926 921 2018
Vadim	Dmitriev	LOC Marketing Coordinator	vadim.dmitriev@fifa.org		+7 925 759 5371
Galina	Senkina	Hospitality Venue Manager	galina.senkina@fifa.org		+7 925 316 2018
Larissa	Scherrer	Ticketing Venue Manager	larissa.scherrer@fifa.org		+7 929 595 2018
Robert	Swain	Brand Protection Venue Manager	robert.swain@fifa.org		+7 925 735 2018
Elena	Pogodina	Food & Beverage Venue Coordinator	moscow@cateringconsulting.ru		+7 903 771 7511
Marina	Burshtein	Food & Beverage Venue Coordinator	forum@cateringconsulting.ru		+7 916 495 9808
Gayane	Melikyan	Fan ID Group Sales Support	partners.moscow@fan-id.ru		+7 985 203 1226
Igor	Vykhodets	Venue Medical Contact	igor.vykhodets@gmail.com		

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

FIFA

Octagon

ABI Global

ABI Russia

Partners

FIFA CONTACTS



FIRST NAME	LAST NAME	ONSITE ROLE	EMAIL	INTERNATIONAL NUMBER	LOCAL NUMBER
St. Petersburg					
Martin	Nussbaumer	Marketing Venue Manager	martin.nussbaumer@fifa.org	+41 797779949	+7 925 998 2018
Emmanuel	Leclercq	Marketing Venue Manager	emmanuel.leclercq@fifa.org		+7 925 655 8203
Vladimir	Malgin	LOC Marketing Coordinator	vladimir.malgin@fifa.org		+7 926 291 7624
Natalia	Knyazeva	Hospitality Venue Manager	natalia.knyazeva@fifa.org		+7 903 136 9265
Frank	deRedelikheid	Hospitality Venue Manager	frank.deredelikheid@fifa.org		+7 925 889 2018
Zoya	Kalugina	Ticketing Venue Manager	zoya.kalugina@fifa.org		+7 925 918 7301
Anna	Toledo	Brand Protection Venue Manager	anna.toledo@fifa.org		+7 925 737 2018
Nikita	Bugaev	Food & Beverage Venue Coordinator	development@cateringconsulting.ru		+7 911 282 1474
Anna	Smolenchuk	Fan ID Group Sales Support	partners.spb@fan-id.ru		+7 981 998 0628
Andrey	Kremenchuk	Venue Medical Contact	tcmk-78@yandex.ru		
Kazan					
Javier	Olea	Marketing Venue Manager	javier.olea@fifa.org	+41 (75) 432 63 46	+7 925 655 8194
Ekaterina	Savchenko	Marketing Venue Manager	ekaterina.savchenko@fifa.org		+7 929 996 2018
Rustem	Gaynullin	LOC Marketing Coordinator	rustem.gaynullin@fifa.org		+7 926 291 7579
Boris	Mallaschofsky	Hospitality Venue Manager	boris.mallaschofsky@fifa.org		+7 925 015 2018
Sebastian	Crette	Ticketing Venue Manager	sebastien.crette@fifa.org		+7 926 625 2018
Tiago	Luduvig	Brand Protection Venue Manager	tiago.luduvig@fifa.org		+7 925 731 2018
Denis	Skortcov	Food & Beverage Venue Coordinator	kazan@cateringconsulting.ru		+7 987 189 7921
Ekaterina	Dmitrieva	Fan ID Group Sales Support	partners.kazan@fan-id.ru		+7 917 258 0320
Arslan	Valiev	Venue Medical Contact	arsvaliev@gmail.com		+7 925 655 8194

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

FIFA

Octagon

ABI Global

ABI Russia

Partners

FIFA CONTACTS



FIRST NAME	LAST NAME	ONSITE ROLE	EMAIL	INTERNATIONAL NUMBER	LOCAL NUMBER
Sochi					
Petra	Flückliger	Marketing Venue Manager	Petra.Flueckiger@fifa.org	+41794003243	+7 925 961 2018
Alessandro	Villa	Marketing Venue Manager	Alessandro.Villa@fifa.org		+7 926 920 2018
Inna	Dimura	LOC Marketing Coordinator	inna.dimura@fifa.org		+7 926 291 7595
Vanessa	Marques	Hospitality Venue Manager	vanessa.marques@fifa.org		+7 925 897 2018
Igor	Gontcharov	Ticketing Venue Manager	igor.gontcharov@fifa.org		+7 925 999 2420
Alexey	Shvetsov	Brand Protection Venue Manager	alexey.shvetsov@fifa.org		+7 925 999 2596
Tatyana	Lebedeva	Food & Beverage Venue Coordinator	sochi@cateringconsulting.ru		+7 938 454 5099
Dinara	Bogatyreva	Fan ID Group Sales Support	partners.sochi@fan-id.ru		+7 918 009 0120
Nikolay	Bosak	Venue Medical Contact	nv.bosak@gmail.com		

[Event Overview](#)
[Key Contacts](#)
[Travel Logistics](#)
[Stadium Operations](#)
[Activations](#)
[FIFA](#)
[Octagon](#)
[ABI Global](#)
[ABI Russia](#)
[Partners](#)

KEY CONTACTS

FIFA

OCTAGON

ABI GLOBAL

ABI RUSSIA

PARTNERS

OCTAGON CONTACTS



FIRST NAME	LAST NAME	TITLE	ONSITE ROLE	EMAIL	INTERNATIONAL PHONE	LOCAL PHONE
USA						
Andre	Schunk	EVP	Client Management	Andre.Schunk@octagon.com	+12037729423	
Jen	Caruso	Group Director	Client Management	Jennifer.Caruso@octagon.com	+12038981998	
Lindsay	Salt	Account Director	Client/Match Manager	Lindsay.Salt@ocatgon.com	+19802006105	+79315824039
Andrew	Stallings	Account Manager	Match Manager/Transport	Andrew.Stallings@octagon.com	+12034239417	+79315824048
LeighAnn	Lavalette	Account Manager	Venue Manager/Daily Recaps	LeighAnn.Lavalette@octagon.com	+12035459674	+79315824028
UK						
Alice	Christie	Group Director	Hospitality	Alice.Christie@octagon.com	+44 7814 190511	+79315824014
Svetlana	Gurina	Senior Account Manager	Hospitality	Svetlana.Gurina@octagon.com	+44 7595 162740	+79315824015
Steve	Leary	Asset Manager	Hospitality – Tickets/IDs	Steve.Leary@octagon.com	+442078620119	+79315824002
Tatyana	Pokidko	Hospitality Operations Manager	Hospitality	Tatyana.Pokidko@octagon.com	+442078620014	+79312727749
Emily	Laker	Event Coordinator	Hospitality	Emily.Laker@octagon.com	+442078620125	+79315824009
Simbi	Sonuga	Senior Account Executive	Hospitality	Simbi.Sonuga@octagon.com	+442078622050	+79315824043
Elena	Trofimova	Transport Manager	Hospitality - Transport	Elena.Trofimova@octagon.com	+442078620096	+79315824044

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

FIFA

Octagon

ABI Global

ABI Russia

Partners

OCTAGON CONTACTS



FIRST NAME	LAST NAME	TITLE	ONSITE ROLE	EMAIL	INTERNATIONAL PHONE	LOCAL PHONE
Germany						
Dennis	Trautwein	Group Director	Local Activation	Dennis.Trautwein@octagon.com	+49(0)17663101929	+79315824049
Russia						
Matthieu	Fenaert	Executive Director	Local Activation	mfenaert@octagon.moscow		+79057259253
Masha	Derevyago	Account Director	Local Activation/ Bud Boat	mderevyago@octagon.moscow		+79170912379
Jane	Chudova	Account Manager	Local Activation	echudova@octagon.moscow		+79262584706
Jane	Rodionova	Account Manager	Local Activation/Bud Boat	erodionova@octagon.moscow		+79154509923
Jane	Shlenova	Account Manager	Local Activation/Club Bud	eshlenova@octagon.moscow		+79099133313
Max	Rudakov	Account Executive	Local Activation	mrudakov@octagon.moscow		+79260491279
Anna	Andreeva	Account Executive	Local Activation/Bud Boat	aandreeva@octagon.moscow		+79057954152
Max	Samotsvetov	Account Executive	Local Activation	msamotsvetov@octagon.moscow		

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

FIFA

Octagon

ABI Global

ABI Russia

Partners

BEER GARDEN CONTACTS



FIRST NAME	LAST NAME	TITLE	ONSITE ROLE	EMAIL	INTERNATIONAL PHONE	LOCAL PHONE
Moscow						
Masha	Derevyago	Account Director	Local Activation	mderevyago@octagon.moscow		+79169712379
LeighAnn	Lavalette	Account Manager	Match Manager	LeighAnn.Lavalette@octagon.com	+12035459674	+79315824028
Max	Rudakov	Account Executive	Local activation	mrudakov@octagon.moscow		+79260491279
Kazan						
Jane	Shlenova	Account Manager	Local activation	eshlenova@octagon.moscow		+79099133313
Andrew	Stallings	Account Manager	Match Manager/Transport	Andrew.Stallings@octagon.com	+12034239417	+79315824048
Max	Rudakov	Account Executive	Local activation	mrudakov@octagon.moscow		+79260491279
St. Petersburg						
Jane	Chudova	Account Manager	Local Activation	echudova@octagon.moscow		+79262584706
Andrew	Stallings	Account Manager	Match Manager/Transport	Andrew.Stallings@octagon.com	+12034239417	+79315824048
Max	Rudakov	Account Executive	Local activation	mrudakov@octagon.moscow		+79260491279
Sochi						
Jane	Chudova	Account Manager	Local Activation	echudova@octagon.moscow		+79262584706
LeighAnn	Lavalette	Account Manager	Match Manager	LeighAnn.Lavalette@octagon.com	+12035459674	+79315824028

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

FIFA

Octagon

ABI Global

ABI Russia

Partners

OCTAGON INTERNATIONAL TRAVEL CONTACTS



American Express

Used for all business travel related issues

US

- +1 888 - 256 - 0868

International

- +1 305 - 913 - 7277

IPG 24/7 Travel Notification Center

Used to report and security or medical related business travel issues.

US

- +1 (877) 474-4741

International

- +01 (443) 716-2239

APP

- Worldcue® Mobile

Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
FIFA	Octagon	ABI Global	ABI Russia	Partners

KEY CONTACTS

FIFA

OCTAGON

ABI GLOBAL

ABI RUSSIA

PARTNERS

KEY AB INBEV CONTACTS



FIRST NAME	LAST NAME	TITLE	EMAIL	INTERNATIONAL PHONE	LOCAL PHONE
Connections					
Lucas	Herscovici	Global VP, Marketing Functions	Lucas.Herscovici@ab-inbev.com	+1 314-315-2181	
Andy	Meldrum	Global VP, Consumer Connections	Andy.Meldrum@ab-inbev.com	+1 2126581798	
Mark	Zarhar	Global Head of Sport Marketing	Mark.Zarhar@ab-inbev.com	+1 781 864 6767	
Budweiser					
Brian	Perkins	Global VP, Budweiser	Brian.Perkins@ab-inbev.com	+1 (617) 784-2228	
Chris	Perkins	Global Director, Budweiser	Christopher.Perkins@ab-inbev.com	+1 502 751 0286	
Security					
Aleksey	Arbuzov	Security Manager	Aleksey.Arruzov@AB-Inbev.com		+79163650653
Nikolay	Shishemorov	Security Manager	Nikolay.Shishemorov@AB-inbev.com		
Thomas	Yarbrough	Global Director, Security	Thomas.Yarbrough@ab-inbev.com	+13142201815	

Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
FIFA	Octagon	ABI Global	ABI Russia	Partners

KEY CONTACTS

FIFA

OCTAGON

ABI GLOBAL

ABI RUSSIA

PARTNERS

SUN INBEV STADIUM CONTACTS



FIRST NAME	LAST NAME	TITLE	EMAIL	LOCAL PHONE
Sochi				
Stanislav	Ryabchik	Stadium Manager	Stanislav.Rybachuk@AB-Inbev.com	+79882883992
St. Petersburg				
Anna	Dmitrieva	Stadium Manager	Anna.Dmitrieva@AB-Inbev.com	+79161859136
Kazan				
Evgeny	Volkov	Stadium Manager	Evgeny.Volkov@AB-Inbev.com	+79807412222
Moscow				
Roman	Kovalev	Stadium Manager	Roman.Kovalev@AB-Inbev.com	+79167091765

[Event Overview](#)
[Key Contacts](#)
[Travel Logistics](#)
[Stadium Operations](#)
[Activations](#)
[FIFA](#)
[Octagon](#)
[ABI Global](#)
[ABI Russia](#)
[Partners](#)

SUN INBEV BRAND CONTACTS



FIRST NAME	LAST NAME	TITLE	EMAIL	LOCAL PHONE
Connections				
Konstantin	Tamirov	Head of Connections	Konstantin.Tamirov@ab-inbev.com	+7 (915) 258-09-23
Bud				
Alexander	Nikiforov	Sun InBev Marketing	ALEXANDER.NIKIFOROV@ab-inbev.com	+7 917 558-17-43
Olga	Gavrilenko	FIFA World Cup 2018 Manager, Marketing	Olga.Gavrilenko@ab-inbev.com	+79164538050
Vagan	Tatevosyan	FIFA World Cup 2018 Experiential Manager, Marketing	vagan.tatevosyan@ab-inbev.com	+79099566363
Darya	Polikovskaya	FIFA World Cup Ticket & Hospitality Manager	Darya.Polikovskaya@ab-inbev.com	+79164085435
Ivan	Pestin	FIFA World Cup 2018 Consumption Manager, Marketing	Ivan.Pestin@ab-inbev.com	+79104381539 +79251564643
Tatiana	Kulish	BUD Senior Brand Manager, Marketing	Tatiana.Kulish@ab-inbev.com	+79153884482
Aleksandra	Shutkina	BUD Brand Manager, Marketing	Aleksandra.Shutkina@ab-inbev.com	+79169668459
Anna	Bobyleva	BUD Junior Brand Manager, Marketing	Anna.Bobyleva@ab-inbev.com	+79167091708
Klinskoye				
Nadezhda	Shirokikh	Brand Manager Local Brands	nadezhda.shirokikh@ab-inbev.com	+79852373948
Ilya	Kozhevnikov	Senior Brand Manager Local Brands	Ilya.Kozhevnikov@ab-inbev.com	+79153884780

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

FIFA

Octagon

ABI Global

ABI Russia

Partners

KEY CONTACTS

FIFA

OCTAGON

ABI GLOBAL

ABI RUSSIA

PARTNERS

PARTNER CONTACTS



FIRST NAME	LAST NAME	ROLE	EMAIL	PHONE NUMBER
Wink				
Maartje		Club Bud	maartje@welcometowink.com	
Gwen	Janssen	Club Bud	gwen@welcometowink.com	
Ed	Overvest	Club Bud	ed@welcometowink.com	
Larissa	Koers	Club Bud	larissa@welcometowink.com	
Gipsy				
Kate	Mircha	Club Bud	kate.mircha87@gmail.com	+79057357893
Lapwing				
George	Blake	St. Petersburg Transport	george.blake@lapwingint.com	+44 7766 493 979
Magnus	Leask	Moscow Transport	magnus.leask@lapwingint.com	+44 7768 546 643
Stephan	Kolesnichenko	Kazan Transport	Stepan.Kolesnichenko@lapwingint.com	+7 985 2106636
Anastasiya	Seregina	Sochi Transport	Anastasiya.Seregina@lapwingint.com	+7 926 9173608
MATCH				
Raissa	Fonseca	Hospitality	raissa.fonseca@match-hospitality.com	+ 7 (916) 233 2364

Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
FIFA	Octagon	ABI Global	ABI Russia	Partners

HOSPITALITY PARTNER CONTACTS



FIRST NAME	LAST NAME	ROLE	EMAIL	PHONE NUMBER
UTS Group				
Anastasia	Korenevskaya	Day to Day	incentive@utsrussia.ru	+7 909 150 11 41
Olga	Vakhratimova	Day to Day	projects2spb@utsrussia.ru	+7 921 449 30 63
Olga	Zakharova	Head of Department	incentive1spb@utsrussia.ru	+7 921 449 30 59
Kelly Services				
Irina	Petrova	Day to Day	i.petrova@kellyservices.ru	+7 (927) 744 07 37
Natalia	Solopova	Account Manager	n.solopova@kellyservices.ru	+7 (916)3732309
Viktoria	Litvinenko	Moscow Contact	v.litvinenko@kellyservices.ru	+7 (977) 802-87-54
Evgeniya	Demchenko	St. Petersburg Contact	E.Demchenko@kellyservices.ru	+7 (921) 953-00-27
Irina	Zakharova	Kazan Contact	i.zakharova@kellyservices.ru	+7 919 639-14-78
Viktoria	Galushkina	Sochi Contact	V.Galushkina@kellyservices.ru	+7 (863) 261-87-58
Hotels				
Olga	Voroshko	Moscow – Intercontinental Tverskaya	Olga.Voroshko@ihg.com	+7 963 965 2657
Natalya	Krylova	St. Petersburg- Radisson Sonya	natalya.krylova@radissonblu.com	+7 921 181 0237
Alfiya	Minnizyanova	Kazan – DoubleTree by Hilton	mar@dtkazan.ru	+7 987 297 13 23
Margarita	Gabeva	Imertinsky	m.gabeva@im-hotel.ru	+7 (989) 086 16 74

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

FIFA

Octagon

ABI Global

ABI Russia

Partners

TRAVEL LOGISTICS

OCTAGON
SCHEDULE

CLIENT
SCHEDULE

FLIGHT
MANIFEST

TRANSPORT
SCHEDULE

HOSPITALITY
SCHEDULE

SECURITY
OVERVIEW

STAFF SCHEDULE – OCTAGON NA GROUP STAGE



Travel Logistics

Octagon Schedule

STAFF SCHEDULE – OCTAGON RUSSIA GROUP STAGE

Russia Group Stage
 Group Stage Non- Russia
 Knock Out Rounds
 Club Bud
 Connected Cups Testing
 Bud Boat



	MON 12	TUE 13	WED 14	THURS 15	FRI 16	SAT 17	SUN 18		MON 19	TUE 20	WED 21	THU 22	FRI 23	SAT 24	SUN 25
						18:00 - STP	18:00 - KZN 21:00 - MOS		18:00 - SOC	REST DAY	18:00 - MOS 21:00 - SOC	18:00 - STP 21:00 - KZN		18:00 - KZN 18:00 - STP	18:00 - SOC 18:00 - MOS
						MOS - STP	M1 RUS v NZL M3 AFRICA v CHILE		MOS	MOS	M5 RUS v POR M8 GER v CHILE CLUB BUD	MOS - KZN	KZN	M9 RUS v MEX	KZN
Matthieu		MOS	MOS	MOS	STP										
Dennis	GER - MOS				MOS - STP	M1 RUS v NZL M3 AFRICA v CHILE		MOS	MOS	M5 RUS v POR M8 GER v CHILE CLUB BUD	MOS - KZN	KZN	M9 RUS v MEX M11 GER v AFRICA	KZN - SOC	
	MOS	MOS	MOS	MOS	STP										
	InterConti Hotel	InterConti Hotel	InterConti Hotel	InterConti Hotel	Hotel Indigo	Hotel Indigo	InterConti Hotel	InterConti Hotel	InterConti Hotel	InterConti Hotel	DoubleTree by Hilton	DoubleTree by Hilton	DoubleTree by Hilton	DoubleTree by Hilton	Imeretinskij Hotel
Masha D.		MOS	MOS	MOS	MOS	Bud Boat	M3 AFRICA v CHILE	MOS	MOS	M5 RUS v POR Bud Boat	MOS	MOS	CLUB BUD		M12 CHILE v AUS
Jane C.		MOS	MOS	MOS - STP	STP	M1 RUS v NZL	STP - SOC	SOC	M4 AUS v GER	SOC	M6 MEX v NZL	SOC	SOC	SOC	M11 GER v AFRICA
			Hotel Indigo	Hotel Indigo	Hotel Indigo	Imeretinskij Hotel	Imeretinskij Hotel	Imeretinskij Hotel	Imeretinskij Hotel	Imeretinskij Hotel	Imeretinskij Hotel	Imeretinskij Hotel	Imeretinskij Hotel	Imeretinskij Hotel	Imeretinskij Hotel

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

STAFF SCHEDULE – OCTAGON RUSSIA GROUP STAGE



	TUE 13	WED 14	THURS 15	FRI 16	SAT 17	SUN 18	MON 19	TUE 20	WED 21	THU 22	FRI 23	SAT 24	SUN 25
Russia Group Stage							18:00 - KZN						
Group Stage Non- Russia							18:00 - SOC						
Knock Out Rounds							REST DAY						
Club Bud							18:00 - MOS						
Connected Cups Testing							21:00 - SOC						
Bud Boat							18:00 - KZN						
Jane S.	MOS	MOS	MOS	MOS	MOS	MOS	MOS	MOS	MOS	KZN	M9 RUS v MEX	KZN - MOS	
Max	MOS	MOS	MOS	KZN	KZN	M2 POR v MEX	KZN - MOS	MOS	STP	M7 AFRICA v AUS	STP	M10 POR v NZL	STP - MOS
Jane R	MOS	MOS	MOS	MOS	Bud Boat	MOS	MOS	MOS	Bud Boat	MOS	MOS	MOS	MOS
Anna	MOS	MOS	MOS	MOS	Bud Boat	MOS	MOS	MOS	Bud Boat	MOS	MOS	MOS	MOS

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

STAFF SCHEDULE – OCTAGON UK GROUP STAGE



	TUE 13	WED 14	THURS 15	FRI 16	SAT 17	SUN 18	MON 19	TUE 20	WED 21	THU 22	FRI 23	SAT 24	SUN 25
					18:00 - STP	18:00 - KZN 21:00 - MOS	18:00 - SOC	REST DAY	18:00 - MOS 21:00 - SOC	18:00 - STP 21:00 - KZN	REST DAY	18:00 - KZN 18:00 - STP	18:00 - SOC 18:00 - MOS
Alice	MOS - PREP	MOS - PREP	KZN	KZN / 54 MX x 54	KZN/54 MX x 54 VIP x2	KZN 81 MEX x79 VIP x 2 M2 POR v MEX	KZN - MOS KZN 81 MEX x79 VIP x 2 MOS	MOS/ 38 China x 24 VIP x 14	MOS/ 69 Chi x 24; VIP x14 STD x 9; MDEX32; MX x 10 M5 RUS v POR	MOS/ 57 VIP x14; STD x 9 Chia x 24; MX x10	China x 24 MX x 10 MOS	MOS-LHR	
Svetlana	MOS - PREP	MOS - PREP	SPB	SPB / 4 VIP x 4	SPB / 30 MDE5x STDx4 M1 RUS v NZL	SPB / 10 VIP x4; STD+Hx2 STDx4 MOS	MOS	MOS/ 38 China x 24 VIP x 14	MOS/ 69 Chi x 24; VIP x14 STD x 9; MDEX32; MX x 10 M5 RUS v POR	MOS/ 57 VIP x14; STD x 9 Chia x 24; MX x10	China x 24 MX x 10 MOS	MOS	MOS
Steve	MOS - PREP	MOS - PREP	MOS	MOS	MOS TICKET DESK	MOS M3 AFRICA v CHILE	MOS	MOS/ 38 TICKET DESK	MOS/ 69 Chi x 24; VIP x14 STD x 9; MDEX32; MX x 10 M5 RUS v POR	MOS/ 57 VIP x14; STD x 9 Chia x 24; MX x10	China x 24 MX x 10 MOS	MOS	MOS
Tatyana Pokidko	MOS - PREP	MOS - PREP	KZN	KZN / 54 MX x 54	KZN/54 MX x 54 VIP x2	KZN 81 MEX x79 VIP x 2 M2 POR v MEX	KZN - MOS MOS	MOS / 10 Mex Bud x 10	MOS / 10 Mex Bud x 10	MOS - KZN / 10 Mex Bud x 10	KZN/17 M9 RUS v MEX	KZN/15 STDx 3; STD+Hx4 Mex Bud x 10	

Travel Logistics

Octagon Schedule

STAFF SCHEDULE – OCTAGON UK GROUP STAGE



	TUE 13	WED 14	THURS 15	FRI 16	SAT 17	SUN 18	MON 19	TUE 20	WED 21	THU 22	FRI 23	SAT 24	SUN 25
					18:00 - STP 21:00 - MOS	18:00 - KZN 21:00 - MOS	18:00 - SOC	REST DAY	18:00 - MOS 21:00 - SOC	18:00 - STP 21:00 - KZN	REST DAY	18:00 - KZN 18:00 - STP	18:00 - SOC 18:00 - MOS
Elena Trofimova	MOS - PREP	MOS - PREP	SPB	SPB / 4 VIP x 4	SPB / 30 VIP x4; STD+Hx2	SPB / 10 VIP x4; STD+Hx2	MOS/ 38 China x 24 VIP x 14	MOS/ 69 Chi x 24; VIP x14 STD x 9; MDEX32; MX x 10	MOS/ 57 VIP x14; STD x 9 M5 RUS v POR	China x 24 MX x 10 Chia x 24; MX x10	MOS	MOS	MOS
Emily	MOS - PREP	MOS - PREP	SPB	TICKET DESK M SPB / 4	SPB / 30 VIP x4; STD+Hx2	SPB / 10 VIP x4; STD+Hx2	MOS/ 38 TICKET DESK STD x 9; MDEX32; MX x 10	MOS/ 69 Chi x 24; VIP x14 STD x 9; MDEX32; MX x 10	MOS/ 57 VIP x14; STD x 9 M5 RUS v POR	China x 24 MX x 10 Chia x 24; MX x10	MOS	TICKET DESK	MOS M12 CHI v AUS
Simbi	MOS - PREP	MOS - PREP	KZN	KZN / 54 MX x 54	KZN/54 MX x 54	KZN/ 81 MEX x79 VIP x2	KZN - MOS MOS	MOS - KZN evening KZN	KZN / 2 STDx 2 (GR) M8 GER v CHL	KZN / 10 Mex Bud x 10 M9 RUS v MEX	KZN/17 STDx 3; STD+Hx2 MDEX 2; MX x 10	KZN/15 STDx 3; STD+Hx2 Mex Bud x 10	

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

STAFF SCHEDULE – OCTAGON NA KNOCK-OUT STAGE



JULY						
MON 26	TUE 27	WED 28	THU 29	FRI 30	SAT 1	SUN 2
REST DAY	REST DAY	21:00 - KZN	21:00 - SOC	REST DAY	REST DAY	15:00 - MOS 18:00 - STP

- Russia Group Stage
- Group Stage Non- Russia
- Knock Out Rounds
- Club Bud
- Connected Cups Testing

Octagon US Team

Andre	NYC + KZN	KZN - SOC	SOC - STP			
	KZN	M13 WA V RB	M14 WB V RA	STP	STP	M16 W13 V W14
Jen						
Lindsay	SOC - KZN	KZN - SOC	SOC - MOS	MOS	MOS	CLUB BUD
	Imeretinskiy Hotel	DoubleTree by Hilton	DoubleTree by Hilton	Imeretinskiy Hotel	InterConti Hotel	InterConti Hotel
Andrew	MOS - NYC					
	NYC					
LeighAnn	SOC - NYC					
	NYC					

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

STAFF SCHEDULE – OCTAGON RU KNOCK-OUT STAGE



JULY						
MON 26	TUE 27	WED 28	THU 29	FRI 30	SAT 1	SUN 2
REST DAY	REST DAY	21:00 - KZN	21:00 - SOC	REST DAY	REST DAY	15:00 - MOS 18:00 - STP

Russia Group Stage
Group Stage Non- Russia
Knock Out Rounds
Club Bud
Connected Cups Testing

Matthieu	KZN	KZN	M13 WA V RB	M14 WB V RA	STP	STP	M16 W13 V W14

Dennis	SOC - KZN	KZN	M13 WA V RB	M14 WB V RA	STP	STP	M16 W13 V W14
	DoubleTree by Hilton	DoubleTree by Hilton	DoubleTree by Hilton	Imeretinskiy Hotel	Indigo Hotel	Indigo Hotel	InterConti Hotel

Masha D.	MOS	KZN	M13 WA V RB	KZN - MOS	MOS	MOS	M15 L13 V L14
	DoubleTree by Hilton	DoubleTree by Hilton					Bud Boat

Jane C.	SOC - MOS	MOS	MOS - SOC	M14 WB V RA	SOC - STP	STP	M16 W13 V W14
	Imeretinskiy Hotel	Imeretinskiy Hotel	Hotel Indigo	Hotel Indigo	Hotel Indigo	Hotel Indigo	

[Event Overview](#)
[Key Contacts](#)
[Travel Logistics](#)
[Stadium Operations](#)
[Activations](#)
[Octagon Schedule](#)
[Client Schedule](#)
[Flight Manifest](#)
[Transport Schedule](#)
[Hospitality Schedule](#)
[Security Overview](#)

STAFF SCHEDULE – OCTAGON RU KNOCK-OUT STAGE



JULY						
MON 26	TUE 27	WED 28	THU 29	FRI 30	SAT 1	SUN 2
REST DAY	REST DAY	21:00 - KZN	21:00 - SOC	REST DAY	REST DAY	15:00 - MOS 18:00 - STP

Russia Group Stage
Group Stage Non- Russia
Knock Out Rounds
Club Bud
Connected Cups Testing

Jane S.	MOS	KZN		KZN - MOS				
			M13 WA V RB	MOS	MOS	MOS	MOS	
DoubleTree by Hilton		DoubleTree by Hilton						

Max	MOS	MOS	MOS	MOS	MOS	MOS	M15 L13 V L14

Jane R	MOS	MOS	MOS	MOS	MOS	MOS	Bud Boat

Anna	MOS	MOS	MOS	MOS	MOS	MOS	Bud Boat

[Event Overview](#)
[Key Contacts](#)
[Travel Logistics](#)
[Stadium Operations](#)
[Activations](#)
[Octagon Schedule](#)
[Client Schedule](#)
[Flight Manifest](#)
[Transport Schedule](#)
[Hospitality Schedule](#)
[Security Overview](#)

STAFF SCHEDULE – OCTAGON UK KNOCK-OUT STAGE



JULY								
MON 26	TUE 27	WED 28	THU 29	FRI 30	SAT 1	SUN 2	MON 3	TUE 4
REST DAY	REST DAY	21:00 - KZN	21:00 - SOC	REST DAY	REST DAY	15:00 - MOS 18:00 - STP		
Alice				LHR - SPB SPB ERx6; VIP x 14	SPB/68 STDx46; STD+Hx2 VIPx20; MDEX7	SPB/75 STDx46; STD+Hx2 M16 W13 V W14	SPB-LHR SPB/68 STDx46; STD+Hx2 ERx6; VIP x 14 LON	
Svetlana	MOS	SOC	SOC/4 SOC/19 VIP x4; MDEX2 STDx10; STD+H x3 M14 WB V RA	SOC - SPB SOC/ 17 VIP x4; STDx10; STD+H x3 ERx6; VIP x 14	SPB/68 STDx46; STD+Hx2 VIPx20; MDEX7	SPB/75 STDx46; STD+Hx2 M16 W13 V W14	SPB/68 STDx46; STD+Hx2 ERx6; VIP x 14 SPB	SPB-LHR
Steve	MOS	SOC	SOC TICKET DESK STDx10; STD+H x3 M14 WB V RA	SOC - SPB SOC/19 VIP x4; MDEX2 STDx10; STD+H x3 ERx6; VIP x 14	SPB TICKET DESK	SPB/75 STDx46; STD+Hx2 VIPx20; MDEX7 M16 W13 V W14	SPB-LHR SPB/68 STDx46; STD+Hx2 ERx6; VIP x 14 LON	
Tatyana Pokidko	KZN	KZN2	KZN/ 7 VIP x 2; STD+H x 3/VIP x 2; STD+H x 3 STDx2 M13 WA V RB	KZN - SPB KZN/ 7 STDx2 SPB ERx6; VIP x 14	SPB/68 STDx46; STD+Hx2 ERx6; VIP x 14	SPB/75 STDx46; STD+Hx2 VIPx20; MDEX7 M16 W13 V W14	SPB/68 STDx46; STD+Hx2 ERx6; VIP x 14 SPB	SPB-LHR

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

STAFF SCHEDULE – OCTAGON UK KNOCK-OUT STAGE



JULY						MON 3	TUE 4
MON 26	TUE 27	WED 28	THU 29	FRI 30	SAT 1	SUN 2	
REST DAY	REST DAY	21:00 - KZN	21:00 - SOC	REST DAY	REST DAY	15:00 - MOS 18:00 - STP	

Elena Trofimova	MOS	MOS-SOC	SOC/4	SOC/19 VIP x4; MDEX2 STDx10; STD+H x2	SOC - SPB	SPB/68	SPB/75 STDx46; STD+Hx2 VIPx20; MDEX7	SPB - LON SPB/68 STDx46; STD+Hx2 ERx6; VIP x 14	LON
-----------------	-----	---------	-------	---	-----------	--------	--	--	-----

Emily	MOS - KZN	KZN	KZN - SPB	KZN/ 7 VIP x 2; STD+H x 3/ IP x 2; STD+H x 3	SPB	SPB	SPB/75 STDx46; STD+Hx2 VIPx20; MDEX7	SPB - LON SPB/68 STDx46; STD+Hx2 ERx6; VIP x 14	LON
-------	-----------	-----	-----------	---	-----	-----	--	--	-----

Simbi	KNZ	KZN	KZN - MOS	KZN/ 7 VIP x 2; STD+H x 3/ IP x 2; STD+H x 3	MOS	MOS	MOS/8 MDEX4 VIPx5 M15 L13 V L14	MOS - LON MDEX3 VIPx5	LON
-------	-----	-----	-----------	---	-----	-----	---	-----------------------------	-----

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

TRAVEL LOGISTICS

OCTAGON
SCHEDULE

CLIENT
SCHEDULE

FLIGHT
MANIFEST

TRANSPORT
SCHEDULE

HOSPITALITY
SCHEDULE

SECURITY
OVERVIEW

GHQ TRAVEL SCHEDULE – GROUP STAGE



JUNE

MON 12	TUE 13	WED 14	THURS 15	FRI 16	SAT 17	SUN 18	MON 19	TUE 20	WED 21	THU 22	FRI 23	SAT 24	SUN 25
-----------	-----------	-----------	-------------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------	-----------

Russia Group Stage
Group Stage Non- Russia
Knock Out Rounds
Club Bud
Connected Cups Testing

18:00 - STP	18:00 - KZN
	21:00 - MOS

18:00 - SOC	REST DAY	18:00 - MOS	18:00 - STP	REST DAY	18:00 - KZN	18:00 - SOC
		21:00 - SOC	21:00 - KZN		18:00 - STP	18:00 - MOS

Chris	NYC - MOS						MOS	Connected Cups Test - Empty Stadium	M5 RUS v POR	MOS - NYC		
	MOS	MOS	MOS	MOS	CLUB BUD	M3 AFRICA v CHILE	MOS	CLUB BUD	MOS	NYC		
Mark	NYC - MOS		MOS - STP			STP - MOS	MOS	Connected Cups Test - Empty Stadium	M5 RUS v POR	MOS - SOC		
	MOS	MOS	STP	STP	M1 RUS v NZL	M3 AFRICA v CHILE	MOS	CLUB BUD	MOS	MOS	SOC	M11 GER v AFRICA
Brian Perkins								JFK - MOS	MOS - NCE			
								M5 RUS v POR	MOS	MOS		

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

GHQ TRAVEL SCHEDULE – GROUP STAGE



	SUN 18	MON 19	TUE 20	WED 21	THU 22	FRI 23	SAT 24	SUN 25
Russia Group Stage								
Group Stage Non- Russia								
Knock Out Rounds								
Club Bud								
Connected Cups Testing								
	18:00 - KZN	18:00 - SOC	REST DAY	18:00 - MOS	18:00 - STP	REST DAY	18:00 - KZN	18:00 - SOC
	21:00 - MOS			21:00 - SOC	21:00 - KZN		18:00 - STP	18:00 - MOS
Andy Meldrum		NYC - MOS	MOS	MOS	M5 RUS v POR	MOS - NYC	NYC	
		MOS	MOS		CLUB BUD	NYC		
		InterConti Hotel	InterConti Hotel	InterConti Hotel	InterConti Hotel			
Lucas Herscovici				NCE - MOS	M5 RUS v POR	MOS - NCE	NCE	
				CLUB BUD	CLUB BUD	NCE		
				InterConti Hotel				

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

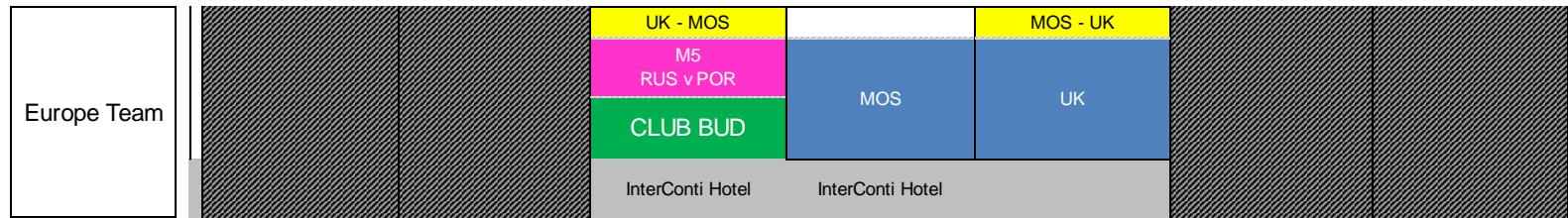
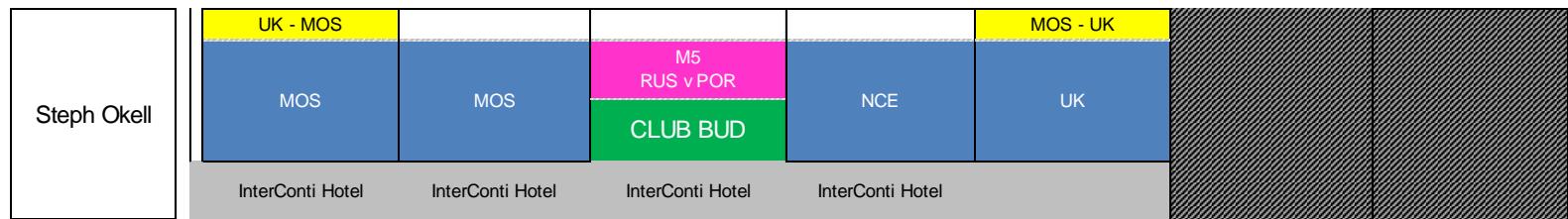
Security Overview

EURO TRAVEL SCHEDULE – GROUP STAGE



Russia Group Stage
Group Stage Non- Russia
Knock Out Rounds
Club Bud
Connected Cups Testing

	MON 19	TUE 20	WED 21	THU 22	FRI 23	SAT 24	SUN 25
	18:00 - SOC	REST DAY	18:00 - MOS 21:00 - SOC	18:00 - STP 21:00 - KZN		18:00 - KZN 18:00 - STP	18:00 - SOC 18:00 - MOS



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

SUN INBEV TRAVEL SCHEDULE – GROUP STAGE



THURS 15				FRI 16				SAT 17		SUN 18		MON 19				TUE 20		WED 21		THU 22		FRI 23		SAT 24		SUN 25	
Russia Group Stage																											
Group Stage Non- Russia																											
Knock Out Rounds																											
Club Bud																											
Connected Cups Testing																											
Bud Boat																											
Viewing Event																											
Konstantin Tamirov																											
Alexander Nikiforov																											
Olga Gavrilenko																											
Vagan Tatevosyan																											

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

SUN INBEV TRAVEL SCHEDULE – GROUP STAGE



	THURS 15	FRI 16	SAT 17	SUN 18	MON 19	TUE 20	WED 21	THU 22	FRI 23	SAT 24	SUN 25
Russia Group Stage											
Group Stage Non- Russia											
Knock Out Rounds											
Club Bud											
Connected Cups Testing											
Bud Boat											
Viewing Event											
Daria Polikovskaya	MOS	MOS	CLUB BUD	M3 AFRICA v CHILE	MOS	MOS	CLUB BUD	MOS	MOS	CLUB BUD	MOS
Ivan Pestin	MOS - STP	STP	M1 RUS v NZL	STP - MOS M3 AFRICA v CHILE	MOS	Connected Cups Test : Empty Stadium	M5 RUS v POR	MOS	MOS - KZN	M9 RUS v MEX	KZN - MOS M12 CHILE v AUS
Tatyana Kulish			BUD Boat	M3 AFRICA v CHILE	MOS	Connected Cups Test : Empty Stadium	M5 RUS v POR	MOS	MOS - KZN	M9 RUS v MEX	KZN - MOS M12 CHILE v AUS
Aleksandra Shutkina		MOS - STP	M1 RUS v NZL	STP - MOS	MOS	MOS	M5 RUS v POR	MOS	MOS	MOS	M12 CHILE v AUS

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

SUN INBEV TRAVEL SCHEDULE – GROUP STAGE



	THURS 15	FRI 16	SAT 17	SUN 18	MON 19	TUE 20	WED 21	THU 22	FRI 23	SAT 24	SUN 25
Russia Group Stage											
Group Stage Non- Russia											
Knock Out Rounds											
Club Bud											
Connected Cups Testing											
Bud Boat											
Viewing Event											
Anna Bobyleva			BUD Boat	M3 AFRICA v CHILE	MOS	Connected Cups Test - Empty Stadium	M5 RUS v POR	MOS	MOS - KZN	M9 RUS v MEX	KZN - MOS
Maria Dementyeva		MOS - STP	M1 RUS v NZL	STP - MOS	MOS	MOS	M5 RUS v POR	MOS	MOS - KZN	M9 RUS v MEX	KZN - MOS
Ilya - Kozhevnikov		MOS - STP	M1 RUS v NZL	STP - MOS	MOS	MOS	M5 RUS v POR	MOS	MOS - KZN	M9 RUS v MEX	KZN - MOS
Nadezhda - Shirokikh			Klinskoje Field Boards				CLUB BUD	KZN		Klinskoje Field Boards	MOS
Anna Dmitrieva	STP	STP	M1 RUS v NZL	STP	STP	STP	STP	STP	STP	M10 POR v NZL	STP

Travel Logistics

Client Schedule

SUN INBEV TRAVEL SCHEDULE – GROUP STAGE



	THURS 15	FRI 16	SAT 17	SUN 18	MON 19	TUE 20	WED 21	THU 22	FRI 23	SAT 24	SUN 25
Russia Group Stage											
Group Stage Non- Russia											
Knock Out Rounds											
Club Bud											
Connected Cups Testing											
Bud Boat											
Viewing Event											
Evgeny Volkov		KZN	KZN	M2 POR v MEX	KZN	KZN	KZN	M8 GER v CHILE	KZN	M9 RUS v MEX	KZN
Stanislav Rybachuk			SOC	SOC	M4 AUS v GER	SOC	M6 MEX v NZL	SOC	SOC	SOC	M11 GER v AFRICA
Elena Saltykova	MOS - STP	STP	M1 RUS v NZL	STP - MOS	MOS	MOS	MOS	M5 RUS v POR	MOS	MOS	MOS
Elena Nikishayeva			MOS	MOS - SOC	M4 AUS v GER	SOC - MOS	BUD Boat	MOS	MOS	MOS	MOS

[Event Overview](#)
[Key Contacts](#)
[Travel Logistics](#)
[Stadium Operations](#)
[Activations](#)
[Octagon Schedule](#)
[Client Schedule](#)
[Flight Manifest](#)
[Transport Schedule](#)
[Hospitality Schedule](#)
[Security Overview](#)

GHQ SCHEDULE – KNOCK OUT ROUNDS



						JULY			
MON	TUE	WED	THU	FRI	SAT	SUN			
26	27	28	29	30	1	2			
REST DAY	REST DAY	21:00 - KZN	21:00 - SOC	REST DAY	REST DAY	15:00 - MOS 18:00 - STP			
Mark	SOC	SOC - KZN	KZN	M13 WA V RB	KZN - MOS	MOS	MOS	MOS	CLUB BUD
						InterConti Hotel	InterConti Hotel	InterConti Hotel	InterConti Hotel

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

SUN INBEV TRAVEL SCHEDULE – KNOCK OUT STAGE



	Russia Group Stage
	Group Stage Non- Russia
	Knock Out Rounds
	Club Bud
	Connected Cups Testing
	Bud Boat
	Viewing Event

	JULY							
	MON 26	TUE 27	WED 28	THU 29	FRI 30	SAT 1	SUN 2	MON 3
	REST DAY	REST DAY	21:00 - KZN	21:00 - SOC	REST DAY	REST DAY	15:00 - MOS 18:00 - STP	

Konstantin Tamirov	MOS	KZN	M13 WA V RB	M14 WB V RA	STP	STP	M16 W13 V W14	STP-MOS MOS
Alexander Nikiforov	MOS	KZN	M13 WA V RB	M14 WB V RA	STP	STP	M16 W13 V W14	STP-MOS MOS
Olga Gavrilenko	SOC	KZN	M13 WA V RB	M14 WB V RA	STP	STP	M16 W13 V W14	STP-MOS MOS
Vagan Tatevosyan	MOS	MOS	PV Strelna (Moscow)	PV Strelna (Moscow)	MOS	MOS	BUD Boat	MOS
Daria Polikovskaya	MOS	KZN	M13 WA V RB	M14 WB V RA	MOS	MOS	CLUB BUD	MOS

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

SUN INBEV TRAVEL SCHEDULE – KNOCK OUT STAGE



	Russia Group Stage
	Group Stage Non- Russia
	Knock Out Rounds
	Club Bud
	Connected Cups Testing
	Bud Boat
	Viewing Event

	JULY							
	MON 26	TUE 27	WED 28	THU 29	FRI 30	SAT 1	SUN 2	MON 3
	REST DAY	REST DAY	21:00 - KZN	21:00 - SOC	REST DAY	REST DAY	15:00 - MOS	
Ivan Pestin		MOS - KZN		KZN - SOC	SOC - STP			STP-MOS
	MOS	KZN	M13 WA V RB	M14 WB V RA	STP	STP	M16 W13 V W14	MOS
Tatyana Kulish		MOS	MOS	PV Strelka (Moscow)	PV Strelka (Moscow)	MOS	MOS	BUD Boat
Aleksandra Shutkina		MOS	MOS	PV Strelka (Moscow)	PV Strelka (Moscow)	MOS	MOS	CLUB BUD
Anna Bobyleva		MOS	MOS	PV Strelka (Moscow)	PV Strelka (Moscow)	MOS	MOS	BUD Boat
Maria Dementyeva		MOS	MOS	MOS	MOS	MOS	CLUB BUD	MOS

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

SUN INBEV TRAVEL SCHEDULE – KNOCK OUT STAGE



					JULY		
MON 26	TUE 27	WED 28	THU 29	FRI 30	SAT 1	SUN 2	MON 3
REST DAY	REST DAY	21:00 - KZN	21:00 - SOC	REST DAY	REST DAY	15:00 - MOS	18:00 - STP

Ilya - Kozhevnikov	MOS	MOS	MOS	MOS	MOS	MOS	CLUB BUD	MOS
Nadezhda - Shirokikh	MOS	MOS	MOS	MOS	MOS	MOS	CLUB BUD	MOS
Anna Dmitrieva	STP	STP	STP	STP	STP	STP	M16 W13 V W14	STP-MOS
Evgeny Volkov	KZN	KZN	M13 WA V RB					

SUN INBEV TRAVEL SCHEDULE – KNOCK OUT STAGE



	Russia Group Stage
	Group Stage Non- Russia
	Knock Out Rounds
	Club Bud
	Connected Cups Testing
	Bud Boat
	Viewing Event

JULY							
MON 26	TUE 27	WED 28	THU 29	FRI 30	SAT 1	SUN 2	MON 3
		21:00 - KZN	21:00 - SOC			15:00 - MOS 18:00 - STP	

Stanislav Rybachuk	SOC	SOC	SOC	M14 WB V RA				
Elena Saltykova	MOS	MOS	MOS	MOS				
Elena Nikishaeva	MOS	MOS	MOS	MOS	MOS	STP	M16 W13 V W14	STP

Event Overview		Key Contacts	Travel Logistics	Stadium Operations	
Octagon Schedule	Client Schedule	Flight Manifest	Transport Schedule	Hospitality Schedule	Security Overview

TRAVEL LOGISTICS

OCTAGON
SCHEDULE

CLIENT
SCHEDULE

FLIGHT
MANIFEST

TRANSPORT
SCHEDULE

HOSPITALITY
SCHEDULE

SECURITY
OVERVIEW

FLIGHT SCHEDULE – OCTAGON

HOST CITY / VENUE CODE

MOS	Moscow
STP	Saint Petersburg
KZN	Kazan
SOC	Sochi



JULY																								
	SUN 11	MON 12	TUE 13	WED 14	THUR 15	FRI 16	SAT 17	SUN 18	MON 19	TUE 20	WED 21	THUR 22	FRI 23	SAT 24	SUN 25	MON 26	TUE 27	WED 28	THUR 29	FRI 30	SAT 1	SUN 2	MON 3	
Lindsay	JFK - DME		MOS - STP		STP - MOS									MOS - SOC			SOC - KZN		KZN - SOC	SOC - MOS		DME - JFK		
	BA 178 Dept. JFK: 7:55AM		MOS	Train 5:40 AM - 9:15 AM	STP	Train 11:00 - 2:46 PM		MOS						Aeroflot 1134		SOC	AER 1121 AER-SVO 9:35 AM - 11:55AM	KZN	AER 1199 KZN - SVO 7:55 AM - 9:25 AM	AER 1130 AER - SVO 11:15 AM - 1:40 PM	MOS	BA 236 Dept. DME: 5:45AM		
	BA 237 Dept. LHR: 10:35PM													SVO - SOC 8:55AM - 11:25 AM			AER 1192 SVO - KZN 4:15PM - 5:50PM		AER 1122 SVO - AER 12:35 PM - 3:05 PM		BA 173 Dept. LHR: 11:20AM		Arrive JFK: 2:05PM	
Andrew	JFK - SVO		MOS	MOS - KZN		KZN - MOS		MOS	MOS - STP		STP - MOS		MOS - NYC											
	AER 103 Dept. JFK: 7:10PM		MOS	AER 1268 Dept SVO: 8:10am	KZN	AER 1191 Dept KZN: 11:35am		MOS	Train 7:40 - 11:40am		STP	Train 7:10- 11:13am		AER 122 Depart SVO: 8:00pm										
LeighAnn	JFK - SVO		MOS	MOS - SOC										SOC - NYC										
	DL 417 Dept. JFK: 6:48pm		MOS	AFL 1122 Dept SVO 12:35pm										AFL 1121 Dept AER 9:35am										
	Arrive SVO: 11:35 am			Arr AER 3:05pm										AFL 102 Dept SVO 2:25pm										

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

FLIGHT SCHEDULE – OCTAGON

HOST CITY / VENUE CODE

MOS	Moscow
STP	Saint Petersburg
KZN	Kazan
SOC	Sochi



JULY																				
	THUR 15	FRI 16	SAT 17	SUN 18	MON 19	TUE 20	WED 21	THUR 22	FRI 23	SAT 24	SUN 25	MON 26	TUE 27	WED 28	THUR 29	FRI 30	SAT 1	SUN 2	MON 3	
Andre		MUC - LED	STP - SOC	SOC - MOS		MOS - FRA									NYC - KZN	KZN-AER	AER-STP			AER-LHR
	LH 2564	SU 6563	SU 1133	AER - SVO 12:00 PM - 2:40 PM	LH 1451 DME - FRA 6:05 AM - 8:25 AM	FRA - JFK LH 400 11:00 AM - 1:30 PM	LH 403 EWR - FRA 6:05PM - 7:30 AM	LH 1444 FRA - DME 8:35AM - 12:40 PM	S7 65 DME - KZN 2:45PM - 4:15PM						AEROFLOT SU 1271 KZN-SVO 9:05AM - 10:35AM	U6 548 AER - LED 9:50AM - 12:55PM			LH 1439 LED - FRA 5:55AM - 7:50 AM	
Jen		NYC - MOS		MOS	MOS - NYC		DL 9630 SVO - AMS 5:45 AM - 8:05 AM	AMS - NYC DL 49 10:45 AM - 12:55PM												
	AF 23 JFK - CDG 4:20PM - 5:45AM	AF 1044 CDG - SVO 9:35 AM - 2:15 PM		MOS																

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

FLIGHT SCHEDULE – AB INBEV

HOST CITY / VENUE CODE

MOS	Moscow
STP	Saint Petersburg
KZN	Kazan
SOC	Sochi



JULY																					
MON 12	TUE 13	WED 14	THUR 15	FRI 16	SAT 17	SUN 18	MON 19	TUE 20	WED 21	THUR 22	FRI 23	SAT 24	SUN 25	MON 26	TUE 27	WED 28	THUR 29	FRI 30	SAT 1	SUN 2	MON 3

Mark	JFK - SVO	MOS - STP	STP	STP - MOS	MOS	Aeroflot 1134 8:55AM - 11:25 AM	MOS - SOC	SOC	SOC - KZN	KZN - MOS	MOS	SVO - LHR
	SU 103 7:10 PM - 11:15 AM	MOS		Train 5:40 AM - 9:15 AM			AER 1121 AER-SVO 9:35 AM - 11:55AM		AER 1199 KZN - SVO 7:55 AM - 9:25 AM	SU 2578 10:00 AM - 12:05 PM		

Chris	JFK - DME	BA 176 JFK - LHR 7:30 PM - 7:35 AM	MOS	DME - JFK	BA 232 DME - LHR 4:05 PM - 6:00 PM	BA 183 LHR - JFK 7:50 PM - 10:35 PM
				BA 233 LHR - DME 8:45 AM - 2:35 PM		

Andy Meldrum	NICE - MOS	NCE - SVO	MOS	MOS - NICE	SU 6639 9:30 AM - 12:30 PM
				VKO - NCE	

FLIGHT SCHEDULE – AB INBEV



	FRI 16	SAT 17	SUN 18	MON 19	TUE 20	WED 21	THUR 22	FRI 23	SAT 24
Lucas						NICE - MOS NCE - VIE OS 424 7:15 AM - 9:00 AM	VKO-NICE VKO - NCE SU 6639 9:30 AM - 12:30 PM 10:05 AM - 1:50 PM		

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

TRAVEL LOGISTICS

OCTAGON
SCHEDULE

CLIENT
SCHEDULE

FLIGHT
MANIFEST

TRANSPORT
SCHEDULE

HOSPITALITY
SCHEDULE

SECURITY
OVERVIEW

TRANSPORTATION OVERVIEW

Transport Vendor for 2017 FIFA Confederations Cup

- Each city will have a Host City Manager where if we have any problems onsite, we can call them directly for immediate support
- Must check-in with LAPWING representative upon arrival
- All issues should be communicated with Andrew Stallings and Lindsay Salt

Octagon Match Management Important Guidelines:

- For Octagon team transportation in Russia, we are utilizing both local transportation and car services
- OCT RUS team will be in charge of their own transport within Moscow (both stadium and airport)
- When arriving in a city, you will always have a car waiting for you at the airport
- When leaving a city from a hotel, book a car for transport to the airport
 - Options: booking with the hotel or Uber
 - All charges should be expensed
- When leaving a city from the stadium, transportation will be provided
- Driver names for each company will be sent out 2 – 3 days in advance



Ground Transportation Changes Procedure for Octagon Match Managers:

If you need your vehicle in advance (for ex. for the whole day or for arrivals/departures), then please follow these steps

- Please send request to your Transport Manager. Only Andrew Stallings, Lindsay Salt and Dennis Trautwein, have been authorized to book additional transportation
- Please provide pick up, drop off details including location, times, flight number where applicable, passenger numbers and any other special requirements

Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Octagon Schedule	Client Schedule	Flight Manifest	Transport Schedule	Hospitality Schedule

TRANSPORTATION PROCEDURES



On arrival:

- Driver will meet at the airport export, once bags from baggage claim have been collected.
- Please look for a nameboard sign and/or an Octagon logo for staff transfers and Bud logo for guests transfers
- Driver contacts will be texted on your mobile on the day of the transfer
- For changes please contact your Transport Manager

While on site/ Departures to airport:

- Please use apps like Uber or Yandex Taxi to order taxis via mobile
- Hotel front desk staff can also help with booking your transportation

Stadium Procedures – Match Managers:

Drivers are meant to stay at stadiums for the entire match while onsite.

- Pickup times: kickoff -5 hours
- Pickup locations: Octagon hotels and or airport
- Please provide your driver with match parking pass. We will have 4 Special Marketing Passes per match that are to be distributed to the Match Managers onsite at the opps meeting
- They are to remain in the designated lot until after match



*Name board example

Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Octagon Schedule	Client Schedule	Flight Manifest	Transport Schedule	Hospitality Schedule
Security Overview				

TRANSPORTATION CONTACTS



Octagon Ops Transport Contact:

- Andrew Stallings
- +1 203 423 9417
- +79315824048
- Andrew.Stallings@octagon.com

Octagon Hosp Transport Contact:

- Elena Trofimova
- +79315824044
- Elena.Tromfimova@octagon.com

Lapwing Ops Transport Contact:

- Magnus Leask
- +44 7768 546 643
- magnus.leask@lapwingint.com

Lapwing Hosp Transport Contact:

- George Blake
- +44 7766 493979
- george.blake@lapwingint.com

Lapwing Moscow Transport Contact:

- Konstantin Voronov
- +7 965 4693 024
- Konstantin.Voronov@lapwingint.com

Lapwing Kazan Transport Contact:

- Yana Lapina
- +7 987 1898 119
- Yana.Lapina@lapwingint.com

Lapwing Sochi Transport Contact:

- George Blake
- +44 7766 493979
- george.blake@lapwingint.com

Lapwing St. Petersburg Transport Contact:

- Liza Keleynova
- +7 937 0673 952
- Liza.Keleynova@lapwingint.com

24 HOUR EMERGENCY HOTLINE +7 (495) 798 14 09

Event Overview		Key Contacts	Travel Logistics	Stadium Operations	Activations
Octagon Schedule	Client Schedule	Flight Manifest	Transport Schedule	Hospitality Schedule	Security Overview

OCTAGON OPS TRANSPORTATION SCHEDULE JUNE 12 - JUNE 17



Name	Surname	Contact number	Date	City	Pick Up Time	Pick Up Location	Drop Off	Comments on pick up point (flight or train number, etc.)	Vehicles	Passengers	Luggage	Airport Transfer or Daily Rental
Lindsay	Salt	+1 980 200 6105	12-Jun	Moscow	4:45 AM	DME Airport	InterContinental Moscow Tyverskaya	Flight: BA 237	1	1	Yes	Airport
Dennis	Trautwein	+ 79315824049	12-Jun	Moscow	6:30 PM	SVO Airport	InterContinental Moscow Tyverskaya	Aeroflot SU 2153	1	1	Yes	Airport
Andrew	Stallings	+1 203 423 9417	13-Jun	Moscow	11:15 AM	SVO Airport	InterContinental Moscow Tyverskaya	Aeroflot 103	1	2	Yes	Airport
LeighAnn	Lavalette	+1 203 545 9674				SVO Airport	InterContinental Moscow Tyverskaya	Delta 417				
Lindsay	Salt	+1 980 200 6105	15-Jun	St. Petersburg	9:15 AM	St. Petersburg Train Station	Hotel Indigo	Mark, Lindsay and Olga travel to hotel	1	3	Yes	Airport
Jane	Chudova	+79262584706	15-Jun	St. Petersburg	10:25 AM	LED Airport	Hotel Indigo	Siberia Airlines Flight S 715	1	1	Yes	Airport
Dennis	Trautwein	+ 79315824049	16-Jun	St. Petersburg	8:30 AM	LED Airport	Hotel Indigo	Aeroflot SU 006	1	1	Yes	Airport
Andrew	Stallings	+1 203 423 9417	16-Jun	Kazan	9:30 AM	KZN Airport	DoubleTree by Hilton	Aeroflot 1268	1	2	Yes	Airport
Max	Rudakov		16-Jun	Kazan	9:45 AM	KZN Airport	DoubleTree by Hilton	Siberia S 761				
Lindsay	Salt	+1 980 200 6105	16-Jun	St. Petersburg	10:00 AM	Hotel Indigo	St. Petersburg Stadium	Daily Rental - Driver to stay at the arena	1	2	Yes	Daily
Andre	Schunk	+12037729423	16-Jun	St. Petersburg	3:30 PM	LED Airport	Hotel Indigo	Flight: LH 2564	1	1	Yes	Airport
Lindsay	Salt	+1 980 200 6105	17-Jun	St. Petersburg	1:00 PM	Hotel Indigo	St. Petersburg Stadium	Daily Rental - Driver to stay at the arena Lindsay, Mark and Andre	1	3	Yes	Daily
Dennis	Trautwein	+ 79315824049	17-Jun	St. Petersburg	1:00 PM	Hotel Indigo	St. Petersburg Stadium	Daily Rental - Driver to stay at the arena Dennis, Jane & Olga	1	2	No	Daily
Jane	Chudova	+79262584706	17-Jun									

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

OCTAGON OPS TRANSPORTATION SCHEDULE JUNE 18 - JUNE 20



Name	Surname	Contact number	Date	City	Pick Up Time	Pick Up Location	Drop Off	Comments on pick up point (flight or train number, etc.)	Vehicles	Passengers	Luggage	Airport Transfer or Daily Rental
Andre	Schunk	+12037729423	18-Jun	St. Petersburg	4:45 AM	Hotel Indigo	LED Airport	Flight: SU 6563 Aeroflot SU 003 Aeroflot SU 6563	1	3	Yes	Airport
Dennis	Trautwein	+ 79315824049	18-Jun	Sochi	10:45 AM	AER Airport	Imeretinskiy Hotel	Flight: SU 6563 Aeroflot SU 6563	1	2	Yes	Airport
Jane	Chudova	+79262584706										
Andre	Schunk	+12037729423	18-Jun	Moscow	9:30 AM	SVO Airport	InterContinental Moscow Tyverskaya	Aeroflot SU 003	1	1	Yes	Airport
Andrew	Stallings	+1 203 423 9417	18-Jun	Kazan	1:00 PM	DoubleTree by Hilton	Kazan Arena	Daily Rental - Driver to stay at the arena Andrew, Jane S., Max	1	3	No	Daily
Lindsay	Salt	+1 980 200 6105	18-Jun	Moscow	2:46 PM	Moscow Train Station	Multiple Locations	Daily Rental - Driver to be available for multiple transfers Lindsay, Mark, Olga	1	3	Yes	Daily
LeighAnn	Lavalette	+1 203 545 9674	18-Jun	Sochi	3:00 PM	AER Airport	Imeretinskiy Hotel	Aeroflot 1122	1	1	Yes	Airport
Dennis	Trautwein	+ 79315824049	18-Jun	Moscow	4:00 PM	InterContinental Moscow Tyverskaya	Spartak Arena	Daily Rental - Driver to stay at the arena	1	2	No	Daily
Andrew	Stallings	+1 203 423 9417	19-Jun	Moscow	1:00 PM	SVO Airport	InterContinental Moscow Tyverskaya	Aeroflot 1191	1	1	Yes	Airport
Andy	Meldrum	xxx	19-Jun	Moscow	10:40 PM	SVO Airport	InterContinental Moscow Tyverskaya	Flight: SU 2473 from NICE	1	1	Yes	Airport
LeighAnn	Lavalette	+ 79315824028	19-Jun	Sochi	1:00 PM	Imeretinskiy Hotel	Fisht Stadium	"Daily Rental - Driver to remain at the stadium LeighAnn, Andre, Jane C"	1	3	Yes	Daily
Jen	Caruso	+12038981998	19-Jun	Moscow	2:15 PM	SVO Airport	InterContinental Moscow Tyverskaya	Flight: AF 1044	1		Yes	Airport
Lindsay	Salt	+1 980 200 6105	20-Jun	Moscow	10:00 AM	InterContinental Moscow Tyverskaya	Spartak Arena	Daily Rental - Driver to stay at the arena	1	4	Yes	Daily
Andre	Schunk	+12037729423	20-Jun	Moscow	2:40 PM	SVO Airport	InterContinental Moscow Tyverskaya	Flight: SU 1133	1	1	Yes	Airport

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

OCTAGON OPS TRANSPORTATION SCHEDULE JUNE 21 - JUNE 24



Name	Surname	Contact number	Date	City	Pick Up Time	Pick Up Location	Drop Off	Comments on pick up point (flight or train number, etc.)	Vehicles	Passengers	Luggage	Airport Transfer or Daily Rental
Jane	Shlenova	+79099133313	21-Jun	Kazan	9:45 AM	KZN Airport	DoubleTree by Hilton	Siberia Airlines S 761	1	1	Yes	Airport
Lindsay	Salt	+1 980 200 6105	21-Jun	Moscow	1:00 PM	InterContinental Moscow Tyverskaya	Spartak Arena	Daily Rental - Driver to stay at the arena Lindsay, Dennis, Andrew	1	3	Yes	Airport
Lucas	Herscovici	xxx	21-Jun	Moscow	1:50 PM	DME Airport	Spartak Arena	Flight: OS 601 Daily Rental - Driver to stay at the arena	1	1	Yes	Daily
Max	Rudakov	+79260491279	21-Jun	St. Petersburg	2:05 PM	LED Airport	Hotel Indigo	UT 359	1	1	Yes	Airport
Jen	Caruso	+12038981998	21-Jun	Moscow	3:30 PM	InterContinental Moscow Tyverskaya	Spartak Arena	Daily Rental - Driver to stay at the arena Jen, Mark, Chris, Andy	1	4	No	Daily
Andre	Schunk	+12037729423	21-Jun	Moscow	3:30 PM	InterContinental Moscow Tyverskaya	Spartak Arena	Daily Rental - Driver to stay at the arena Andre, Brian Perkins,	1	3	No	Daily
LeighAnn	Lavalette	+ 79315824028	21-Jun	Sochi	1:00 PM	Imeretinskiy Hotel	Fisht Stadium	"Daily Rental - Driver to remain at the arena LeighAnn, Jane C"	1	2	Yes	Daily
Andy	Meldrum	xxx	22-Jun	Moscow	6:00 AM	InterContinental Moscow Tyverskaya	VKO Airport	Flight: SU 6639 Andy and Lucas	1	2	Yes	Airport
Dennis	Trautwein	+ 79315824049	22-Jun	Kazan	9:30 AM	KZN Airport	DoubleTree by Hilton	Aeroflot SU 1268	1	1	Yes	Airport
Max	Rudakov	xxx	22-Jun	St. Petersburg	1:00 PM	Hotel Indigo	St. Petersburg Stadium	Daily Rental - Driver to stay at the arena Andrew & Max	1	2	No	Daily
Andrew	Stallings	+1 203 423 9417	22-Jun	St. Petersburg	4:00 PM	DoubleTree by Hilton	Kazan Arena	Daily Rental - Driver to stay at the arena Dennis & Jane S	1	2	No	Daily
Dennis	Trautwein	+ 79315824049	22-Jun	Kazan	4:00 PM			Dennis & Jane S	1	2	No	Daily
Andre	Schunk	+12037729423	23-Jun	Moscow	3:00 AM	InterContinental Moscow Tyverskaya	DME Airport	Flight: LH1451	1	1	Yes	Airport
Jen	Caruso	+1 203 898 1998	23-Jun	Moscow	2:30 AM	InterContinental Moscow Tyverskaya	SVO Airport	Flight: DL 9630	1	1	Yes	Airport
Lindsay	Salt	+1 980 200 6105	24-Jun	Sochi	11:25 AM	AER Airport	Imeretinskiy Hotel	Aeroflot 1134	1	1	Yes	Daily
Andrew	Stallings	+1 203 423 9417	24-Jun	St. Petersburg	1:00 PM	Hotel Indigo	St. Petersburg Stadium	Daily Rental - Driver to stay at the arena Andrew & Max	1	2	No	Daily
Dennis	Trautwein	+ 79315824049	24-Jun	Kazan	1:00 PM	DoubleTree by Hilton	Kazan Arena	Daily Rental - Driver to stay at the arena Dennis & Jane S.	1	2	No	Daily

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

OCTAGON OPS TRANSPORTATION SCHEDULE JUNE 25 – JULY 2



Name	Surname	Contact number	Date	City	Pick Up Time	Pick Up Location	Drop Off	Comments on pick up point (flight or train number, etc.)	Vehicles	PAX	Luggage	Airport Transfer or Daily Rental
Andrew	Stallings	+1 203 423 9417	25-Jun	Moscow	1:00 PM	InterContinental Moscow Tyverskaya	Spartak Arena	Daily Rental - Driver to stay at the arena	1	1	No	Daily
LeighAnn	Lavalette	+ 79315824028	25-Jun	Sochi	1:00 PM	Imeretinskiy Hotel	Fisht Stadium	"Daily Rental - Driver to remain at the stadium LeighAnn, Jane C"	1	2	Yes	Daily
Dennis	Trautwein	+ 79315824049	25-Jun	Sochi	1:30 PM	AER Airport	Fisht Stadium	Daily Rental - Driver to stay at the arena UT 249	1	1	Yes	Daily
Dennis	Trautwein	+ 79315824049	26-Jun	Kazan	7:00 PM	KZN Airport	DoubleTree by Hilton	Siberia S7 079	1	1	Yes	Airport
Lindsay	Salt	+1 980 200 6105	27-Jun	Kazan	5:50 PM	KZN Airport	DoubleTree by Hilton	Aeroflot 1192 Lindsay & Mark	1	2	Yes	Daily
Andre	Schunk	+1 203 722 9423	27-Jun	Kazan	4:15 PM	KZN Airport	DoubleTree by Hilton	Siberia S7 65	1	1	Yes	Airport
Jane	Chudova	+79262584706	28-Jun	Sochi	3:35 PM	AER Airport	Imeretinskiy Hotel	Siberia Airlines S 71023	1	1	Yes	Airport
Lindsay	Salt	+1 980 200 6105	28-Jun	Kazan	5:00 PM	DoubleTree by Hilton	Kazan Arena	Daily Rental - Driver to stay at the arena Lindsay, Dennis, Jane S, Mark, Masha D	2	6	No	Daily
Mark	Zarhar	+1 781 864 6767	29-Jun	Moscow	11:55 AM	SVO Airport	InterContinental Moscow Tyverskaya	Aeroflot 1121	1	1	Yes	Airport
Dennis	Trautwein	+ 79315824049	29-Jun	Sochi	12:00 PM	AER Airport	Imeretinskiy Hotel	Siberia S7 1045	1	1	Yes	Daily
Lindsay	Salt	+1 980 200 6105	29-Jun	Sochi	3:05 PM	AER Airport	Imeretinskiy Hotel	Aeroflot 1122	1	2	Yes	Daily
Andre	Schunk	+1 203 722 9423	30-Jun	St. Petersburg	12:55 PM	LED Airport	Hotel Indigo	Ural U6 548	1	1	Yes	Airport
Lindsay	Salt	+1 980 200 6105	30-Jun	Moscow	1:40 PM	SVO Airport	InterContinental Moscow Tyverskaya	Aeroflot 1130	1	1	Yes	Airport
Dennis	Trautwein	+ 79315824049	30-Jun	St. Petersburg	8:30 PM	AER Airport	Hotel Indigo	Aeroflot SU 6564	1	2	Yes	Airport
Jane	Chudova	+79262584706										
Lindsay	Salt	+1 980 200 6105	1-Jul	Moscow	10:00 AM	InterContinental Moscow Tyverskaya	Spartek Arena	Daily Rental - Driver to stay at the arena	1	4	Yes	Daily
Dennis	Trautwein	+ 79315824049	2-Jul	St. Petersburg	1:00 PM	Hotel Indigo	St. Petersburg Stadium	Daily Rental - Driver to stay at the arena	1	1	No	Daily
Lindsay	Salt	+1 980 200 6105	2-Jul	Moscow	3:05 PM	InterContinental Moscow Tyverskaya	Spartek Arena	Daily Rental - driver to stay at the stadium Lindsay, Mark	1	2	Yes	Daily

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

TRANSPORTATION PROCEDURES - TRAINS



Booking High Speed Trains:

Please go to <http://pass.rzd.ru/main-pass/public/en>

Login: Octagon_Worldwide

Password: Octagon2018

- To book you need to provide your full passport details
- Your order can be paid by VISA or MasterCard. AMEX is not accepted
- Most of the trains allow electronic check-in while purchasing the ticket
- We recommend to use this option and save the ticket with a barcode from the website page
- When boarding the train ensure you have your boarding pass (ticket with a barcode). Confirmation of the purchase will not be accepted as a ticket

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

TRAVEL LOGISTICS

OCTAGON
SCHEDULE

CLIENT
SCHEDULE

FLIGHT
MANIFEST

TRANSPORT
SCHEDULE

HOSPITALITY
SCHEDULE

SECURITY
OVERVIEW

HOSPITALITY TRANSPORTATION GUEST ORDER



	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
WEEK 1					16-Jun		
KAZAN					Coach x 2	Coach x 2; Car x 1	Coach x 3, Car x 1
MOSCOW					Coach x 1	Coach x 1	Coach x 1 (D)
ST PETERSBURG					Car x 2	Minivan x 2, Minibus x 1	
SOCHI							
WEEK 2	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun
KAZAN	Coach x 3 (D), Car x 1(D)			Car x 1	Minibus x 1, Car x 1 (D)	Minibus x 1, Car x 1, Minivan x1	
MOSCOW		Coach x1, Minivan x 4, Minibus x 1 (A)	Coach x2, Minibus x4	Coach x1, Minibus x1	Minibus x 1 (D)		
ST PETERSBURG							
SOCHI							
WEEK 3	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	01-Jul	02-Jul
KAZAN		Car x 1	Car x 2, Minivan (TBC)				
MOSCOW					Minibus x 1	Minivan x1	
ST PETERSBURG					Minivan x 3	Coach x 3, Minivan x 2	
SOCHI			Car x 1	Minibus x 2			

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

HOTEL INFORMATION – MOSCOW JUNE 9-21



Intercontinental Tverskaya Hotel

Tverskaya St, 22, Moskva, 125009, +7 495 787-88-87

Rooms are booked via TEAM, Rate is pre-paid and includes Breakfast

09-Jun	10-Jun	11-Jun	12-Jun	13-Jun	14-Jun	15-Jun	16-Jun	17-Jun	18-Jun	19-Jun	20-Jun	21-Jun	First Name	Last Name	Team
											1	1	Andre	Schunk	US
										1	1	1	Jeff	Ehrenkranz	UK
		1	1	1						1	1	(-1)	Andrew	Stallings	US
									(-1)	(-1)	(-1)	(-1)	Jennifer	Caruso	US
	1	1	1	1					1	1	1	1	Dennis	Trautwein	RU
		1	1	1	1			1	1	1	1	1	Chris	Perkins	Client
		1	1					1	1	1	1	1	Mark	Zarhar	Client
									1	1	1	1	Andy	Meldrum	Client
										1	1	1	Lucas	Herscovici	Client
											1	1	Brian	Perkins	Client
			1	1	1	1	1						LeighAnn	Lavallette	US
		1	1	1	1				1	1	1	1	Lindsay	Salt	US
1	1	1	1	1						1	1	1	Alice	Christie	UK
1	1	1	1	1					1	1	1	1	Emily	Laker	UK
1	1	1	1	1	1		1	1	1	1	1	1	Steve	Leary	UK
1	1	1	1	1	1				1	1	1	1	Svetlana	Gurina	UK
1	1	1	1	1	1					1	1	(-1)	Tatyana	Pokidko	UK
1	1	1	1	1	1					1	1		Simbiat	Sonuga	UK
1	1	1	1	1	1	1	1	1	1	1	(-1)		Elena	Trofimova	UK

*(-1) rooms are booked in Marriott Grand Hotel , 26/1, Tverskaya Street, Moscow, 125009, +7 495 937-00-00

** Total nights includes nights for the entire stay not this page

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

HOTEL INFORMATION – MOSCOW June 22-July 3



Intercontinental Tverskaya Hotel

Tverskaya St, 22, Moskva, 125009, +7 495 787-88-87

Rooms are booked via TEAM, Rate is pre-paid and includes Breakfast

22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	30-Jun	01-Jul	02-Jul	03-Jul	First Name	Last Name	Team
(-1)							1	1	1	1		Andre	Schunk	US
			1									Andrew	Stallings	US
(-1)								1	1	1		Jennifer	Caruso	US
										1		Dennis	Trautwein	RU
1	1											Chris	Perkins	Client
1	1						1	1	1	1		Mark	Zarhar	Client
1												Brian	Perkins	Client
1	1											Lucas	Herscovici	Client
1	1							1	1	1		Lindsay	Salt	US
1	1											Alice	Christie	UK
1	1	1	1									Emily	Laker	UK
1	1	1	1	1								Steve	Leary	UK
1	1	1	1	1								Svetlana	Gurina	UK
(-1)							1	1	1	1		Tatjana	Pokidko	UK
												Simbiat	Sonuga	UK
1	1	1	1	1								Elena	Trofimova	UK

*(1) rooms are booked in Marriott Grand Hotel , 26/1, Tverskaya Street, Moscow, 125009, +7 495 937-00-00

** Total nights includes nights for the entire stay not this page

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

HOTEL INFORMATION – KAZAN



DoubleTree Hotel Kazan

ul. Chernyshevskogo, 21, Kazan, Respublika Tatarstan, Russia, 420111, +7 843 210-00-21

Rooms are booked via Match, and vouchers will be provided. Breakfast is included

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	Total Nights	First Name	Last Name	Team
												1	1	2	Mark	Zarhar	Client
						1	1	1				1	1	5	Andre	Schunk	US
1	1	1												3	Andrew	Stallings	US
												1	1	2	Lindsay	Salt	US
						1	1	1			1	1	1	6	Dennis	Trautwein	RU
					1	1	1	1			1	1	1	6	Evgeniya	Shlenova	RU
1	1	1												3	Max	Rudakov	RU
1	1	1	1											4	Alice	Christie	UK
1	1	1	1				1	1	1	1	1	1	1	10	Tatjana	Pokidko	UK
1	1	1	1	1	1	1	1	1	1	1	1	1	1	14	Simbiat	Sonuga	UK
												1	1	3	Emily	Laker	UK
												1	1	2	Masha	Derevyago	RU

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

HOTEL INFORMATION – SAINT PETERSBURG



IndiGo Hotel

17 Tchaikovskogo Ulitsa, St Petersburg, Russia, 191187, +7 812 454-55-77

Hotel is booked direct and rate is inclusive of Breakfast

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	Total Nights	First Name	Last Name	Team	
						1	1	1	1										4	Max	Rudakov	RU	
							1												1	Chris	Perkins	US	
1	1	1																	3	Mark	Zarhar	US	
	1	1														1	1	1	5	Andre	Schunk	US	
1	1	1																	3	Lindsay	Salt	US	
						1	1	1											3	Andrew	Stallings	US	
																1	1	1	5	Dennis	Trautwein	RU	
1	1	1														1	1	1	6	Evgeniya	Chudova	RU	
																1	1	1	3	Alice	Christie	UK	
1	1	1														1	1	1	7	Svetlana	Gurina	UK	
																1	1	1	3	Steve	Leary	UK	
																1	1	1	1	5	Tatjana	Pokidko	UK
1	1	1														1	1	1	6	Elena	Trofimova	UK	
1	1	1														1	1	1	7	Emily	Laker	UK	

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

HOTEL INFORMATION – SOCHI



Imeretinskiy Hotel

1 Morskoy Boulevard, Imeretinskaya lowland, Adler district, Sochi ,354340 , +7 862 270-11-11
 Booked via Match and vouchers would be provided
 Pre-paid and Breakfast inclusive rate.

18-Jun	19-Jun	20-Jun	21-Jun	22-Jun	23-Jun	24-Jun	25-Jun	26-Jun	27-Jun	28-Jun	29-Jun	Total Nights	First Name	Last Name	Team
						1	1	1				3	Mark	Zarhar	Client
1	1										1	3	Andre	Schunk	US
						1	1	1			1	4	Lindsay	Salt	US
							1				1	2	Dennis	Trautwein	RU
1	1	1	1	1	1	1	1			1	1	10	Evgeniya	Chudova	RU
1	1	1	1	1	1	1	1					8	LeighAnn	Lavalette	US
								1	1	1	1	3	Svetlana	Gurina	UK
								1	1	1	1	3	Steve	Leary	UK
								1	1	1	1	3	Elena	Trofimova	UK

[Event Overview](#)
[Key Contacts](#)
[Travel Logistics](#)
[Stadium Operations](#)
[Activations](#)
[Octagon Schedule](#)
[Client Schedule](#)
[Flight Manifest](#)
[Transport Schedule](#)
[Hospitality Schedule](#)
[Security Overview](#)

TRAVEL LOGISTICS

OCTAGON
SCHEDULE

CLIENT
SCHEDULE

FLIGHT
MANIFEST

TRANSPORT
SCHEDULE

HOSPITALITY
SCHEDULE

SECURITY
OVERVIEW

WORLDCUE ® MOBILE APP



Worldcue® Mobile, the IPG travel safety app is offered to make business travel easier and safer. This app can be used to receive real time alerts specific to travels (as long as it's book through a IPG travel) as well as access to the "Check In" button and the "Hotline" button.

- **Hotline Button:** Use this to connect with IPG's 24/7 Notification Center to speak with a live operator any time wherever you are in the world when you're in need of medical or security assistance
- **Check-in Button:** In case of a travel emergency we may ask you to check-in to confirm your safety. This only needs to be done once only when you're safe and be sure to "allow" Location Services.

Below are instructions to register

1. Find the app in the mobile store [Android](#) or [Apple](#)
2. Open the app, select the "Sign in" link
3. Enter your work email address and select "Continue" where you will be redirected to the IPG One Pass page. Make sure you check the "remember user name" checkbox so the next time you log in you breeze through this step.
4. At the One Pass page, enter your current work email address and your current network password just as you would into your work computer
5. Follow the account set up steps that include: Terms of Use/Consent, Best Number to Reach You, OK to Allow Notifications.



OCTAGON SECURITY PLAN OVERVIEW



Essentially, there are three levels of action that will be taken in the event of an emergency:

1. You will be asked to 'check-in' / 'mark yourself as safe' via a WhatsApp Emergency Group. This will be monitored by HR/office based personnel in London, who will check your safety against a master event attendee list.
Action: Download the app to the device that you will have with you and be using at the event. If you have not already received the group message, please contact Jennifer.cordingly@octagon.com.
2. World Cue Mobile app and/or Chubb Travel Smart App are also both helpful apps for IPG hotline information as well as general warnings.
Action: Download the Chubb Travel Smart App to that same device. When you do, you MUST enable/turn on 'Location Services'. This app will allow us to see the last time and location that you were active, if you fail to 'check-in' / 'mark yourself as safe' as per point 1 above, within an hour of being asked to do so.
3. If you are ever in a situation where you feel at risk/unsafe, or you do not know what to do and cannot make contact with a team member,
Action: please call the Global Risk Management Notification Centre on +1 443 716 2239. They are a group of experts that are available 24/7 that can advise, help and assist if you are in a crisis and not sure what to do.

Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Octagon Schedule	Client Schedule	Flight Manifest	Transport Schedule	Hospitality Schedule

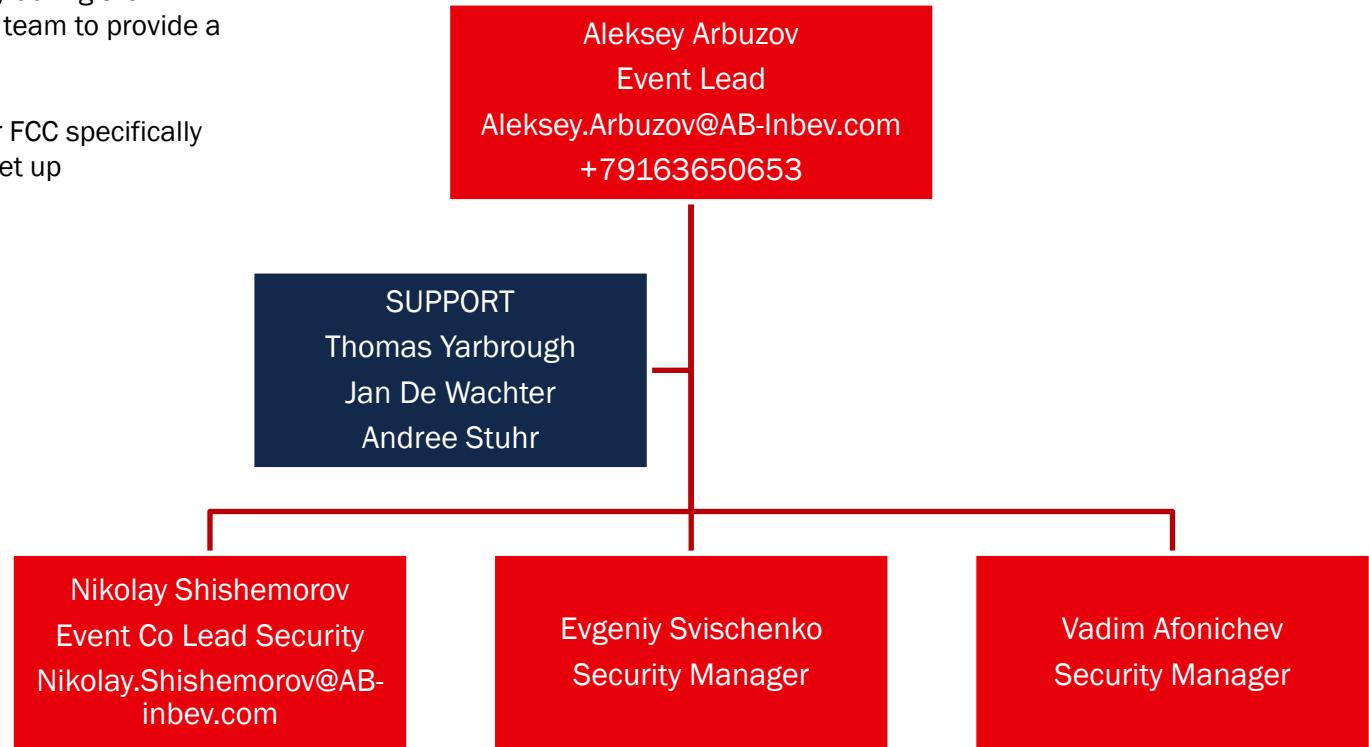
ABI SECURITY TEAM



Aim: Provide a high level of security during the FIFA Confederations Cup, as part of the team to provide a great experience for our guests

Plan: This security plan is made for FCC specifically
The FWC plan will differ from this set up

Contracted Supplier: Ares



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

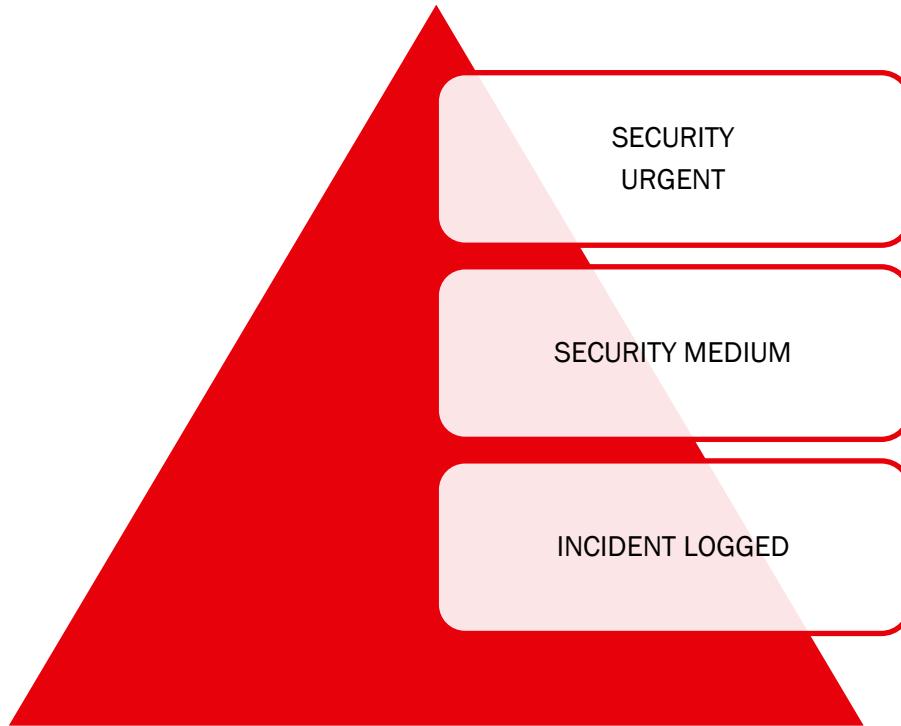
Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

SECURITY ESCALATION



SECURITY URGENT

- Assault Aggression
- Unauthorized personnel on site unauthorized access
- Theft of sensitive data
- Missing person
- Any indirect severe incident, like protests, terrorism, etc.

SECURITY MEDIUM

- Theft of company non crucial/sensitive materials or equipment threats (verbal, phone, mail)
- Burglary
- Customs issue

INCIDENT LOGGED

- Vandalism
- Loss of passport

Event Overview	Key Contacts	Travel Logistics	Stadium Operations	Activations
Octagon Schedule	Client Schedule	Flight Manifest	Transport Schedule	Hospitality Schedule

COMMUNICATIONS FLOW

- Aleksey and Nikolay are the coordinators in case of an incident
- Aleksey and Nikolay will make the decision to trigger emergency response
- If an incident takes place concerning a hosted guests the hospitality team will act as a interim between security and the guests
- Incident taking place at Club Bud or Bud Boat, security will liaise directly with guests

Incident / Guest



Incident / Area



DEFINITION OF A SECURITY INCIDENT

Security Incident - a security-related occurrence that has, or has the capacity, to lead to human, intangible, or physical loss of operations, services, or activities – which if not managed, can escalate into an emergency, crisis or disaster

Examples of security incidents are, but not limited to:

- Theft of company materials or equipment
- Assaults
- Aggression
- Threats (verbal, phone, mail)
- Vandalism
- Burglary
- Unauthorized personnel on site
- Unauthorized access or theft of sensitive data., like tickets, travel plans, etc
- Missing person
- Loss of passport
- Any indirect severe incident, like protests, terrorism, etc

Event Overview		Travel Logistics		Stadium Operations	
Octagon Schedule	Client Schedule	Flight Manifest	Transport Schedule	Hospitality Schedule	Activations

SECURITY SET UP & KEY AREAS



Hotels

- Hotels have 24/7 security staff
- There is a security contact person for each hotel to liaise with Mobile response teams
- ABI security SPOC on site for Moscow and St Petersburg
 - Possible travel to Sochi and Kazan

Club bud

- The club has 5 to 7 own security staff
- Additional 3-5 security persons from ARES
- Wristbands for access control
- Number of security people is linked to number of guests
- ABI security SPOC on site
- Mobile response teams

Bud boat

- Will have 24/7 security during period 17/6 – 2/7 by 2 security guards
- During the event, it will be 6 to 10 security guards, depending on number of decks used
- Access control with metal detector
- Check of invitation, luggage and person
- Use of wristbands
- Open question use of CCTV – possible requirement local authorities

Game transfers

- Mobile Response Teams
- ABI SPOC
- Hospitality to lead when hosting guest program

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Octagon Schedule

Client Schedule

Flight Manifest

Transport Schedule

Hospitality Schedule

Security Overview

STADIUM OPERATIONS

STADIUM
MAPS

MATCH
MANAGER
ROLE

MAN OF THE
MATCH

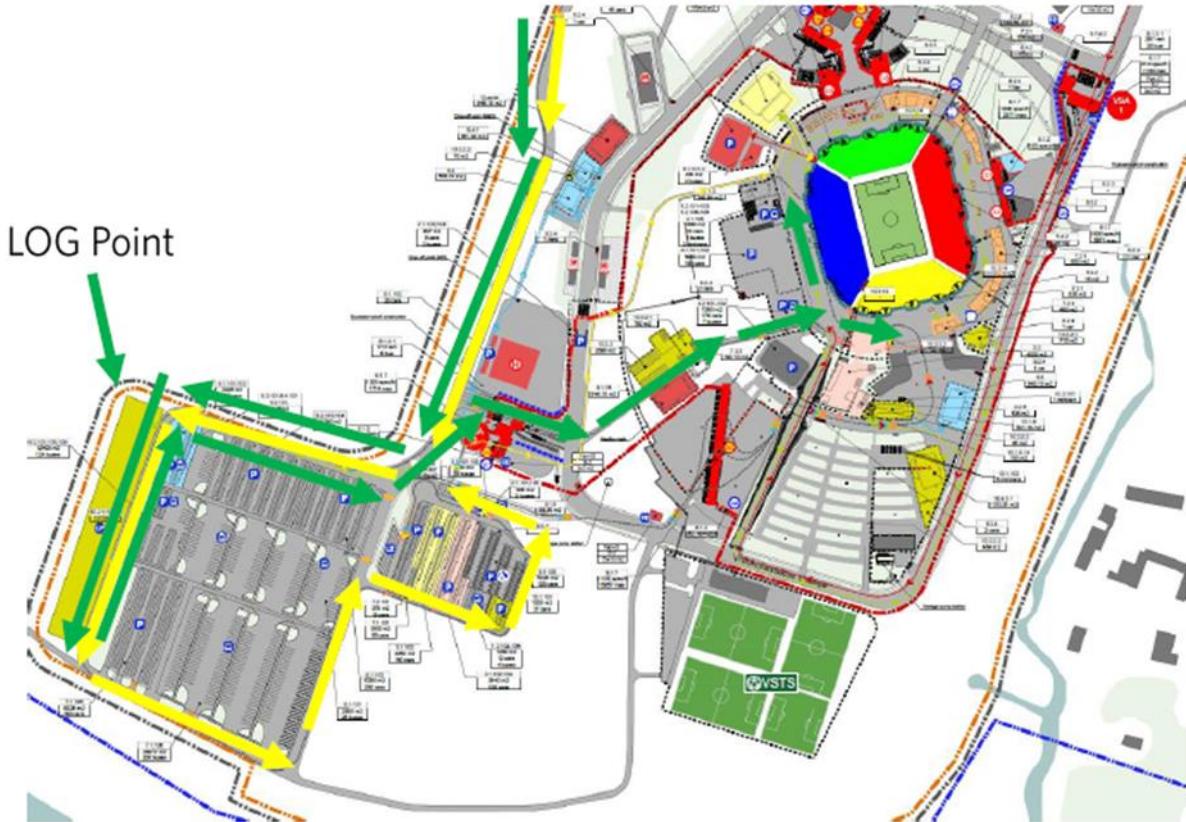
CONCESSIONS

BEER
GARDENS

SPARTAK STADIUM - MOSCOW



Host City: Moscow
Project: New stadium
Capacity: 43,298*
Location: Tushino
Home Team: FC Spartak Moscow



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

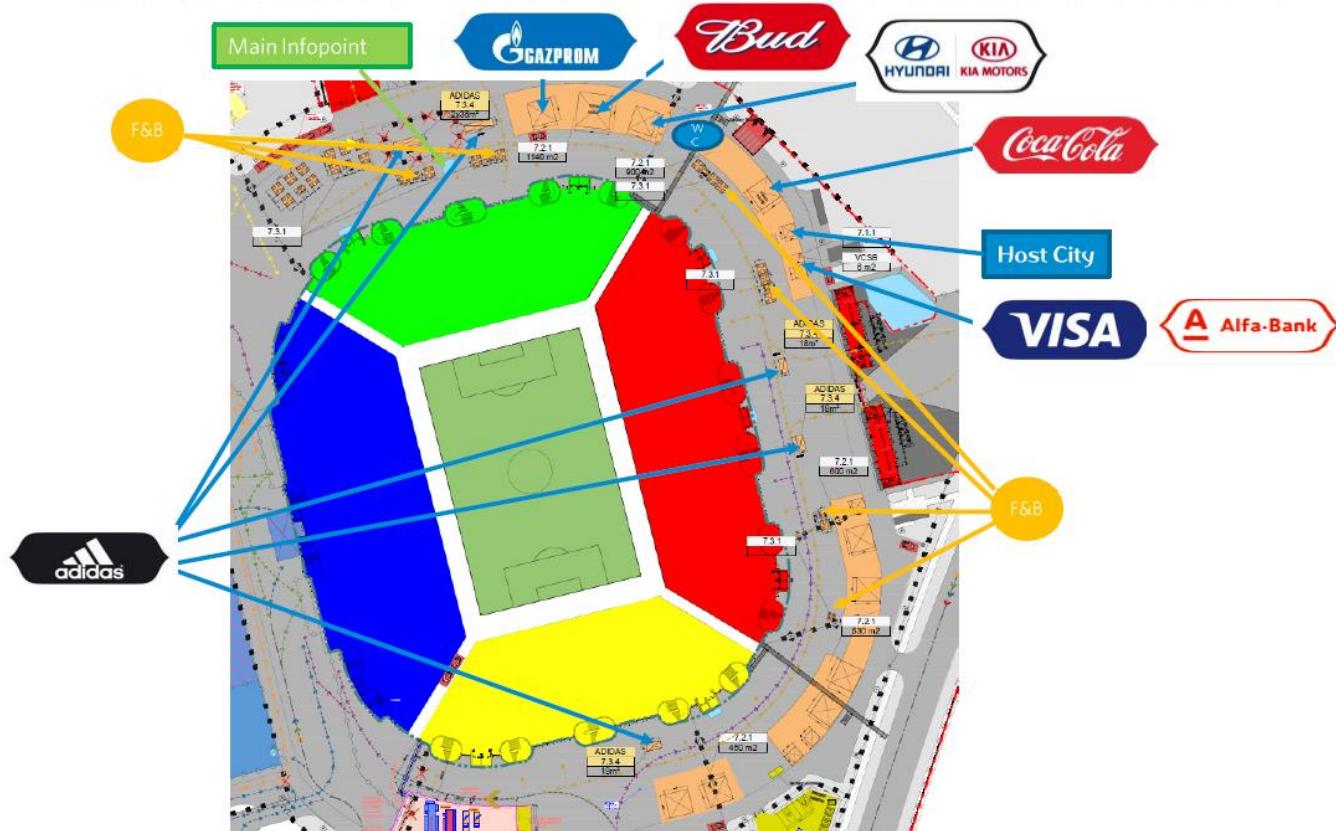
Ticketing

Hospitality

Parking Pass

Uniforms

BEER GARDEN MAP - MOSCOW



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

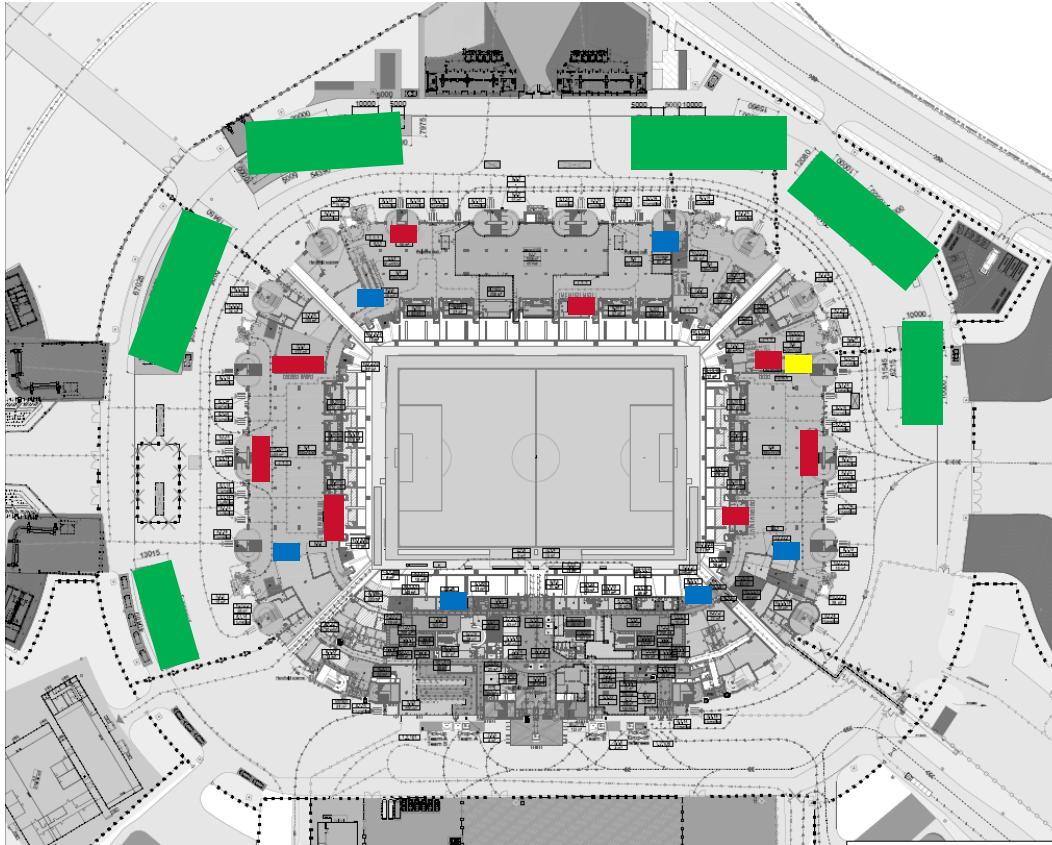
Ticketing

Hospitality

Parking Pass

Uniforms

SPARTAK STADIUM LEVEL 1- MOSCOW



Concessions
Security
Medical
Hospitality Suites
Marketing Parking
Commercial Display

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

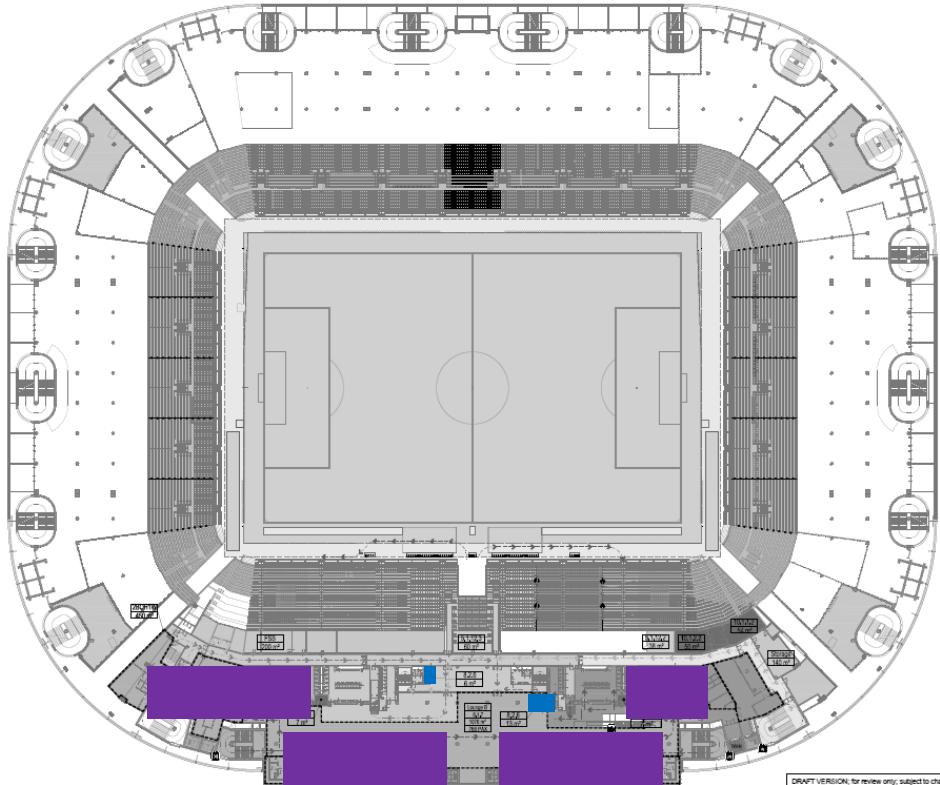
Ticketing

Hospitality

Parking Pass

Uniforms

SPARTAK STADIUM LEVEL 2- MOSCOW



Concessions



Security



Medical



Hospitality Suites



Marketing Parking



Commercial Display



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

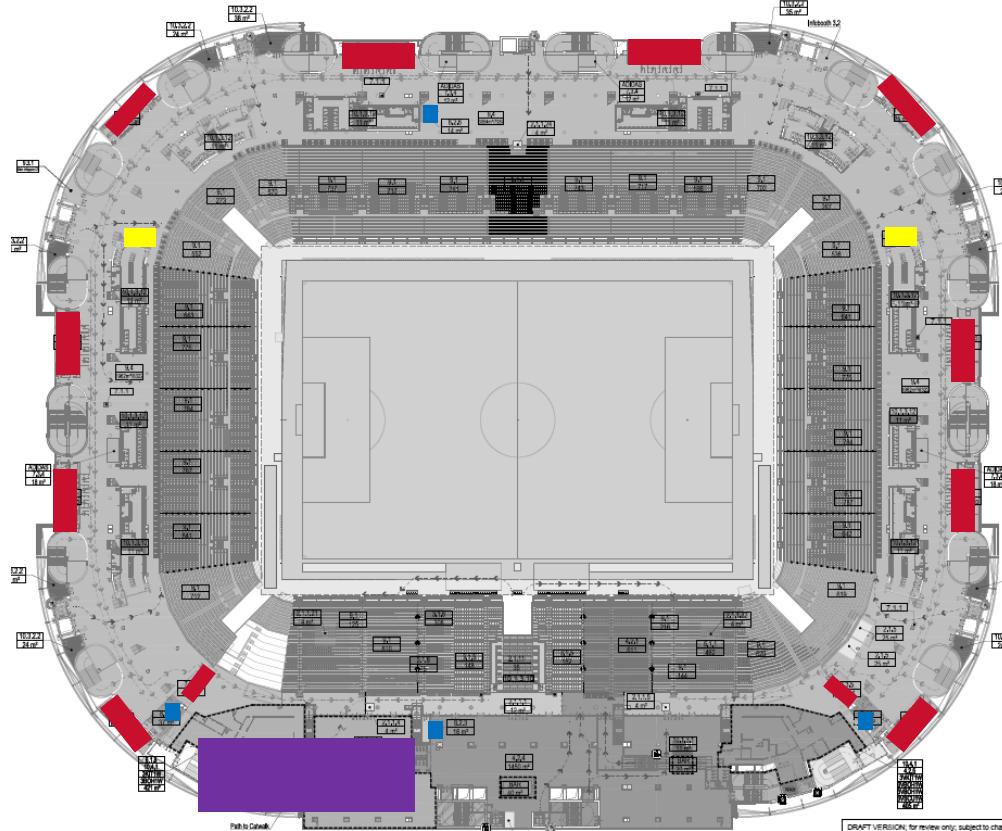
Ticketing

Hospitality

Parking Pass

Uniforms

SPARTAK STADIUM LEVEL 3- MOSCOW



Concessions



Security



Medical



Hospitality Suites



Marketing Parking



Commercial Display



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

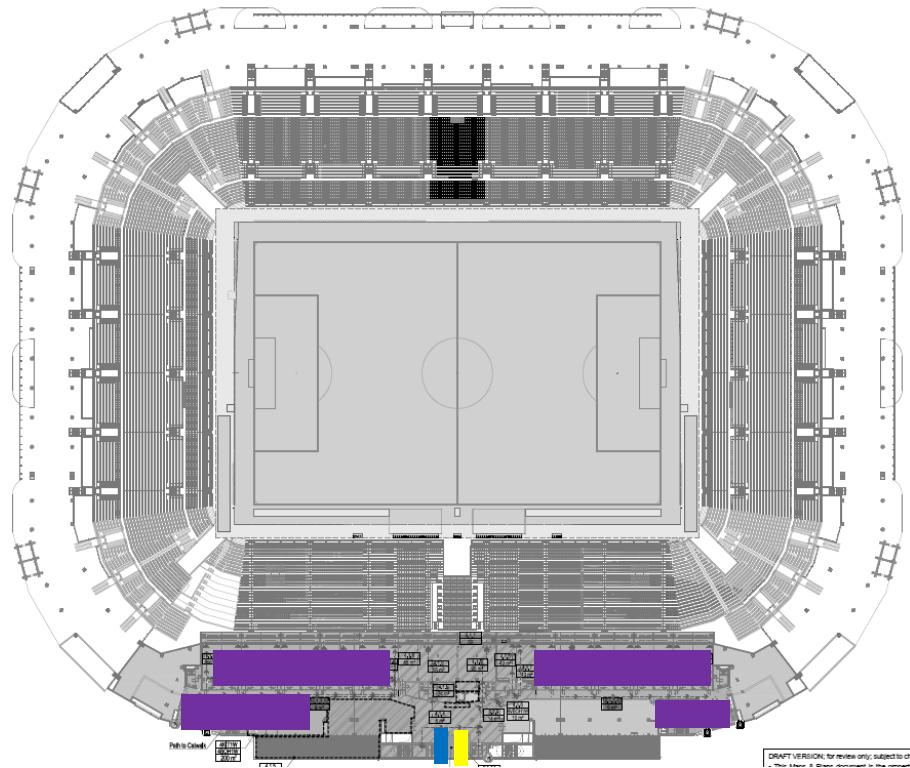
Ticketing

Hospitality

Parking Pass

Uniforms

SPARTAK STADIUM LEVEL 4- MOSCOW



Concessions



Security



Medical



Hospitality Suites



Marketing Parking

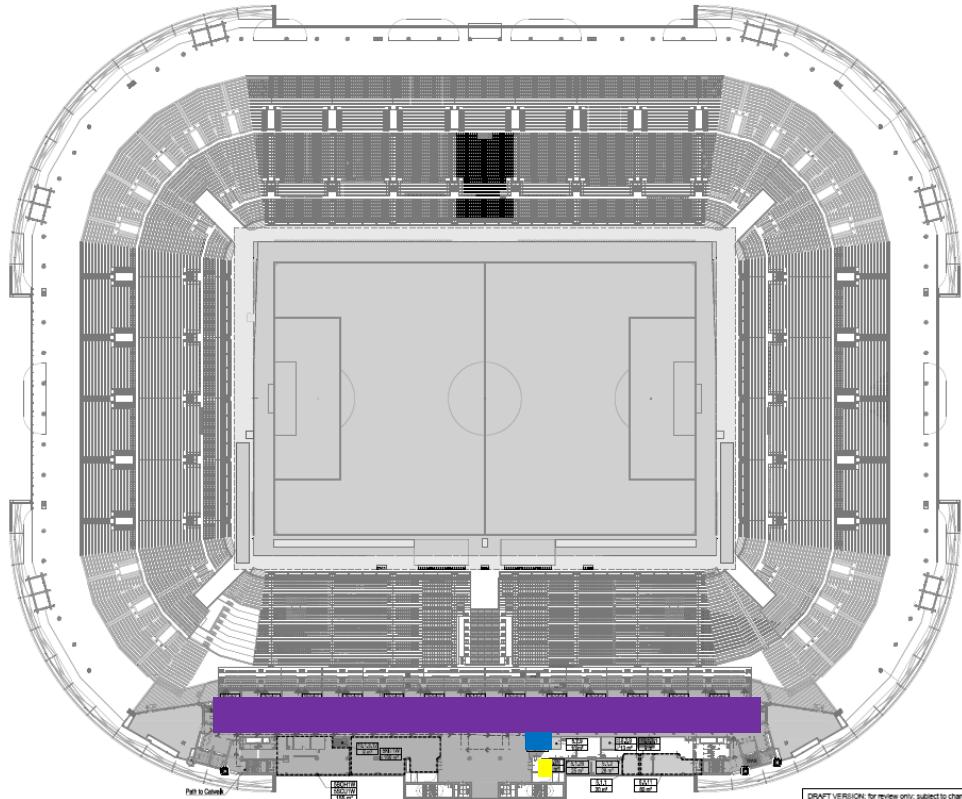


Commercial Display



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

SPARTAK STADIUM LEVEL 5- MOSCOW



Concessions



Security



Medical



Hospitality Suites



Marketing Parking



Commercial Display



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

ZENIT STADIUM - ST. PETERSBURG



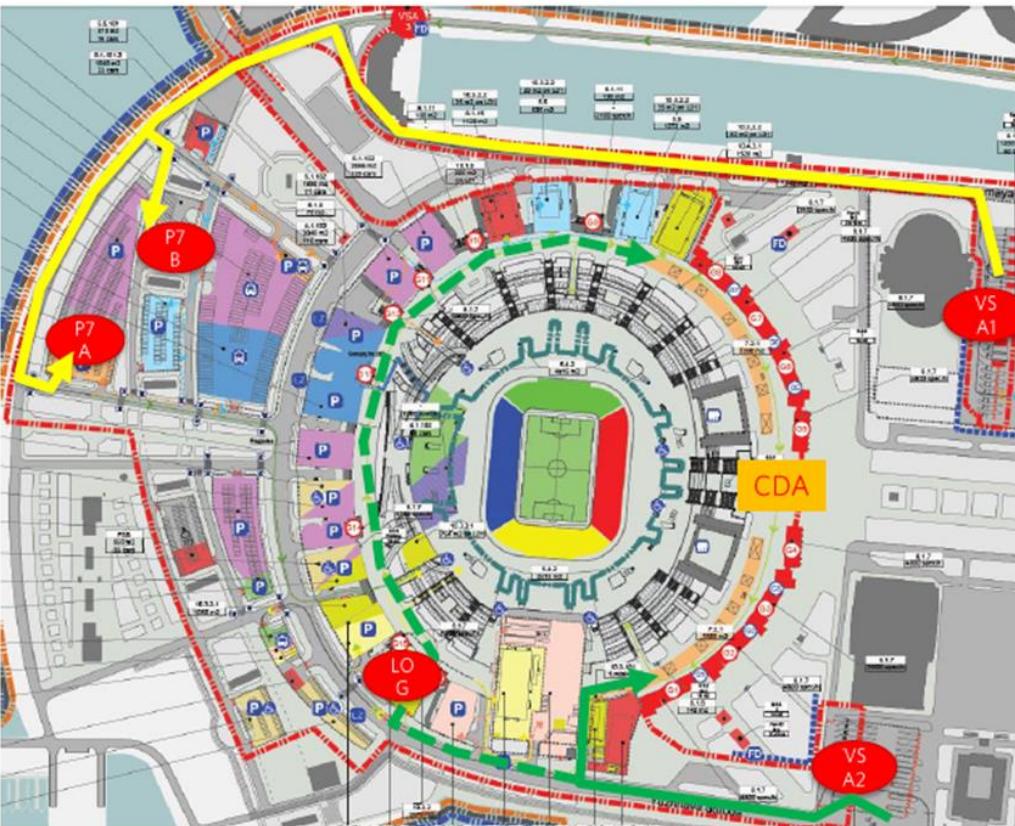
Host City: Saint Petersburg

Project: New stadium

Capacity: 68,134*

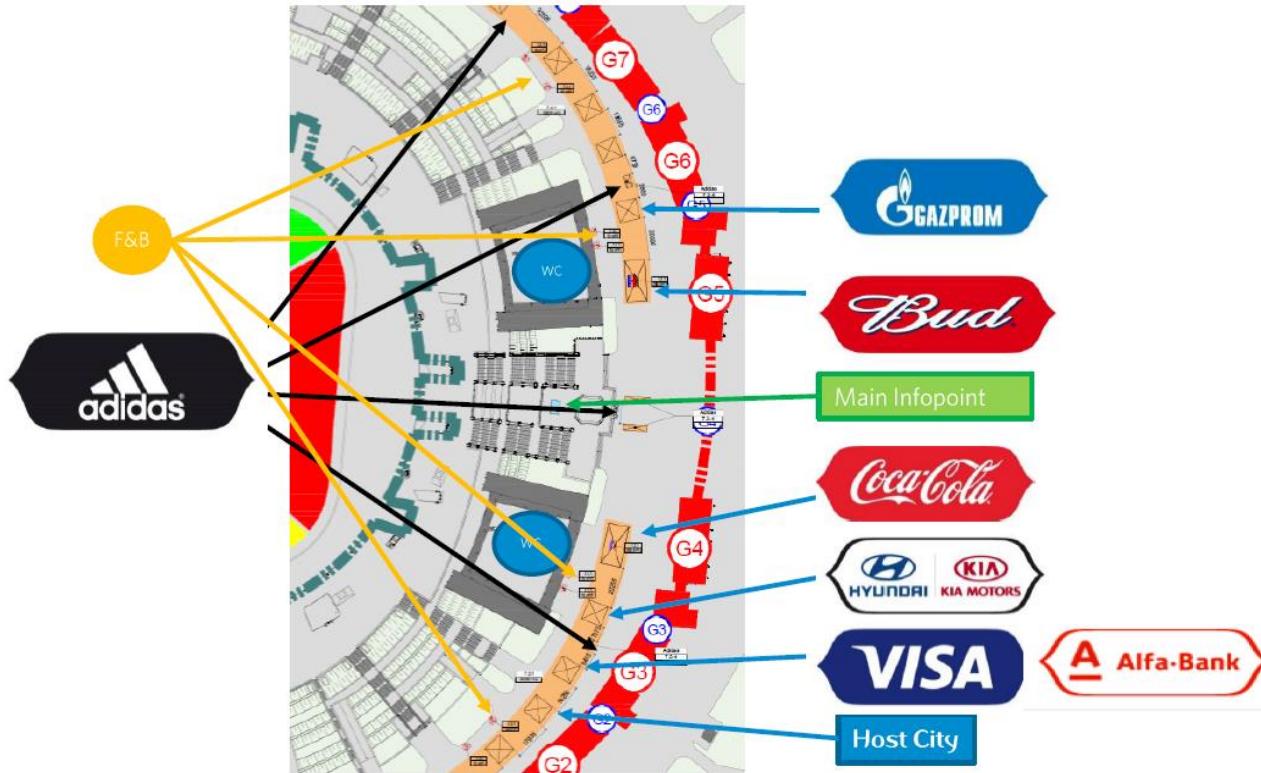
Location: Krestovsky Island

Home Team: FC Zenit Saint Petersburg



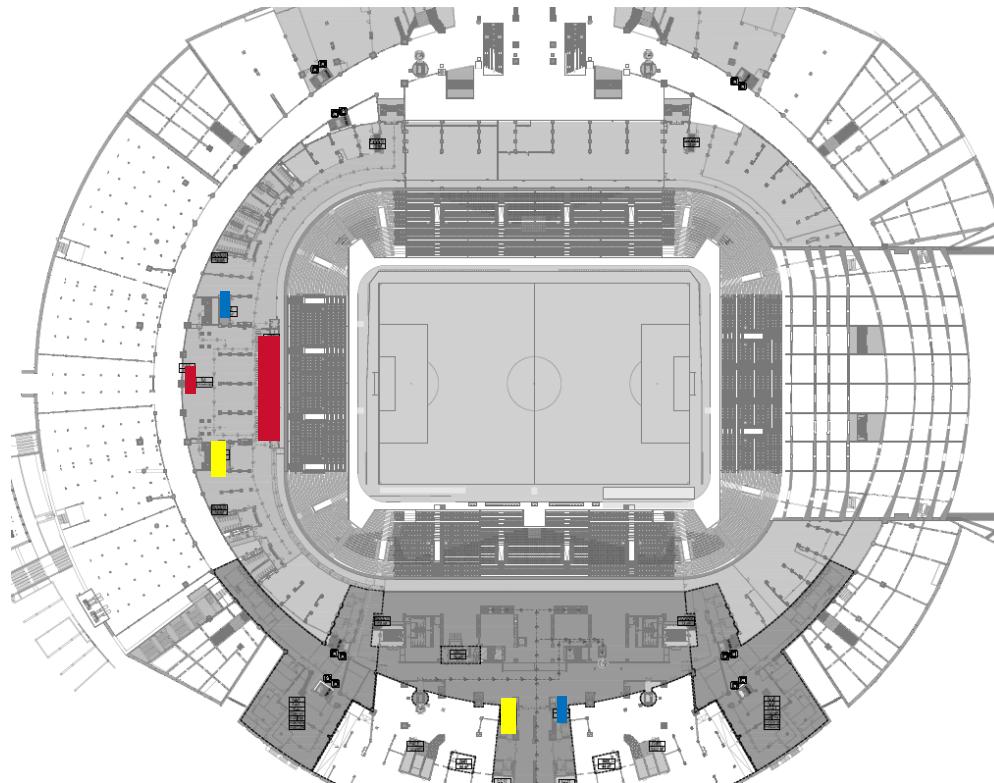
Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

BEER GARDEN MAP – ST. PETERSBURG



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

ZENIT STADIUM LEVEL +2 - ST. PETERSBURG



Concessions

Security

Medical

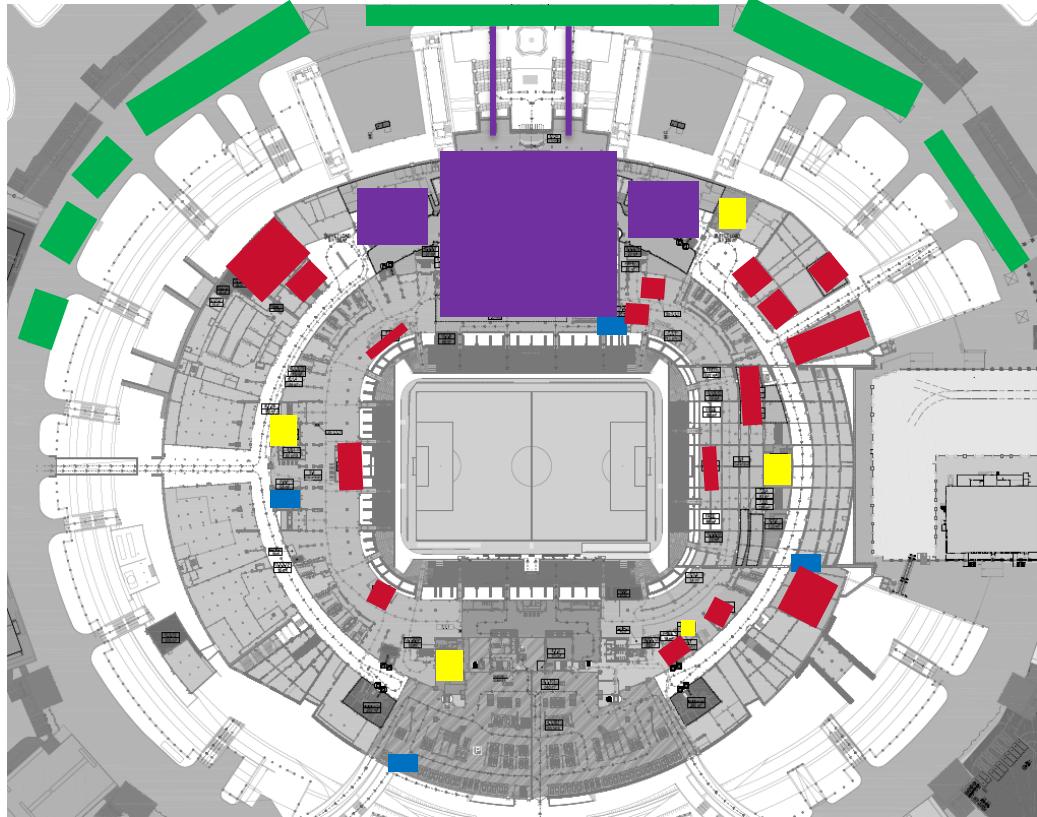
Hospitality Suites

Marketing Parking

Commercial Display

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

ZENIT STADIUM LEVEL 2 - ST. PETERSBURG



Concessions
Security
Medical
Hospitality Suites
Marketing Parking
Commercial Display

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

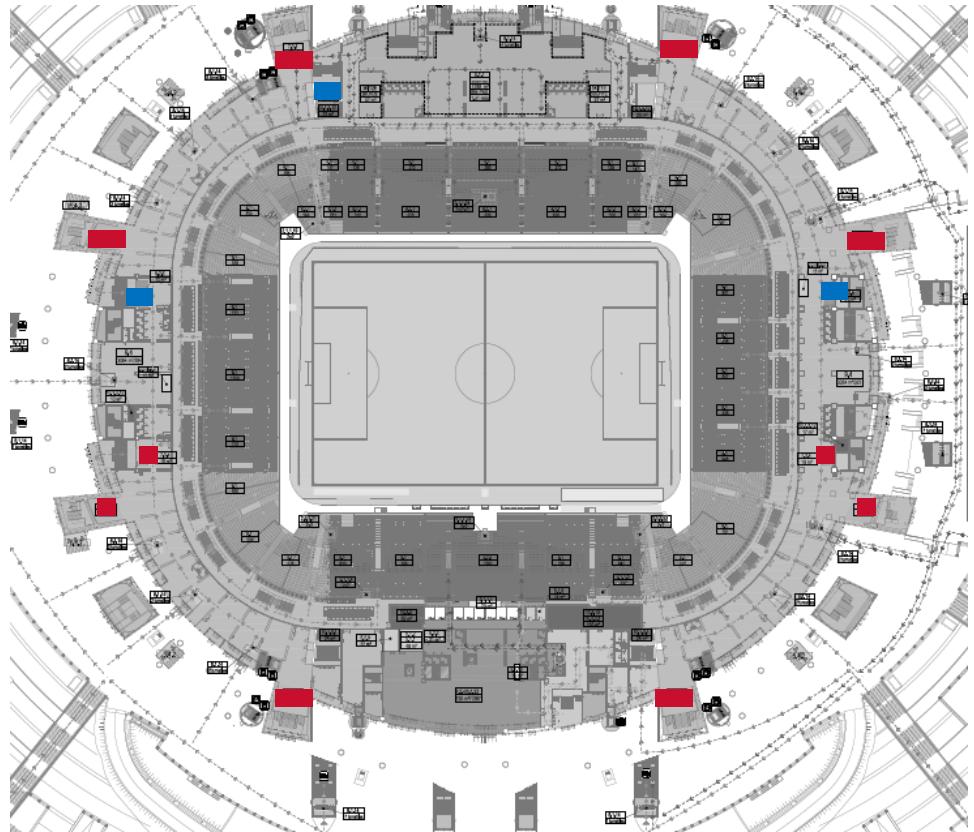
Ticketing

Hospitality

Parking Pass

Uniforms

ZENIT STADIUM LEVEL 3 - ST. PETERSBURG



Concessions

Security

Medical

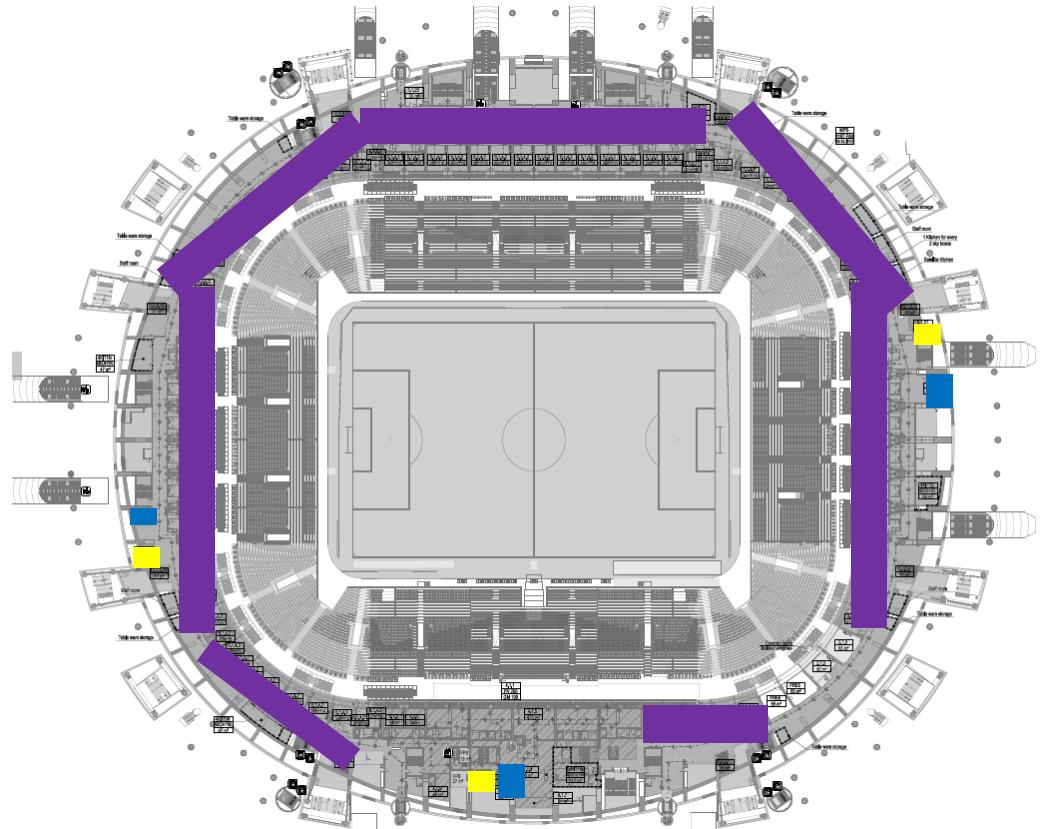
Hospitality Suites

Marketing Parking

Commercial Display

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

ZENIT STADIUM LEVEL 4 - ST. PETERSBURG



Concessions



Security



Medical



Hospitality Suites



Marketing Parking



Commercial Display



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

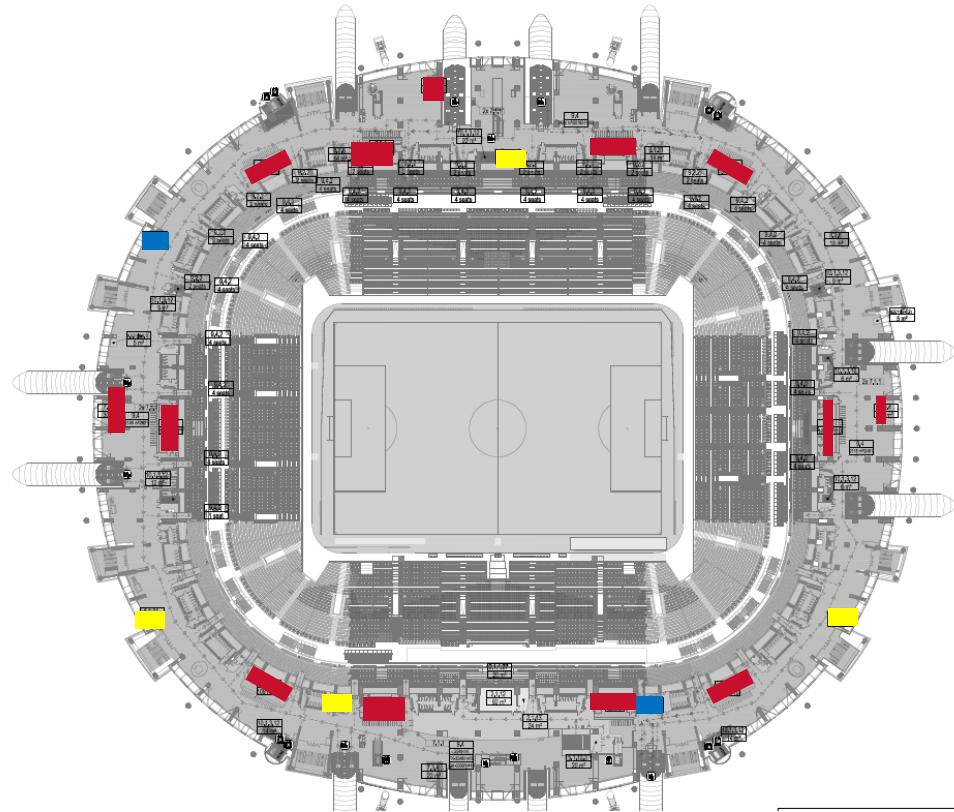
Ticketing

Hospitality

Parking Pass

Uniforms

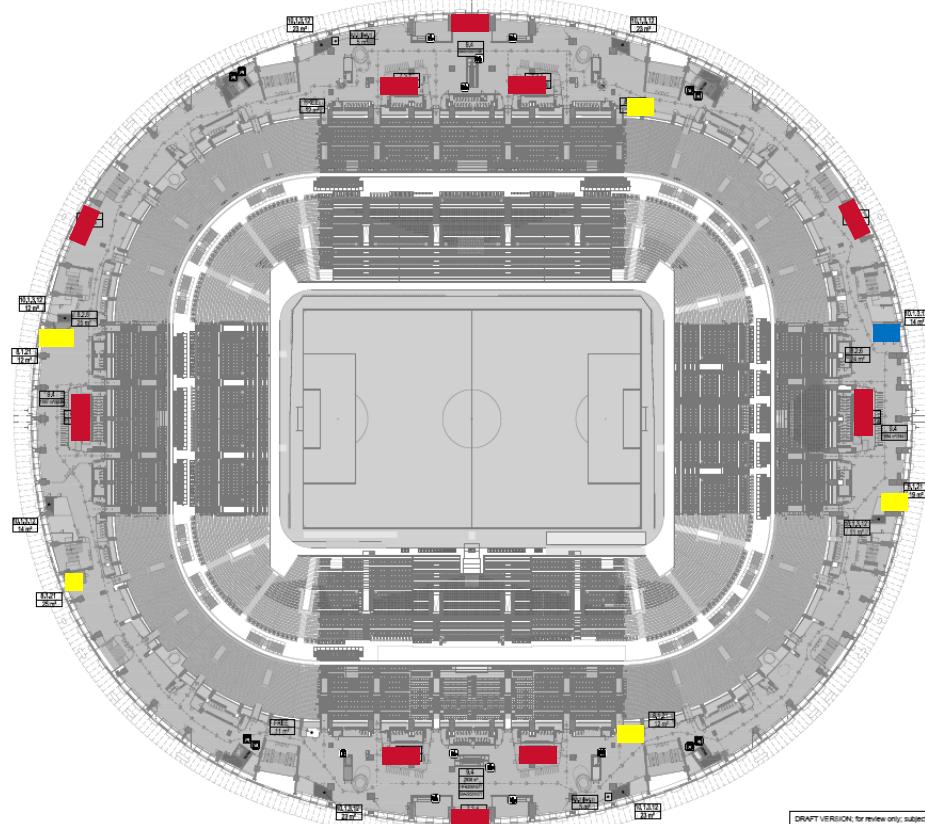
ZENIT STADIUM LEVEL 5 - ST. PETERSBURG



- Concessions
- Security
- Medical
- Hospitality Suites
- Marketing Parking
- Commercial Display

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

ZENIT STADIUM LEVEL 6 - ST. PETERSBURG



Concessions



Security



Medical



Hospitality Suites



Marketing Parking



Commercial Display



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

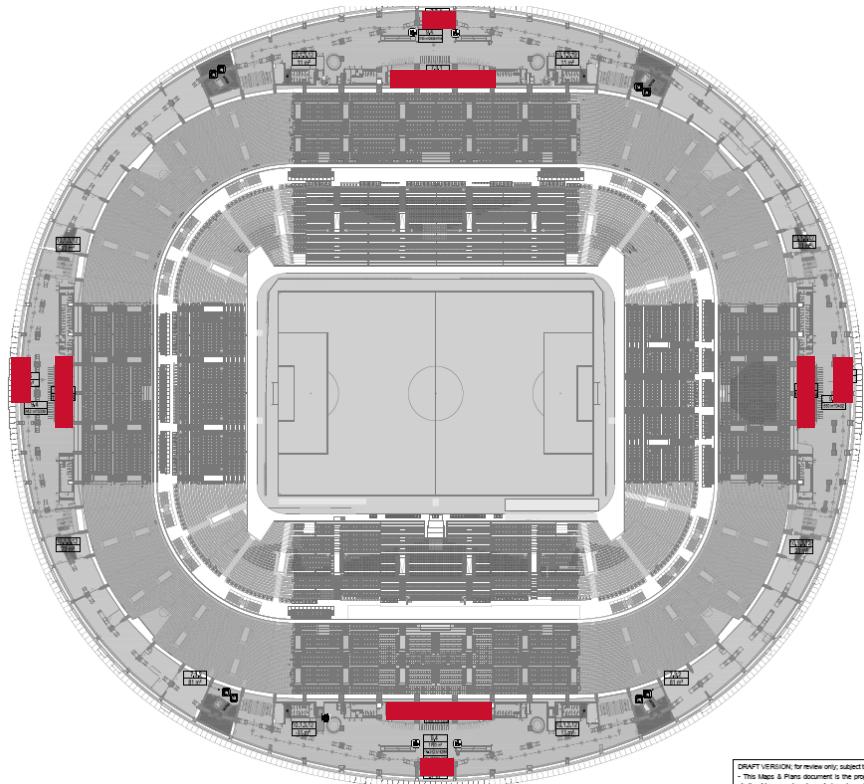
Ticketing

Hospitality

Parking Pass

Uniforms

ZENIT STADIUM LEVEL +6 - ST. PETERSBURG



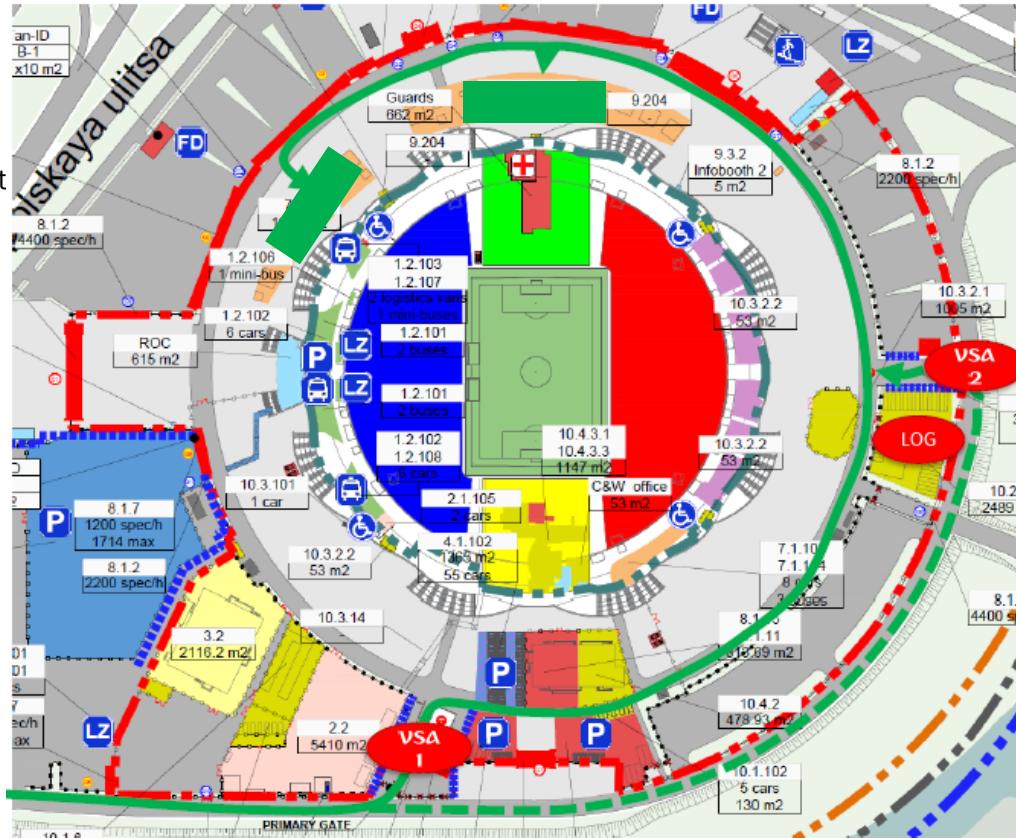
DRAFT VERSION; for review only; subject to change.
- This Maps & Plans document is the property of [REDACTED]
shall not be reproduced as whole or in parts without permission.

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

KAZAN ARENA - KAZAN



Host City: Kazan
Project: New stadium
Capacity: 44,779*
Location: Chistopolskaya Street
Novo-Savinovsky district
Home Team: FC Rubin Kazan

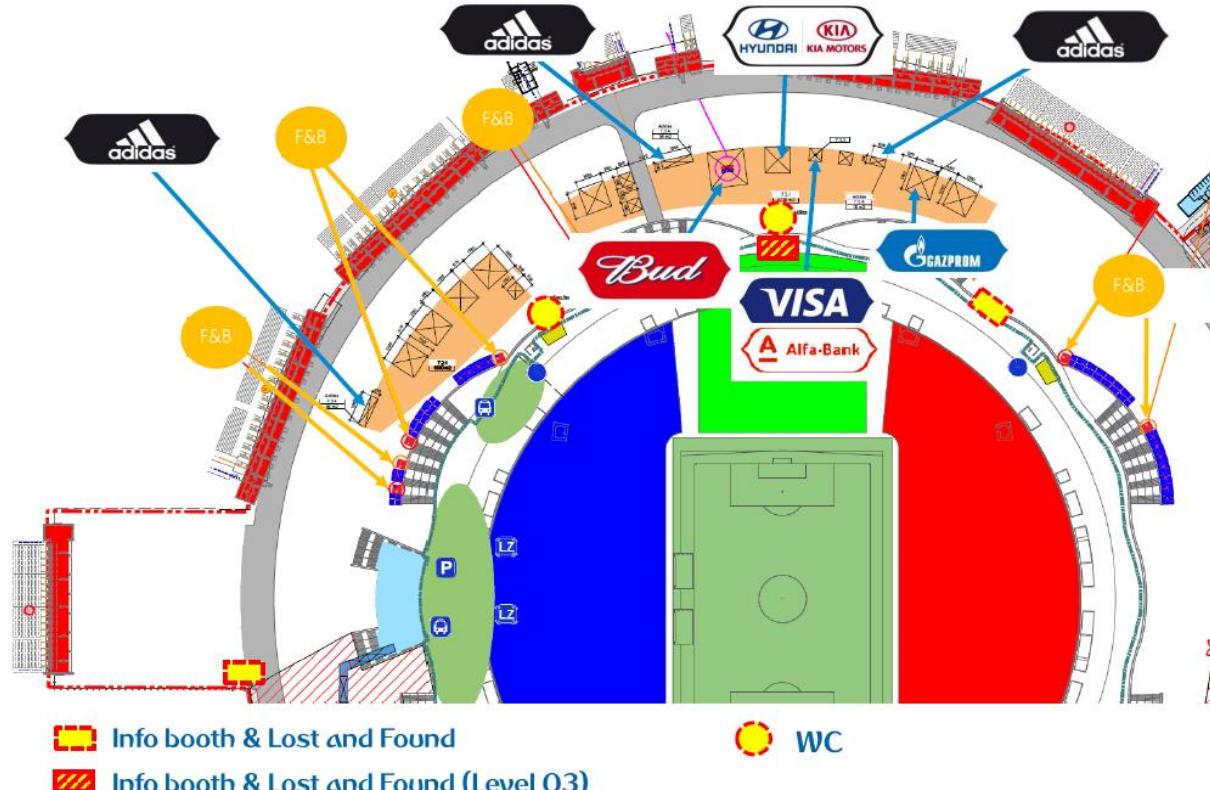


Commercial Display



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

BEER GARDEN MAP - KAZAN



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

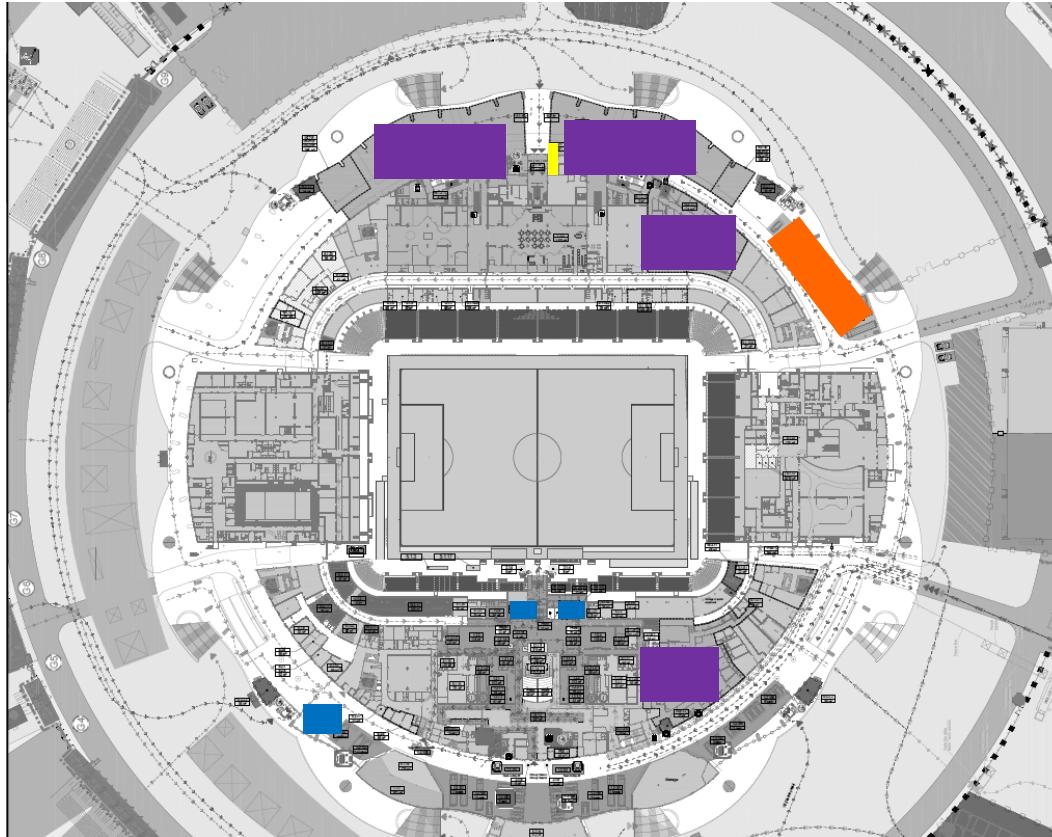
Ticketing

Hospitality

Parking Pass

Uniforms

KAZAN ARENA LEVEL 1 - KAZAN



Concessions
Security
Medical
Hospitality Suites
Marketing Parking



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

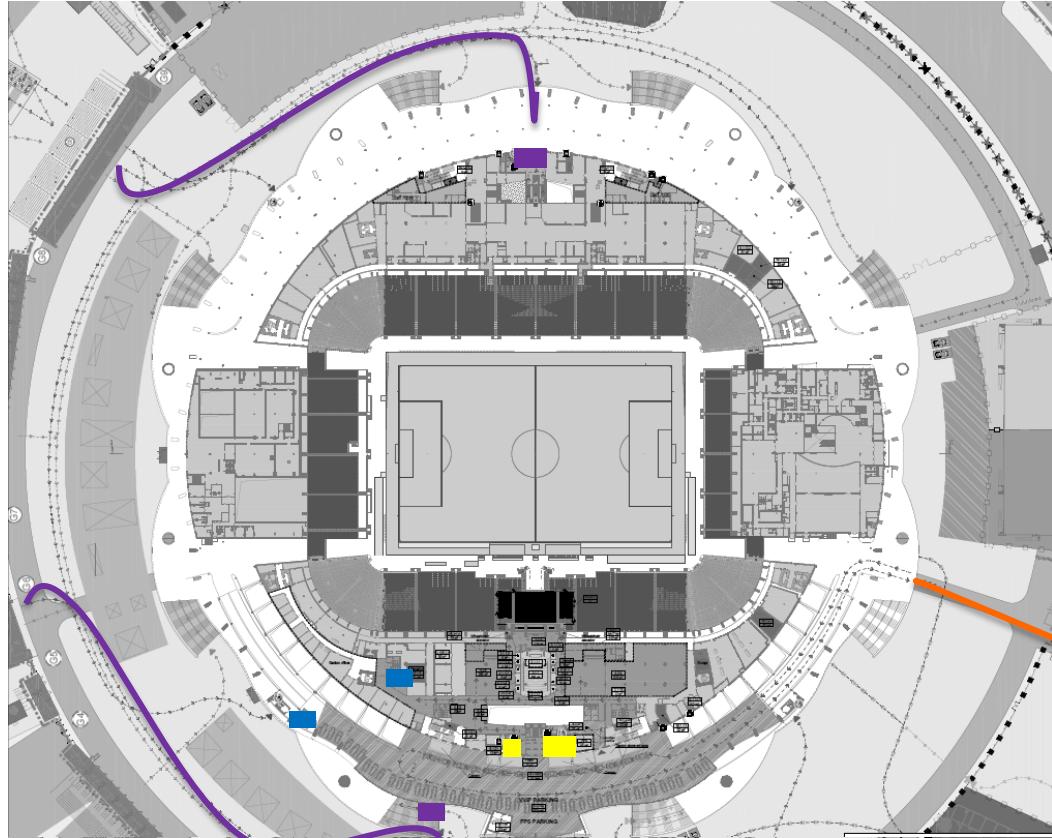
Ticketing

Hospitality

Parking Pass

Uniforms

KAZAN ARENA LEVEL 2 - KAZAN



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

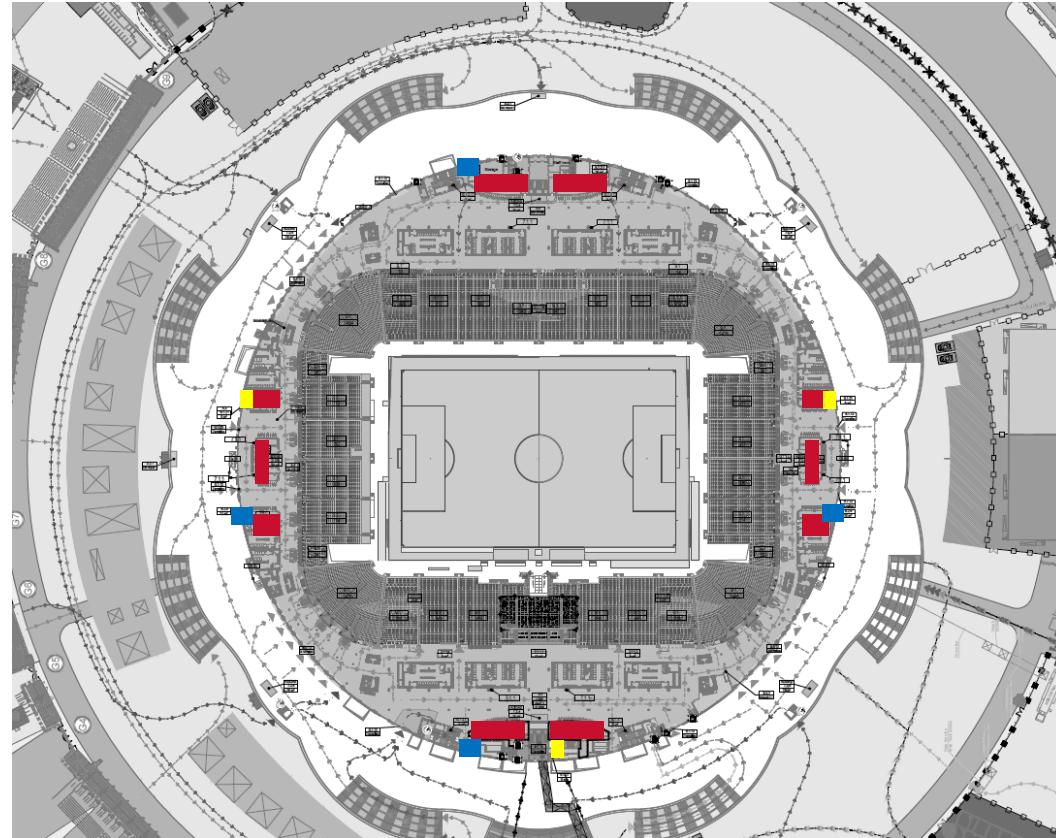
Ticketing

Hospitality

Parking Pass

Uniforms

KAZAN ARENA LEVEL 3 - KAZAN



Concessions

Security

Medical

Hospitality Suites



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

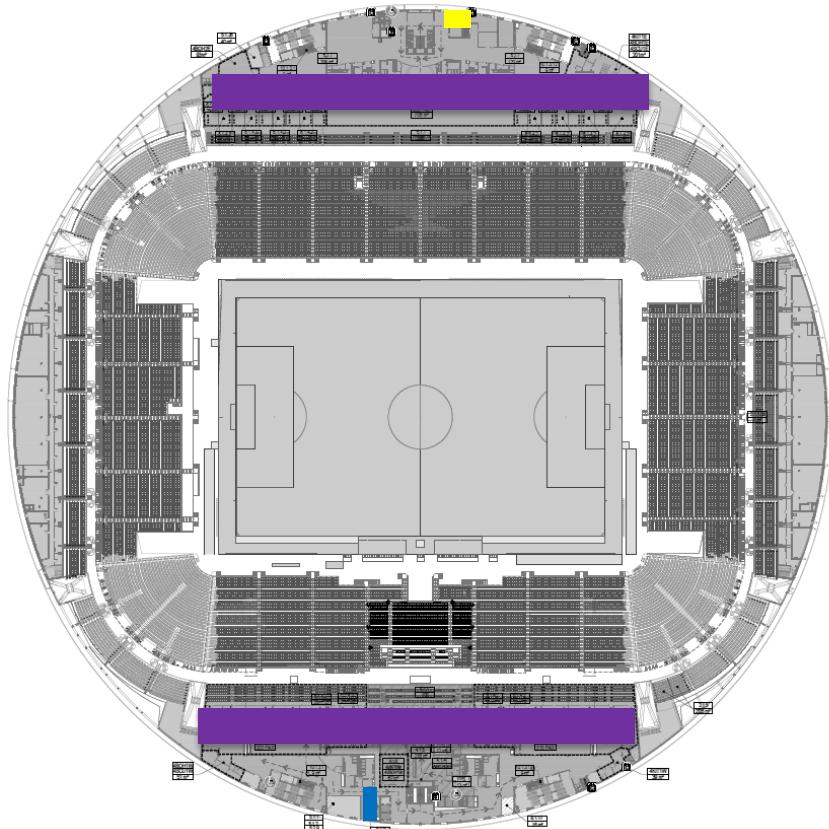
Ticketing

Hospitality

Parking Pass

Uniforms

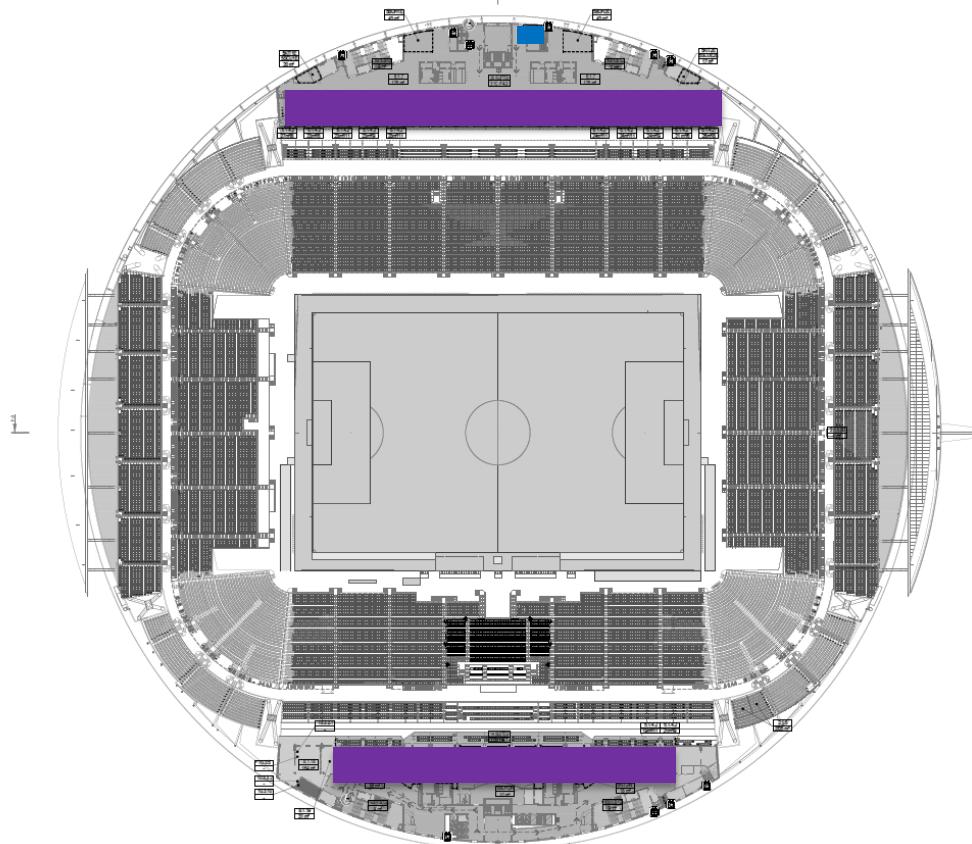
KAZAN ARENA LEVEL 4 - KAZAN



Concessions
Security
Medical
Hospitality Suites

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

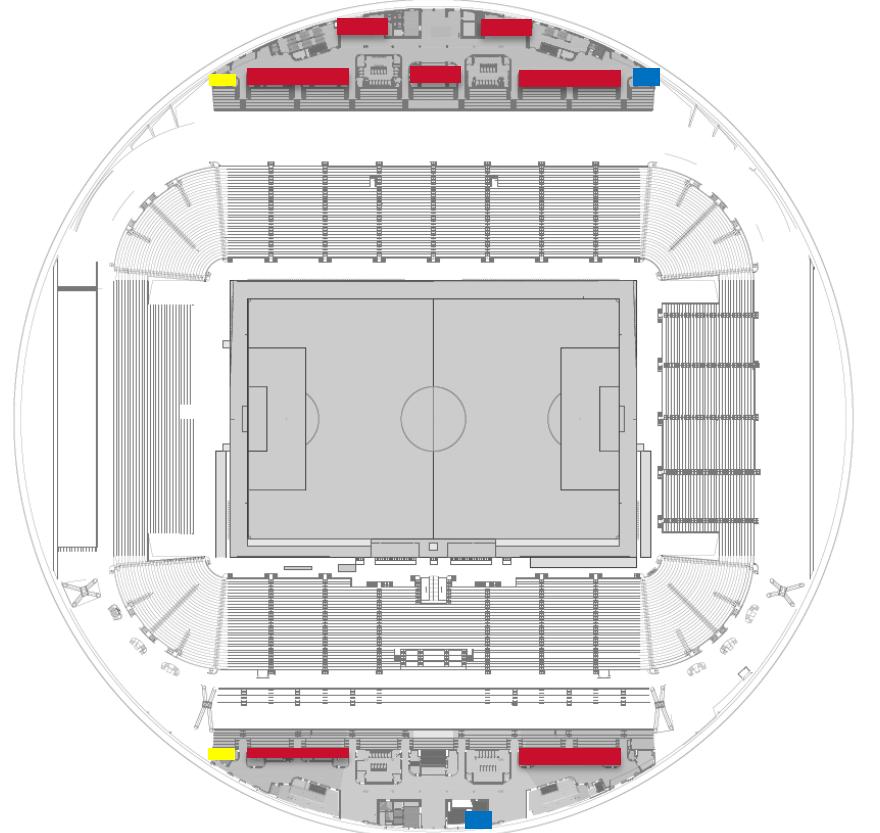
KAZAN ARENA LEVEL 5 - KAZAN



- Concessions
- Security
- Medical
- Hospitality Suites

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

KAZAN ARENA LEVEL 6 - KAZAN



Concessions

Security

Medical

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

FISHT STADIUM - SOCHI



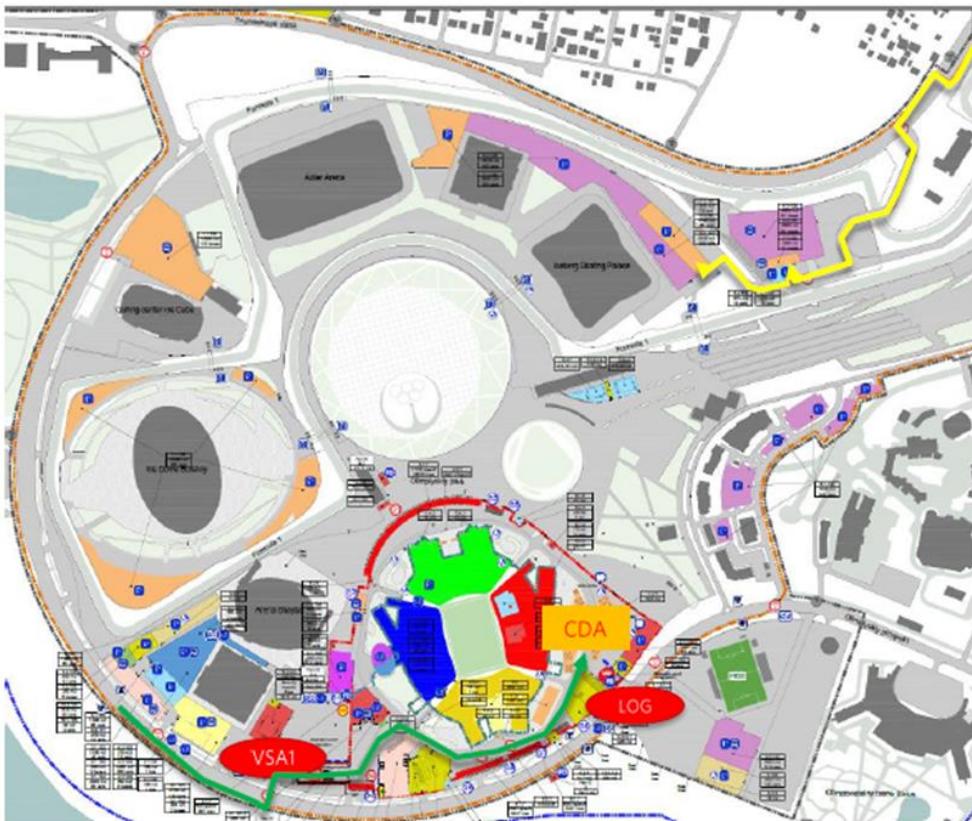
Host City: Sochi

Project: Stadium Reconstruction

Capacity: 47,700*

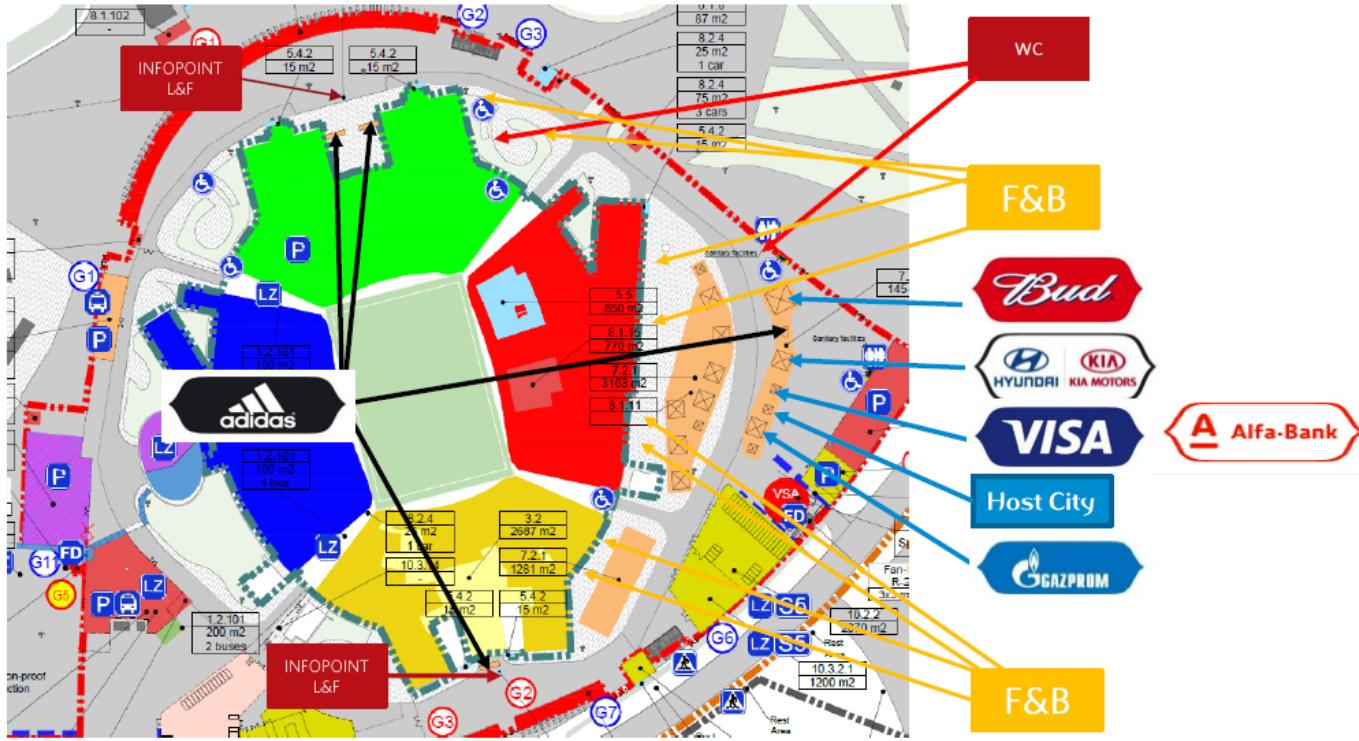
Location: Olympic Park, Adler district

Home Team: Russia



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

BEER GARDEN MAP – SOCHI



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

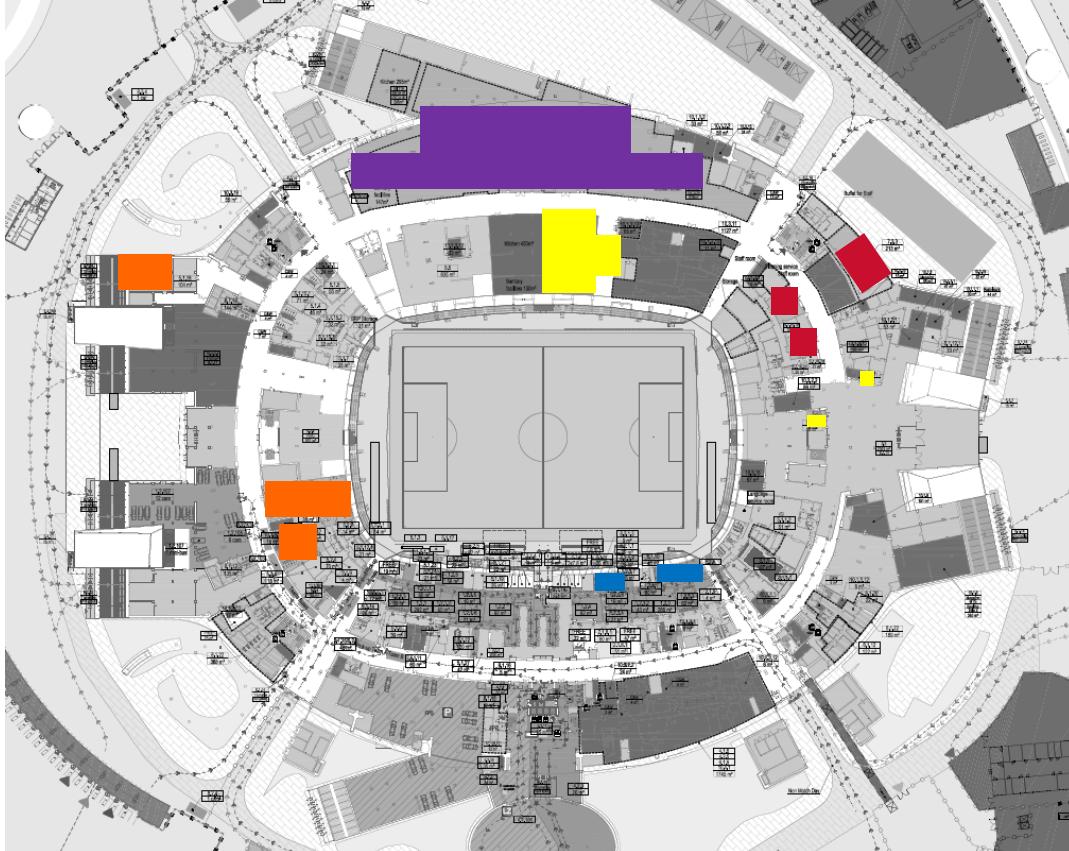
Ticketing

Hospitality

Parking Pass

Uniforms

FISHT STADIUM LEVEL 1 - SOCHI



Concessions



Security



Medical



Hospitality Suites



Marketing



Commercial Display



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

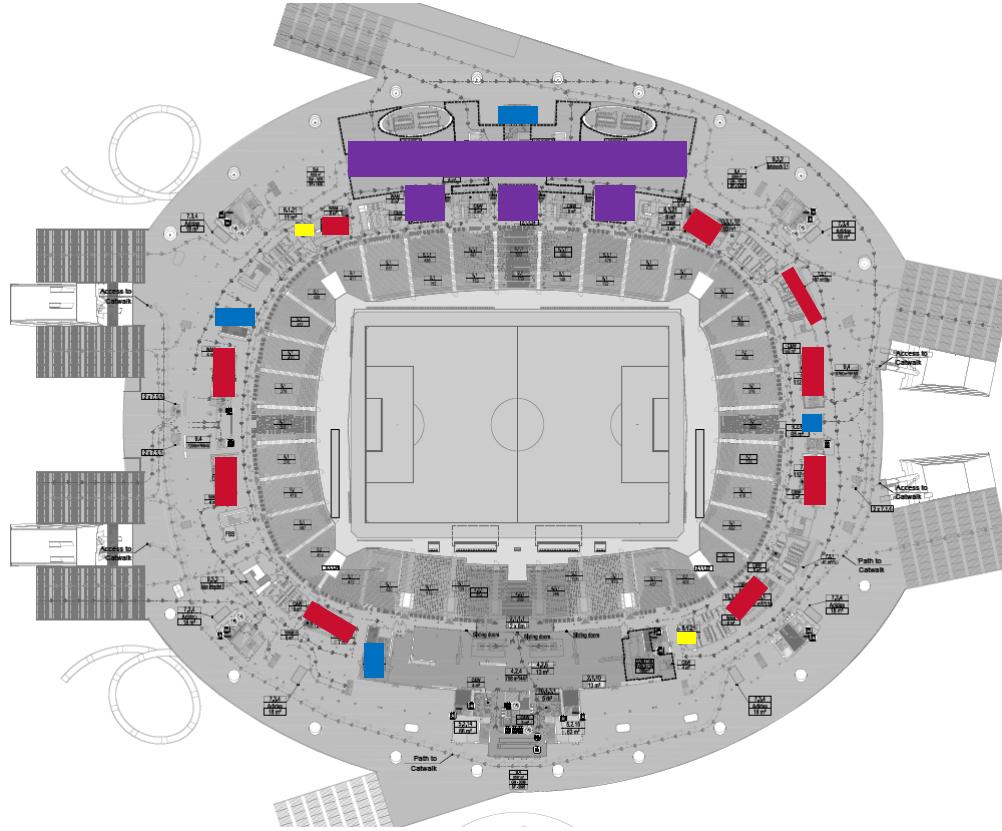
Ticketing

Hospitality

Parking Pass

Uniforms

FISHT STADIUM LEVEL 3 - SOCHI



Concessions



Security



Medical



Hospitality Suites



Marketing



Commercial Display



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

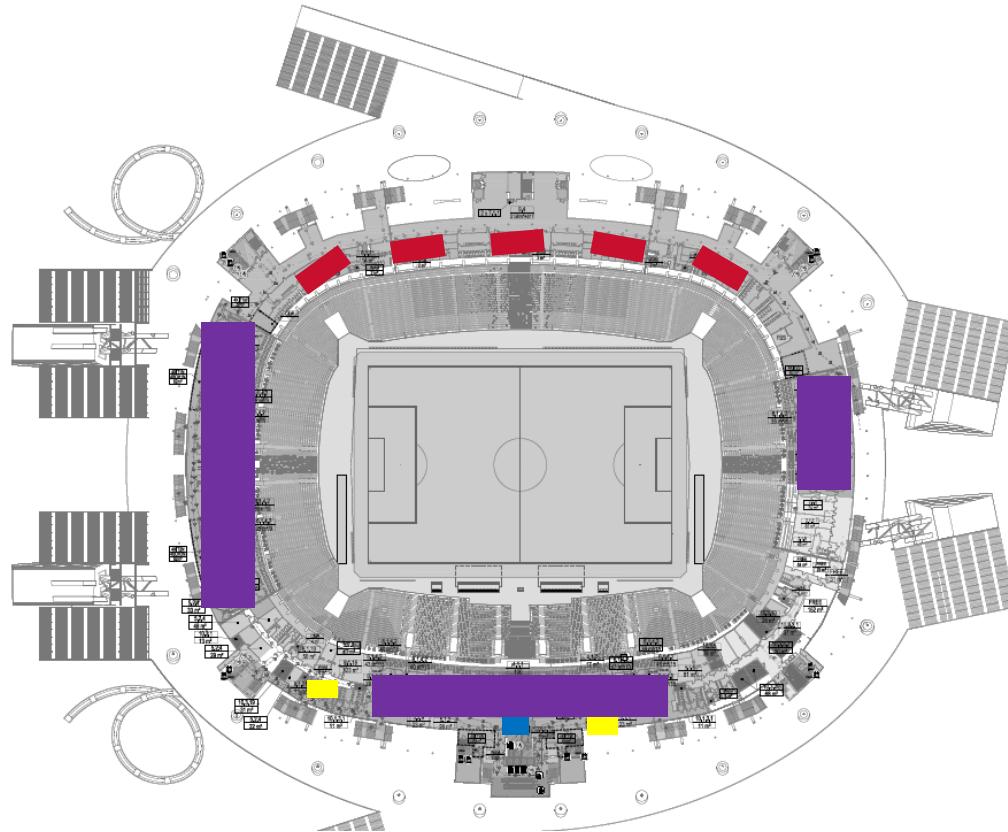
Ticketing

Hospitality

Parking Pass

Uniforms

FISHT STADIUM LEVEL 4 - SOCHI



Concessions

Security

Medical

Hospitality Suites

Marketing

Commercial Display

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

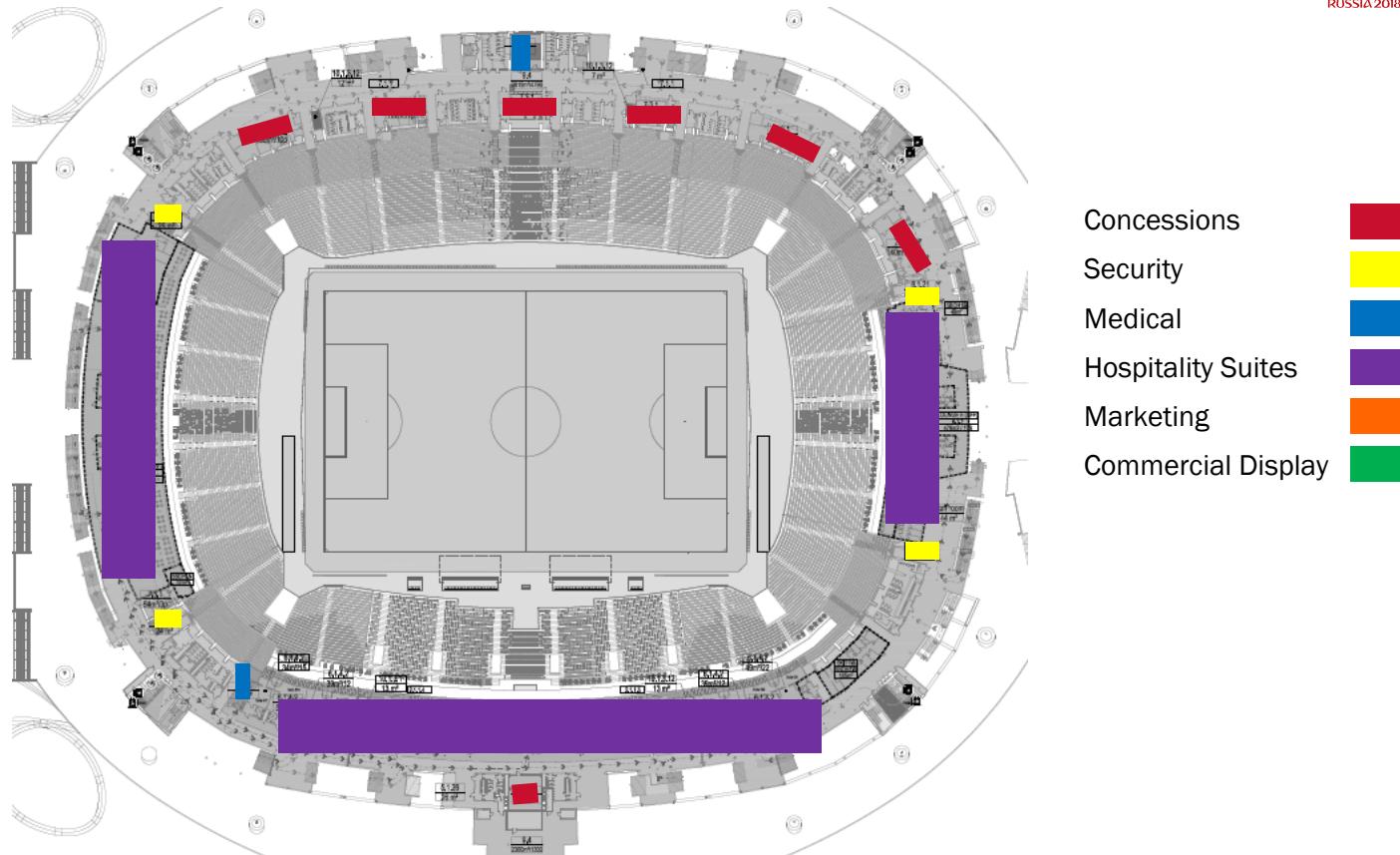
Ticketing

Hospitality

Parking Pass

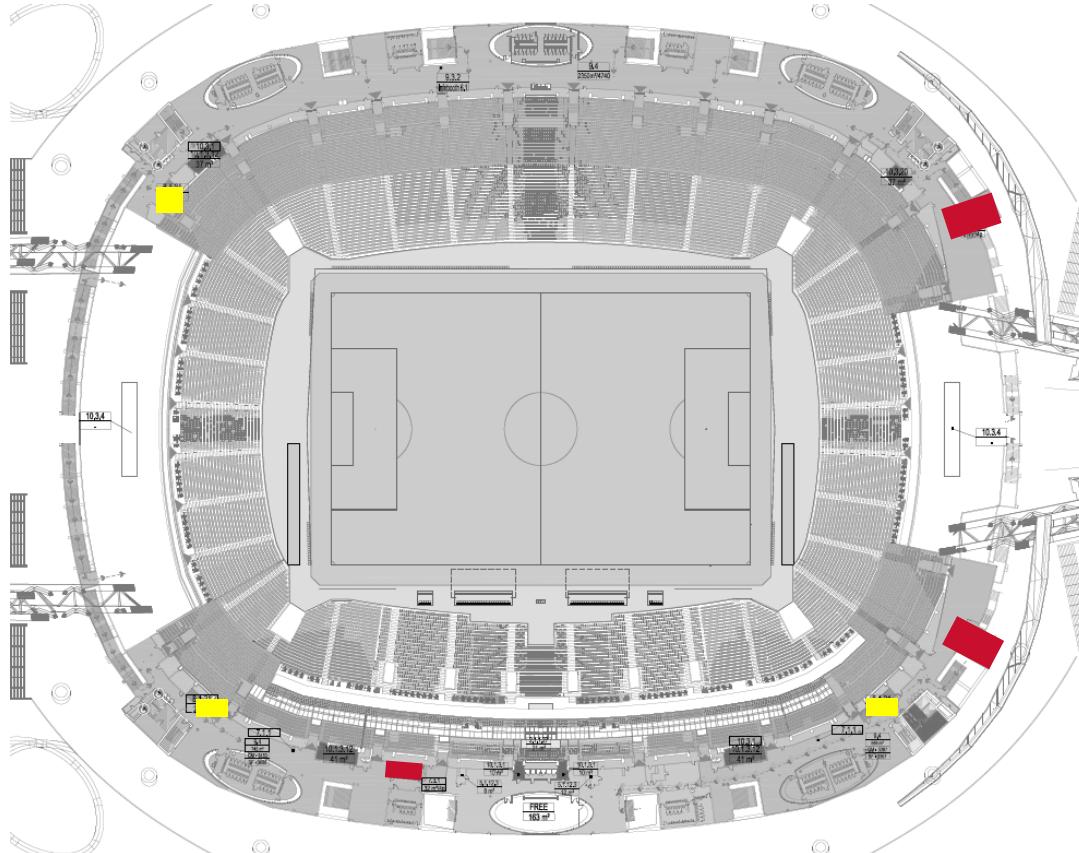
Uniforms

FISHT STADIUM LEVEL 5 - SOCHI



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

FISHT STADIUM LEVEL 6 - SOCHI



Concessions



Security



Medical



Hospitality Suites



Marketing



Commercial Display



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

STADIUM OPERATIONS

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	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

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 Bub 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

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

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			M10 - 18:00 STP POR v NZL	M12 - 18:00 MOS CHILE v AUS
	Jen			Andrew	M8 - 21:00 KZN GER v CHILE		Andrew	Andrew
	Lindsay			M6 - 21:00 SOC MEX v NZL	Matthieu		Max R	Masha D
	Matthieu			Jane C	Dennis			
	Dennis			LeighAnn	Jane S			

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

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

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

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?

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

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

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

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-1 INF SECOND MESSAGE - 2475X90



DUAL - TOUCH-LINE - 2475X90



DUAL - GOAL-LINE - 3525X90



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

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

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	Obtain final approval from FIFA on days on site in program implementation for 2018 Moscow	<p>Testing schedule:</p> <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?

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

STADIUM OPERATIONS

STADIUM
MAPS

MATCH
MANAGER
ROLE

MAN OF THE
MATCH

CONCESSIONS

BEER
GARDENS

MOTM - PROGRAM OVERVIEW



How it works?

- Fan voting opens at half-time of every match & closes at the final whistle
- FIFA tallies the votes & instantly announces the MotM
- A Bud nominated representative hands over the trophy in the media zone
- Pictures and video are then shared via social media

Project manager

Project Manager – Jane Shlenova
eshlenova@octagon.moscow m +7 (909) 913-33-13



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

MOTM – TROPHY DELIVERY

All Man of the Match trophies will be distributed to Octagon Match Managers for travel to each Host City

Prior to departure, each Match Manager should have the following:

- Case with MOTM Trophy
 - Contact details of Trophy Ambassador, FIFA Venue Manager, and on-site event translator
 - Ticket allocation for MotM consumer handover winners & interviewers (4 tickets total)

Trophies are not to be used for any other activation than those at FCC Stadiums

Trophies are to be brought to stadiums & stored with security teams at the Beer Gardens until their allocated match day



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

MOTM - VOTING



FIFA.COM

- Consumers will be able to vote for the Budweiser Man of the Match following halftime of each match
- Budweiser banner ads promoting voting will be located throughout the FIFA.com web page.

Chat bot

A virtual companion that will be implemented in vkontakte and Facebook

Key elements:

- Man of the Match
- Quiz
- Bud POS search
- Totalizator
- Points for bud purchase
- Rewards

[LINK](#) On Facebook prototype

ANNOUNCEMENT SOURCES:



TV commercial
on match TV *



Social media
promotion

PLATFORM FOR VOTING:



Chat bot on vk /fb



MotM winner audio
announcement in the
pitch after the final
whistle



*MATCH TV broadcasts 24/7. MATCH TV covers 3 time zones and produces 5 regional versions.

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

MOTM – BUD NOMINATED HANDOVERS



HANDOVERS

Bud will nominate 16 people to hand over man of the match trophy.

- AB InBev top management
- Winners of the promo-activities: “Gol!Ereya” and stadium contest
- Bud strategic partners (key accounts)
- Media persons (Ivan Urgant, Georgy Cherdancev etc.)
- ABI-team best employees
- If there is no one present to conduct an interview or handover, then the player is to receive the trophy for a photo against the media backdrop alone
 - No Octagon team member is to fill in
 - This also applies if the winner/interviewer is visibly intoxicated



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

MOTM - SCHEDULE



Translator & Interviewer information to be provided just before the match.

Match	Date	Matchup	City	Match Manager
1	17-Jun	Russia vs. New Zealand	St. Petersburg	Lindsay
2	18-Jun	Portugal vs. Mexico	Kazan	Andrew
3	18-Jun	Cameroon vs Chile	Moscow	Lindsay
4	19-Jun	Australia vs Germany	Sochi	LeighAnn
5	21-Jun	Russia vs. Portugal	Moscow	Andrew
6	21-Jun	Mexico vs New Zealand	Sochi	LeighAnn
7	22-Jun	Germany vs Chile	Kazan	Andrew
8	22-Jun	Cameroon vs Australia	St. Petersburg	Dennis
9	24-Jun	Mexico vs Russia	Kazan	Dennis
10	24-Jun	New Zealand vs Portugal	St. Petersburg	Andrew
11	25-Jun	Germany vs Cameroon	Sochi	LeighAnn
12	25-Jun	Chile vs Australia	Moscow	Andrew
13	28-Jun	Winner Group A vs Runner Up Group A	Kazan	Lindsay
14	29-Jun	Winner Group B vs Runner Up Group B	Sochi	Lindsay
15	2-Jul	Loser Game 13 vs Loser Game 14	Moscow	Lindsay
16	2-Jul	Winner game 13 vs Winner Game 14	St. Petersburg	Dennis

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

MOTM – MATCH MANAGER CHECKLIST



MATCH DAY -1

Meet with FIFA Marketing Venue Managers

- Determine meeting location & time for handover/interview
 - Confirm two (3) credentials to be supplied at time of meeting – Octagon, Consumer Handover Winner & MotM Interviewer
 - Review Man of the Match backdrop in Media Flash Zone
 - Confirm trophy drop off time before match begins
 - Confirm ticket locations for winners & route to FIFA meeting location to ensure no gate/section closures
 - Confirm translation logistics
 - Both player & interviewer to receive a headset for simultaneously translation from the International Broadcast Center

Beer Gardens

- Store MotM trophy with Beer Garden appointed security personnel

Bud/Octagon Russia Communications

- Confirmation of consumer handover winner & interviewer
 - Confirmation that all four (4) guests have FAN IDs
 - Consumer + Guest
 - Interviewer + Guest
 - Distribute tickets to both parties if they have not already been delivered
 - Provide contact information to both parties to set a meeting time before the match

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

MOTM – MATCH MANAGER CHECKLIST



MATCH DAY

Meet with Consumer Handover Winners & Interviewer

- Meet with both parties before kickoff to confirm handover procedures
 - Match Managers will collect both groups at their seats at the 75th min
 - Only the one (1) consumer winner and one (1) interviewer will be allowed to attend the experience. Their guests will remain watching the match
- Communicate that if they are intoxicated than they will not be allowed to participate in the handover/interview

Beer Gardens

- Display Man of the Match trophy at Beer Garden display as fan interaction point
- Following Beer Garden closure, bring the trophy into the stadium to the FIFA offices before kickoff

Interview/Handover Experience

- Consumer & Interviewer will be collected from their seats at the 75th minute to travel to the FIFA Media Zone
- They will watch the end of the match from TVs in the tunnel
 - As this is a media area, they are not to take any personal videos or pictures for sharing to social channels
- At the end of the match, the consumer and interviewer will wait for the MotM to exit the field to make their way to the Bud AF MotM backdrop
- Player Arrival at the Backdrop:
 - Consumer trophy handover will happen first on camera
 - Interview will proceeded while the MotM is holding the trophy – both the player & interviewer should have headsets for translating from the International Broadcast Center

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

MOTM - PLAYER JOURNEY



Pitch: No player/TV activity

Man of the Match

Multilateral TV Positions

Position 1: FIFA controlled, Multilateral Clean feed for all broadcasters with no on-site production Against sponsor logo strip backdrop

Position 2: Broadcaster controlled, own on-site productions, specific country broadcast interviews

Position 3: Bud MotM interview

Player Journey

1. Player is interviewed by multilateral broadcasters in media zone (~ 3-5 min following final whistle)
 2. Player is interviewed by unilateral broadcasters in media zone (~ 5-8 min following final whistle)
 - 3. Bud man of the match interview in media zone (~ 15 min following final whistle)**
 4. Player locker rooms // drug testing
 5. Press conference room (~ 45 – 60 min following final whistle)

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

MOTM – CONSUMER HANDOVER JOURNEY



Pre-match

- Upon arrival at stadium, meet with the Bud team representative to confirm experience
 - Consumer to confirm they are aware that
 - They will need to leave the match 15 min. early
 - If they are intoxicated, they will not be able to participate in the handover

75th Minute

- Bud team member will collect winner from their seats for travel to the FIFA Media Zone
 - They will not be permitted to bring their guest

Handover Experience

- Consumers watch the end of the match from TVs in the tunnel
 - As the consumer waits for the Man of the Match to arrive, they will be able to watch players & coaches depart the field
 - No personal videos or photography are to be taken at this time
 - Consumers may not interact with players/coaches at this time unless they are approached
 - Player Arrival at the Backdrop:
 - Consumer trophy handover will happen first on camera
 - Interview will proceeded while the MotM is holding the trophy
 - Following the interview, the consumer will be escorted out of the tunnel and back to their guest



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

MOTM – INTERVIEWER JOURNEY



Pre-match

- Upon arrival at stadium, meet with the Bud team representative to confirm experience
 - Consumer to confirm they are aware that
 - They will need to leave the match 15 min. early
 - If they are intoxicated, they will not be able to participate in the handover

75th Minute

- Bud team member will collect winner from their seats for travel to the FIFA Media Zone
 - They will not be permitted to bring their guest

Handover Experience

- Interviewers watch the end of the match from TVs in the tunnel
 - As the consumer waits for the Man of the Match to arrive, they will be able to watch players & coaches depart the field
 - No personal videos or photography are to be taken at this time
 - Consumers may not interact with players/coaches at this time unless they are approached
 - Interviewer will receive a set of headsets for simultaneous translation for the experience – both the player & talent will have a pair to communicate to each other
 - Player Arrival at the Backdrop:
 - Consumer trophy handover will happen first on camera
 - Interview will proceed while the MotM is holding the trophy
 - Following the interview, the interviewer will be escorted out of the tunnel and back to their guest



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

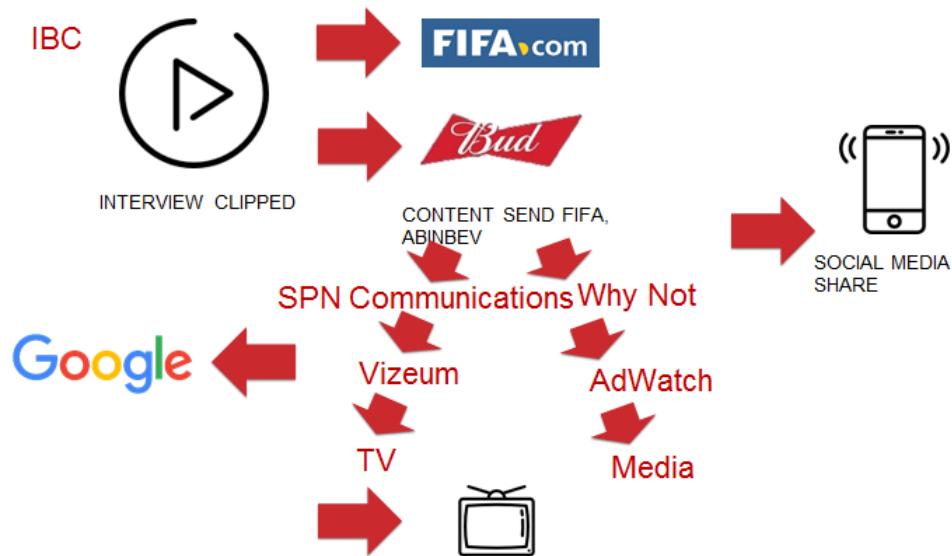
MOTM- CONTENT DELIVERY



1. Photo and video taken by FIFA at the handover
 2. Interview is clipped by the International Broadcasting Center
 3. The clip is distributed to
 - a) FIFA.com
 - b) Official Broadcasters
 - c) Bud

Bud will then share with the following outlets

1. SPN Communications
 2. Social Media
 3. Vizeum
 4. AdWatch
 5. TV
 6. Media
 7. Google



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

STADIUM OPERATIONS

STADIUM
MAPS

MATCH
MANAGER
ROLE

MAN OF THE
MATCH

CONCESSIONS

BEER
GARDENS

PRODUCT ON-SITE



3 Types of beer products sold onsite

- Bud
- Bud Alcohol Free
- Klinskoye

Each beer is 0.5 Liters

FIFA Security mandates that all beer **must be** poured into cups

Klinskoye cups are to be used only for Klinskoye beer

Arena Foods is the official concessionaire of the 2017 FIFA Confederations Cup

All concessions staff members are employed directly by Arena Foods

Project Manager

Jane Chudova (Pokrovskaya)

echudova@octagon.moscow
m +7 926 258 47 06



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

STADIUM CUPS EXECUTION



Date	City	Quantity
17/06/2017	St. Petersburg	16 000
18/06/2017	Kazan	9 400
18/06/2017	Moscow	8 400
19/06/2017	Sochi	9 400
21/06/2017	Moscow	12 000
21/06/2017	Sochi	7 000
22/06/2017	St. Petersburg	9 600
22/06/2017	Kazan	9 400
24/06/2017	Kazan	11 600
24/06/2017	St. Petersburg	12 800
25/06/2017	Sochi	8 200
25/06/2017	Moscow	7 200
28/06/2017	Kazan	11 600
29/06/2017	Sochi	11 600
02/07/2017	Moscow	12 000
02/07/2017	St. Petersburg	16 000
Total		172 000

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

SALES PROCESS



Arena Foods is the official concessionaire of the 2017 FIFA Confederations Cup. All staff members are employed directly by Arena Foods. There will be AB InBev stadium managers at every FCC venue to work with Arena Foods

Consumer Sales

- Beer will be sold to final whistle
- No limit to how many beers can be purchased at one time
- Each carrying case can hold 4 cups of beer
- Each fan must be 18 or older to purchase a beer
- Beer staff are **not** to pour Coca-Cola products



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

ONSITE BY THE NUMBERS



Venue	BUD Can 0.5	Klinskoye Can 0.5	BUD N/A	Total
Moscow Spartak	34,440	57,400	4,592	96,432
Kazan	25,528	42,547	3,404	71,479
Sochi	27,825	44,765	3,623	76,213
St. Petersburg	30,000	50,000	4,000	84,000

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

CONCESSIONS BRANDING



CITY	QUANTITY
Sochi	27
Kazan	19
Moscow	18
St. Petersburg	34
Overall	98

- There must be a 50/50 split of all AB InBev & Coca-Cola branded items
 - Located throughout the stadium, built into the venue
 - Food can also be purchased at this location



CONCESSIONS BRANDING



Bud
0,5L 250₽

Bud
ALCO FREE
0,5L 200₽

BUD 0,5L	250 ₽
BUD ALCO FREE 0,5L	250 ₽
КЛИНСКОЕ 0,5L	200 ₽
КОМБО (BUD 0,5L + СЭНДВИЧ*)	450 ₽
КОМБО (BUD ALCO FREE 0,5L + СЭНДВИЧ*)	450 ₽

* ПРОДАЖА ОТДЕЛЬНО СЭНДВИЧА ВНЕ КОМБО - СЕТА НЕ ОСУЩЕСТВЛЯЕТСЯ

CONFEDERATIONS CUP RUSSIA 2017

VISA Pay with Visa



450 ₽



Bud
0,5L 250₽

Bud
ALCO FREE
0,5L 200₽

BUD 0,5L	250 ₽
BUD ALCO FREE 0,5L	250 ₽
КЛИНСКОЕ 0,5L	200 ₽
КОМБО (BUD 0,5L + СЭНДВИЧ*)	450 ₽
КОМБО (BUD ALCO FREE 0,5L + СЭНДВИЧ*)	450 ₽

* ПРОДАЖА ОТДЕЛЬНО СЭНДВИЧА ВНЕ КОМБО - СЕТА НЕ ОСУЩЕСТВЛЯЕТСЯ

CONFEDERATIONS CUP RUSSIA 2017

VISA Pay with Visa



450 ₽



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

CONCESSIONS EQUIPMENT

Only equipment provided by AB InBev should be used to store beer products

Coca – Cola team members will not:

- Remove fridges/equipment from any stadium
- Store product in AB InBev receptacles
- Rearrange products or equipment at any point of sale



FRIDGES

CITY	BUD	BUD	BUD
SOCHI	41	7	16
KAZAN	58	11	14
MOSCOW	521	16	9
ST. PETERSBURG	90	21	12
OVERALL ABI:	241	65	51
Overall (Brand)	21	51	47



POINT OF SALE



Outdoor Temporary Concession

- Bud & Klinskoye branded, semi permanent structures
 - Located outside the stadium to sell to fans as they enter the security gates

Stadium Temporary Concession

- Bud & Klinskoye branded, semi permanent structures
 - Located inside the stadium on the concourse level

Push Cart

- Bud branded, mobile sales team
 - Sales can occur on concourse levels of the stadium

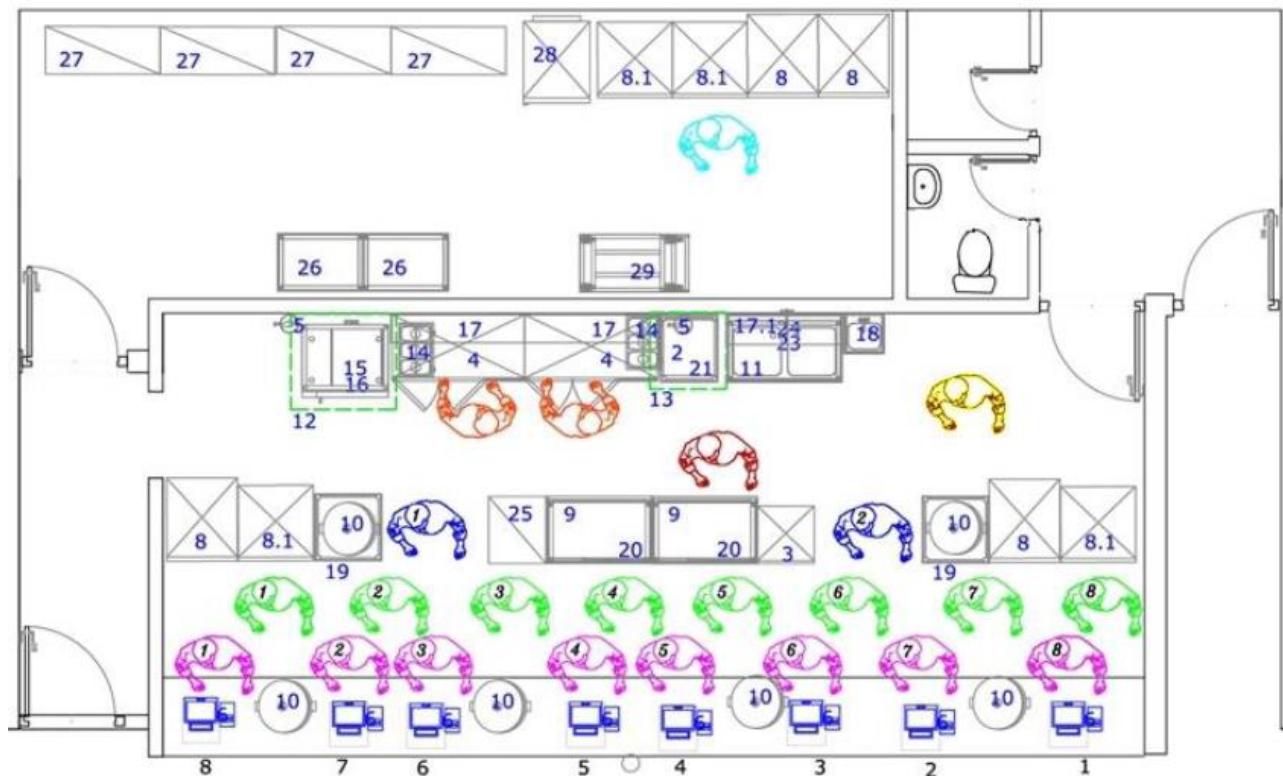
Hawkers

- Bud branded, mobile sales team
 - Sales can occur in the bowl during live match play, but must not be distracting to seated fans



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

STADIUM STAFFING PLAN



Cashier
Runner
Filler
Manager
Cooker
Supervisor
Loader

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

STADIUM OPERATIONS

STADIUM
MAPS

MATCH
MANAGER
ROLE

MAN OF THE
MATCH

CONCESSIONS

BEER
GARDENS

BEER GARDEN OVERVIEW



BUD has the right to build a commercial display at the dedicated zones around the four stadiums with a maximum footprint of 14m x 14m.

There's two versions of brand zones, two full versions for Moscow and Saint Petersburg and two light versions for Kazan and Sochi.

The zone opens 3 hours before the start of the match (4 hours before the start of the match on opening match and final match). Closes 20 minutes before the start of the match

Project Manager

Jane Chudova (Pokrovskaya)

echudova@octagon.moscow m +7 926 258 47 06



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

BEER GARDEN MOCK UPS



Full Version for Moscow and Saint Petersburg

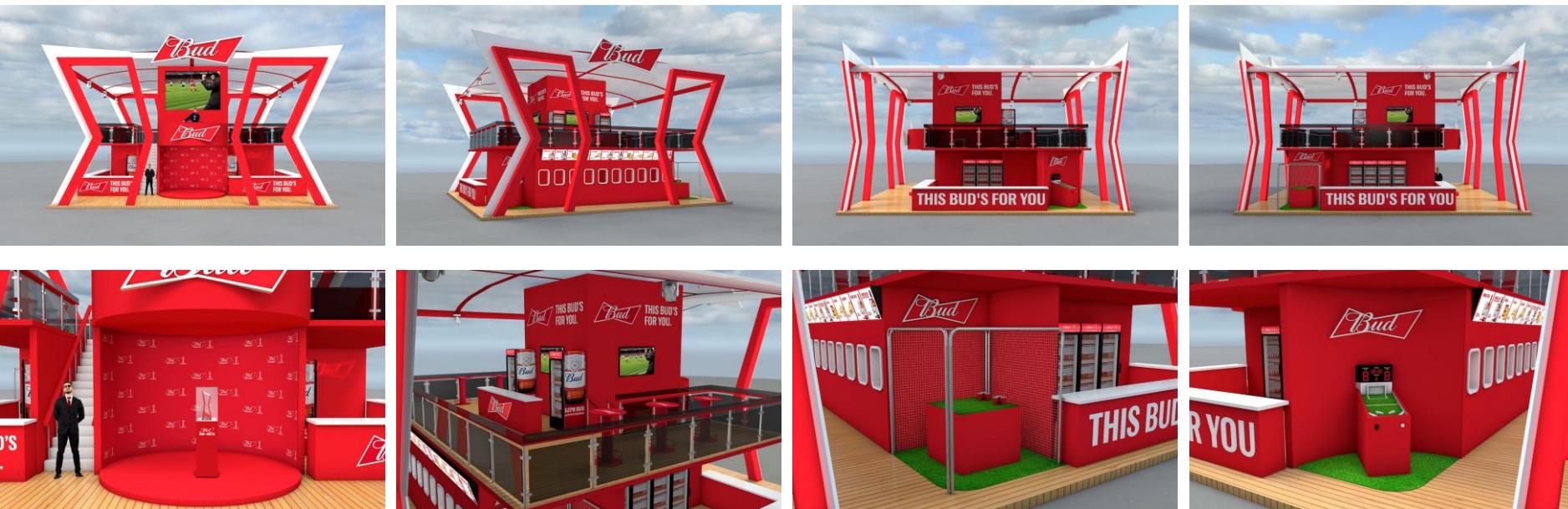


Light Version for Kazan and Sochi



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

BEER GARDEN FULL VERSION MOCK UPS



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

BEER GARDEN LIGHT VERSION MOCK UPS



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

BEER GARDEN ACCESS



General Admission

Fans can gain entry to each beer garden with tickets to the match and a fan ID

VIP Access

The access to the VIP zone is controlled by a security guard

Two ways of getting access to the VIP zone:

1. Be invited as a guest to our VIP zone (guests, celebrities) and have a bracelet
2. Fans can get access to the VIP zone by participating in our Beer Pong activation, share results on social networks with #BUDFCC2017 hashtag.



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

BEER GARDEN BUD GIRLS



- Bud Girls will be onsite to interact with consumers at the stadium
 - Uniforms include Bud sweatshirts and skirts
 - Bud Girls interact with fans to encourage them to engage in Beer Garden games, as well as try to win premiums
 - Guest may take pictures with the Bud Girls.

# of staff	Activations and Responsibilities
2	VIP Area - Pictures and activations
2	Man of the Match Display – Pictures with guests
2	Beer Pong Activations
2	Pin Ball (Finger Ball) Activations



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

STADIUM OPERATIONS

ACCREDITATION

TICKETING

HOSPITALITY

PARKING
PASSES

UNIFORMS

ACCREDITATION OVERVIEW



WHAT IS ACCREDITATION...

A working tool issued to grant persons controlled access to working zones in FIFA Confederations Cup official venues. Accreditation device will grant workers with access to designated zones depending on work function.

FIFA Accreditation is not match ticket.

WHAT ACCREDITATION IS NOT...

- Visa / immigration tool
 - Signs of status
 - The equivalent to a match ticket (no right to a seat)
 - Parking pass
 - Delivery pass

FOR WHO...

Staff who have a working role at one or more FIFA official venues:

Key ABI staff, agencies and contractors

Stadium operations team

Hospitality hosts

Promo staff (working within hospitality and commercial displays)

Supply team

Supply team
Delivery drivers



Example of accreditation card
from FCC draw 2016

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

PICK UP PROCEDURE



All staff members **must pick up their own accreditation** at approved centres in each Host City.

To secure an accreditation, each staff member **MUST BRING:**

ID that was used to apply

Approval email from FIFA

There will be an accreditation center situated outside the security perimeter at each Official Stadium in each host City.

Accreditation can be collected at any of the centers on presentation of the ID used for registration and the approved email from FIFA.

Opening / Closing Hours	
Non Match Days	9:00am to 6:00pm
Match Days - 1	8:00am to 8:00pm
Match Days	8:00am to Final Whistle

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

LOST / STOLEN / MISPLACED CREDENTIAL PROCEDURE



In the event that your Accreditation Device is lost or stolen, the LOC and/or FIFA shall decide whether a new device is to be issued. The Accredited Party *must* adhere to the following procedure:

In the event of theft:

- Any theft must be reported to the police within 24 hours after its detection
- The issued theft notification must be presented at the Accreditation Center
- An administration fee of US\$200 must be paid to the LOC. Details of how to pay shall be provided following notification of theft.

In the event of loss:

- Loss must be reported to the police within 24 hours after its detection
- An administration fee of US\$200 must be paid to the LOC. Details of how to pay shall be provided following notification of loss.

PLEASE NOTE: If you have reported a lost/stolen accreditation device in error and were able to regain possession of your original at a later stage, you will **NOT** be able to continue using the device. All accreditations will be made void and will be rejected at the check-points as soon as it is reported stolen/lost.

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

SUPPLEMENTARY ACCESS DEVICES (SAD)



Overview

In order to limit the amount of people circulating in sensitive areas on Match Days, the LOC will enable a Supplementary Access Device (SAD) as of 3 hours prior to kick-off for zones 1, 2, 5, 6 and 9. This will affect operations such as Hospitality, VIP, Mascot and VIK which normally need access to Players Tunnel, Players Changing Room and Field of Play.

- Even if a person has such zones shown on their accreditation device, access will only be allowed upon presentation of a SAD.
- SAD's do NOT overrule accreditations or vice versa, but rather they work in complementary fashion. Both are needed at certain times to access areas.

Please bear in mind that a very limited amount of SADs will be distributed for each operation.

SAD Activation Zones

- Zone 1 – Field of Play
- Zone 2 – Competition Area
- Zone 3 – All Public Areas
- Zone 4 – Operations Areas
- Zone 5 – VIP Areas (minus *VIP Reception Room*)
- Zone 6 – Media Tribune
- Zone 7 – Media Centre
- Zone 8 – Broadcast Area (minus *TV Compound*)
- Zone 9 – Hospitality Area

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

ZONE OVERVIEW



Zone 1	Field of Play	<ul style="list-style-type: none"> Pitch Substitutes benches Fourth Official's bench 	<ul style="list-style-type: none"> Photographer spots Pitch access and tunnel
Zone 2	Competition Pass	<ul style="list-style-type: none"> Dressing rooms – Players + Referees Medical Room 	<ul style="list-style-type: none"> FIFA delegation room Doping control room Corridors (w access to dressing room)
Zone 3	All Public Areas	<ul style="list-style-type: none"> Public entrances and areas Public toilet facilities Public points of sale 	<ul style="list-style-type: none"> First Aid facilities Spectator Stands Commercial and Host City Displays
Zone 4	Operations Areas	<ul style="list-style-type: none"> FIFA Offices LOC Offices 	<ul style="list-style-type: none"> FIFA Storage Rooms LOC Storage Rooms
Zone 5	VIP Areas	<ul style="list-style-type: none"> VIP Reception room VIP Stand 	<ul style="list-style-type: none"> VIP Interview Area VIP Area
Zone 6	Media Tribune	<ul style="list-style-type: none"> Print Media seats Radio / TV commentator and observer seats 	<ul style="list-style-type: none"> Mixed Zone Press conference room
Zone 7	Media Centre	<ul style="list-style-type: none"> Media Working area Media catering area Media briefing area 	<ul style="list-style-type: none"> Photography Area Development and service centres
Zone 8	Broadcast Area	<ul style="list-style-type: none"> TV compound 	<ul style="list-style-type: none"> TV and Radio studios
Zone 9	Hospitality Area	<ul style="list-style-type: none"> Commercial affiliates Hospitality Commercial affiliates village 	<ul style="list-style-type: none"> Hospitality lounges Sky boxes

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

OCTAGON SAD REQUESTS



MATCH	DATE	CITY	AREA	SADs REQUESTED
1	June 17	St. Petersburg	Stadium Hospitality	5
2	June 18	Kazan	Stadium Hospitality	7
3	June 18	Moscow	Stadium Hospitality	0
4	June 19	Sochi	Stadium Hospitality	0
5	June 21	Moscow	Stadium Hospitality	11
6	June 21	Sochi	Stadium Hospitality	0
7	June 22	St. Petersburg	Stadium Hospitality	1
8	June 22	Kazan	Stadium Hospitality	0
9	June 24	Kazan	Stadium Hospitality	5
10	June 24	St. Petersburg	Stadium Hospitality	1
11	June 25	Sochi	Stadium Hospitality	0
12	June 25	Moscow	Stadium Hospitality	0
13	June 28	Kazan	Stadium Hospitality	5
14	June 29	Sochi	Stadium Hospitality	5
15	July 2	Moscow	Stadium Hospitality	3
16	July 2	St. Petersburg	Stadium Hospitality	12

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

ACCREDITATION CENTER LOCATIONS



City	Address	Open / Closing Date
Kazan (KZN)	Str. Sibgata Hakima, 7-, Kazan, Republic. Tatarstan, 421001	
Moscow (MSP)	Volokolamskoe highway. 69, Moscow, 125424	4 weeks before the first stadium match / 3 days after the last stadium match
Saint Petersburg (SPB)	Severnaya road, 12 St. Petersburg, 197110	
Sochi (SCH)	Olympic Ave, Adler, Krasnodar territory, 354354	

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

FAN ID OVERVIEW

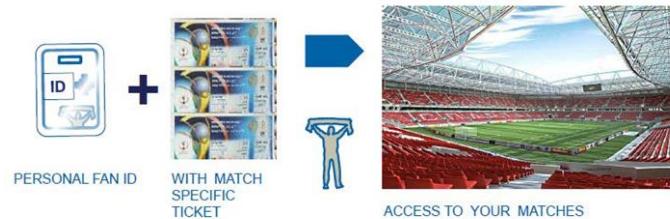


WHAT IS FAN ID...

- Identification document being created by the Russian Federation for FCC 2017 and FWC 2018 spectators
 - The Russian Federation is the decision maker on whether to issue or deny a FAN ID
 - Allows international ticket holders visa-free entry to the Russian Federation
 - To be able to enter a stadium (and surrounding areas) ticket holders must be in possession of a valid FAN ID

WHO REQUIRES FAN ID...

- Bud invited guests attending a match at the FIFA Confederations Cup will require a FAN ID in order to enter the stadium
 - Guests who require a visa to enter the Russian Federation. FAN ID will allow visa free entry from **7 June 2017** until **12 July 2017**. Guests must have FAN ID on their person at time of departure and arrival into Russian Federation
 - ABI Staff that are hosting guests and are attending the match (staff must have a match ticket to enter the venue)
 - Without a valid FAN ID, guests will NOT be able to enter the stadium



Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

STADIUM OPERATIONS

ACCREDITATION

TICKETING

HOSPITALITY

PARKING
PASSES

UNIFORMS

TICKETING CONTACTS



Confederations cup match tickets are a valuable, important and irreplaceable commodity.

If you are designated management of any ticketing assets, the asset management team will ensure you are briefed and obtain an understanding of all the inventory you have been transferred.

If you have any doubts or questions, please contact:

Steve Leary – Octagon Asset Manager

steve.leary@octagon.com

+79315824002

+447771542191

Emily Laker – Event Coordinator

Emily.laker@octagon.com

+79315824009

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

TICKETING OVERVIEW



AB InBev will have inventory and access to the following type of tickets:

Category 1 – Ticket only. Prime location seats

VIP Tribune - Top Category. . Generally used for celebrities, top influencers, public office. VIP Tribune tickets are to be collected by Match Managers between KO-96hrs and KO-48hrs

Match Hospitality – Grandstand seat with shared hospitality area, used by guests on international and selected Russian hospitality programs

Skybox – (SPB only) – Private hospitality offering with seats located directly in-front of the suite

Business Seat – (SPB only) - Grandstand seat with shared hospitality area

Ticket Security – Ticket and parking assets should be stored in a secure place at all times. Do not leave tickets unattended or not stored in a safe overnight.

Lost / Stolen Tickets – Tickets that are misplaced or stolen CANNOT be replaced. Please treat match tickets with the utmost care.

Tracking – Ensure when distributing tickets that you are distributing the correct match, ticket type and seat assignment. Use tracking tools provided by Octagon Asset Manager.

Buffer Tickets – There will be a small allocation of ‘buffer tickets’ that will be held by Match Managers for distribution. Distribution details will be sent by Octagon Asset Manager under instruction of AB InBev Global Head of Sports Marketing. Under no circumstances should any tickets be transferred without prior authorization.

Unused Tickets – Keep any unused tickets for post event reconciliation purposes.

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

TICKET ALLOCATIONS



Tickets to be moved to host cities by Octagon staff.

				COMP CAT 1	COMP SKYBOX	COMP VIP TRIBUNE *Collected on site	COMP BUS SEATS	MATCH HOSP	RTB - CAT 1	TOTAL	Octagon Venue Manager	Octagon Hosp Team (Ticket Desk)	Person Responsible For Ticket Movement	Departure	Arrival	Octagon Transfer date
MATCH NO.	MATCH	DATE	CITY	ALLOT	ALLOT	ALLOT	ALLOT	ALLOT	ALLOT							
1	RUSSIA - NEW ZEALAND	17-Jun	SPB	20	16	0	10	26	39	111	Lindsay Salt	Emily Laker	Emily Laker - Train	05:40 - MSC - Train	09:15 - SPB - Train	15-Jun
2	PORTUGAL - MEXICO	18-Jun	KZN	20	0	0	0	62	7	89	Andrew	Simbi Sonuga	Simbi Sonuga - Flight	09:10 - MSV - Airport	10:40 - KZN - Airport	15-Jun
3	CAMEROON - CHILE	18-Jun	MOS								Steve Leary	Steve Leary	Steve Leary	-	-	n/a
4	AUSTRALIA - GERMANY	19-Jun	SOC	20	0	0	0	0	0	20	Leigh Ann	N/A	Leigh Ann - Flight	12:35 - SVO - Airport	15:05 - AER - Airport	18-Jun
5	RUSSIA - PORTUGAL	21-Jun	MOS								Steve Leary	Steve Leary	Steve Leary	-	-	n/a
6	MEXICO - NEW ZEALAND	21-Jun	SOC	20	0	0	0	0	0	20	Leigh Ann	N/A	Leigh Ann - Flight	Transferred on 18/6	Transferred on 18/6	18-Jun
7	CAMEROON - AUSTRALIA	22-Jun	SPB	20	16	0	10	0	0	46	Max / Andrew	N/A	Max Rudakov	12:40 - VKO - Airport	14:05 - SPB - Airport	21-Jun
8	GERMANY - CHILE	22-Jun	KZN	20	0	0	0	0	0	20	Jane S	Simbi Sonuga	Simbi Sonuga - Flight	16:15 - SVO - Airport	17:50 - KZN - Airport	21-Jun
9	MEXICO - RUSSIA	24-Jun	KZN	20	0	0	0	4	14	38	Jane S	Simbi Sonuga	Simbi Sonuga - Flight	Transferred on 21/6	Transferred on 21/6	21-Jun
10	NEW ZEALAND - PORTUGAL	24-Jun	SPB	20	16	0	10	0	0	46	Max / Andrew	N/A	Max Rudakov	Transferred on 21/6	Transferred on 21/6	21-Jun
11	GERMANY - CAMEROON	25-Jun	SOC	20	0	0	0	0	0	20	Leigh Ann	N/A	Leigh Ann - Flight	Transferred on 18/6	Transferred on 18/6	18-Jun
12	CHILE - AUSTRALIA	25-Jun	MOS							0	Steve Leary	Steve Leary	Steve Leary	-	-	n/a
13	WA - RB	28-Jun	KZN	20	0	0	0	5	53	78	Jane S	Emily Laker	Emily Laker - Flight	16:15 - SVO - Airport	17:50 - KZN - Airport	26-Jun
14	WB - RA	29-Jun	SOC	20	0	0	0	9	57	86	Steve Leary	Steve Leary	Steve Leary - Flight	08:55 - SVO - Airport	11:25 - AER - Airport	27-Jun
15	L 13 - L 14	2-Jul	MOS							0	Lindsay Salt	Simbi Sonuga	Simbi Sonuga	-	-	n/a
16	W 13 - W 14	2-Jul	SPB	20	16	0	10	24	160	230	Steve Leary	Steve Leary	Steve Leary - Flight	17:30 - AER - Airport	20:35 - LED - Airport	30-Jun

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

TICKETING DISTRIBUTION



Hospitality Programs – Tickets will be distributed to guests on Match Day by Octagon Hospitality hosts

Employee Ticket Only – Employee tickets were distributed in May 2017

AB InBev Russia Ticket Only – Tickets will be distributed via collection points in host cities on MD-1 during the hours of 09:00- 12:00 (with exception of matches 2, 4, 6, 7, 8, 9, 10, 11). In most cases this is within the lobby of the hotel

SPB – Raddison Sonya

KAZ – Double Tree Kazan

MOS – InterContinental Moscow

SOC – Imeretinskiy Hotel

VIP – Due to the regulations of VIP registration and ticket collection set by FIFA, Match Managers will be required to collect VIP tickets between KO -96hrs and KO-24hrs at FIFA Ticketing Office. Please take your accreditation and passport. Octagon Asset Manage will communicate collection procedures in advance

SPB – Prospekt Dobrolubova 20 bld.1 litera A, Sankt Petersburg – <https://goo.gl/maps/vPZBbaFYLnM>

KAZ – Kremlevskaya embankment, 5, Kazan - <https://goo.gl/maps/WEHcomj7hiA2>

MOS – Zhitnaya 4, Moscow - <https://goo.gl/maps/YwRWw3SGRww>

SOC - Adler region, Imeretinskaya lowland, Sochi – <https://goo.gl/maps/GoJ1T1TY4452>

Buffer – Buffer inventory may consist of any category ticket. Distribution instructions will be issued by Octagon Asset Manager to Match Managers under instruction of AB InBev Global Head of Sports Marketing in the days prior to the match.

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

TICKETING DISTRIBUTION



IMPORTANT

A full brief and ticket policy / procedures document will be shared prior to the distribution of any tickets, however of key importance

- As AB InBev, appointed ticket handling agent we must ensure tickets are handled and used in a compliant way at all times
- Every ticket must have an approved name assigned against the ticket
- Purchased tickets cannot be offered for sale, sold or resold
- At the end of the ticket desk hours, a full report must be provided to the Asset Manager (Steve Leary)
- Under no circumstances can tickets be released without Asset Manager and Client pre-approval
- All unused tickets must be kept and returned to the Asset Manager
- An Octagon representative MUST be at the ticket desk at all times

Movement or travelling with tickets:

- At times it may be necessary for staff to travel with tickets, either intra or intercity.
- When travelling with tickets staff are to ensure that they are stored in a safe place and on person at all times. Where flights or train transfers are involved tickets must be taken as carry-on luggage
- Where deemed necessary, a member of the security team may travel with the staff member
- Tickets are to be stored discreet bag that is lockable

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

UNDERSTANDING A FIFA CONFEDERATIONS CUP 2017 TICKET



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

STADIUM OPERATIONS

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

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

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)

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

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	

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

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					
MOS			VIP x 2				STD x 2		STD x 3				STD x 2					
MOS			MX Bud x 54				STD + HOSP x 2		STD + HOSP x 3				STD + HOSP x 3					
MOS			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		
MOS							STD x 9 MDE x 12									MDE x 4		
MOS							VIP x 14									VIP x 5		
MOS			Corona x 25				China x 24											
SPB			1 RUS v NZ				7 AFR V AUS		10 NZ v CHL							16 FINAL		
SPB			STD x 4				STD + HOSP x 2									STD x 46		
SPB			STD + HOSP x 2				MDE x20									STD + HOSP x 3		
SPB			MDE x20				VIP x 4									VIP / E-Retail x 20		
SOC			4 AUS v GER				6 MX v NZ						11 GER V AFR			14 SEMI 2		
SOC																MDE x 2		
SOC																STD x 10		
SOC																STD + HOSP x 3		
SOC																VIP x 4		

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms
--------------	---------------	------	-------------	--------------	---------------	-----------	-------------	--------------	----------

HOSPITALITY STANDARD WAVE ITINERARY



MATCH Portugal vs Mexico
DATES 16-19 June, 2017
CITIES Moscow / Kazan

DAY 1 16 JUNE

- 19:15** Meet your host at the hotel lobby
- 19:30** Transfer to dinner
Journey time is approximately 30 minutes
- 20:00** Dinner at Syrovarnya
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

DAY 2 17 JUNE

- 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

DAY 3 18 JUNE

- 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

МАТЧ ПОРТУГАЛИЯ — МЕКСИКА
ДАТЫ 16–19 ИЮНЯ, 2017
ГОРОДА МОСКВА И КАЗАНЬ

ДЕНЬ 1 16 ИЮНЯ

- 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.

ДЕНЬ 2 17 ИЮНЯ

- 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

ДЕНЬ 3 18 ИЮНЯ

- Выезд из отеля**
Пожалуйста, оставьте ключи от номера на стойке регистрации и расчитайтесь 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.

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

HOSPITALITY GUEST PROFILE



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

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

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

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

HOSPITALITY RESTAURANTS - MOSCOW



RESTAURANT	ADDRESS/PHONE NUMBER	NUMBER OF PAX	GUEST PROFILE	DATE	TIME	FINISH
Tramplin	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
Saxon + Parole	Spiridonyevskiy per., 12/9, Moskva, Russia, 123104; +7 903 755-03-43	25	MEXICO	17-Jun	13:00	14:30
Café Pushkin	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
Saxon + Parole	Spiridonyevskiy per., 12/9, Moskva, Russia, 123104; +7 903 755-03-43	24	CHINA	22-Jun	13:00	14:00
Chips	ul. Kuznetskiy Most, 7, Moskva, Russia, 125009; +7 495 628-68-67	24	CHINA	22-Jun	20:00	22:00
Saxon + Parole	Spiridonyevskiy per., 12/9, Moskva, Russia, 123104; +7 903 755-03-43	14	RUSSIA	20-Jun	20:00	22:00
Chips	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
Saxon + Parole	Spiridonyevskiy per., 12/9, Moskva, Russia, 123104; +7 903 755-03-43	5	VIP	01-Jul	20:00	22:00

[Event Overview](#)
[Key Contacts](#)
[Travel Logistics](#)
[Stadium Operations](#)
[Activations](#)
[Stadium Maps](#)
[Match Manager](#)
[MOTM](#)
[Concessions](#)
[Beer Gardens](#)
[Accreditation](#)
[Ticketing](#)
[Hospitality](#)
[Parking Pass](#)
[Uniforms](#)

HOSPITALITY RESTAURANTS - KAZAN



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

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

HOSPITALITY RESTAURANTS – SAINT PETERSBURG & SOCHI



CITY	Restaurant	Address/Phone number	Number of Pax	Guest Profile	Date	Time	Finish
STB	<u>Bolshaya Kukhnya</u>	ТРЦ Галерея, Лиговский пр., 30А, ст.м. Площадь Восстания, 5 этаж; 984-04-84	4	VIP	16-Jun	20:00	22:00
STB	<u>Zharovnya restaurant</u>	Razyezzhaya ul., 3, Sankt-Petersburg, Russia, 191002, 7 812 986-66-39	4	VIP	17-Jun	12:00	13:00
STB	<u>Bolshaya Kukhnya</u>	ТРЦ Галерея, Лиговский пр., 30А, ст.м. Площадь Восстания, 5 этаж; 984-04-84	6	INT	01-Jul	20:00	22:00
STB	<u>Bolshaya Kukhnya</u>	ТРЦ Галерея, Лиговский пр., 30А, ст.м. Площадь Восстания, 5 этаж; 984-04-84	14	VIP	01-Jul	20:00	22:00
Sochi	<u>Boho</u>	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

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

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)

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms
--------------	---------------	------	-------------	--------------	---------------	-----------	-------------	--------------	----------

STADIUM OPERATIONS

ACCREDITATION

TICKETING

HOSPITALITY

PARKING
PASSES

UNIFORMS

HOSPITALITY PARKING PASS OVERVIEW



Parking codes:

- P7 – Marketing Operations and Commercial Displays
- P8 – Commercial Hospitality/ Commercial Affiliates
- P9 – Commercial Affiliates Non-Hospitality

Operational period:

- LOC coordinates parking on Match days from 07.00 to 23.00 and 10 hours on NMD
- If Match is at 21.00, parking will be open until 2 hours after the final whistle
- P8 and P9 (Hospitality Parking) is available on Match days only
 - 4 hours before KO/ 3 hours after final whistle

Parking passes requirements:

- Cars 5.3 m x 2.5 m - A5 format(vehicles over this size must park in a coach parking area)
- Coaches 3.5m x 15m – A4 format

VAPPs distribution

- VAPPS for marketing Operations is necessary on MD on all stadiums
- On NMD VAPP is needed for SPB only
- FIFA Marketing will distribute VAPPs for Marketing in each venue

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

HOSPITALITY PARKING PASSES



MATCH NO.	DATE	CITY	Purchased - MATCH		COMP SKYBOX		VIP TRIBUNE		COMP BUS SEAT		Non Hosp	
			COACH	CAR	COACH	CAR	COACH	CAR	COACH	CAR	COACH	CAR
1	17/06/2017	SAINT PETERSBURG	1	2	0	4	0	2	0	3	1	6
2	18/06/2017	KAZAN	3	2	0	0	0	1	0	0	0	6
3	18/06/2017	MOSCOW	0	0	0	0	0	2	0	0	0	9
4	19/06/2017	SOCHI	0	0	0	0	0	1	0	0	0	6
5	21/06/2017	MOSCOW	5	3	0	0	0	2	0	0	2	20
6	21/06/2017	SOCHI	0	0	0	0	0	1	0	0	0	6
7	22/06/2017	SAINT PETERSBURG	0	0	0	4	0	2	0	3	0	7
8	22/06/2017	KAZAN	0	0	0	0	0	1	0	0	0	10
9	24/06/2017	KAZAN	1	2	0	0	0	2	0	0	0	11
10	24/06/2017	SAINT PETERSBURG	0	0	0	4	0	1	0	3	0	7
11	25/06/2017	SOCHI	0	0	0	0	0	1	0	0	0	6
12	25/06/2017	MOSCOW	0	0	0	0	0	2	0	0	0	9
SEMI-FINALS												
13	28/06/2017	KAZAN	0	3	0	0	0	2	0	0	0	18
14	29/06/2017	SOCHI	1	3	0	0	0	1	0	0	1	9
3rd-4th PLACE PLAY-OFF												
15	02/07/2017	MOSCOW	0	3	0	0	0	1	0	0	0	27
FINAL MATCH			2	5	0	4	0	2	0	3	2	27
16	02/07/2017	SAINT PETERSBURG	13	23	0	16	0	24	0	12	6	184

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

GENERAL PARKING PASS OVERVIEW



Key Contact

steve.leary@octagon.com

+79315824002

+447771542191

Vehicle Access and Parking Permit (VAPP) codes

P7 – Marketing operations and commercial displays

P8 – Commercial Affiliates hospitality (MD only)

P9 – Commercial Affiliates non-hospitality (MD only)

Types of VAPP a size of parking bays (length x width)

Car – 5.3 x 2.5m

Bus – 3.5 x 15m

Any vehicle with dimensions over 5.3 x 1.9m in size must be parked in a bus parking area (Eg Mercedes Sprinter, Ford Transit)

VAPP should be displayed on vehicles windscreen

Number of VAPP is highly limited, so please take care with VAPP to avoid problems. Lost/Stolen passes will NOT be replaced by LOC.

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

MATCH DAY PARKING PASS OVERVIEW



VAPP is necessary to move through all security perimeters on Match Days

Marketing Operations P7

LOC Transport coordinates parking on MD from 07:00 – 23:00. Parking passes will be required during these hours

VAPP for marketing operation is necessary on MD at all Stadiums. On NMD VAPP is necessary in SPB only. Other stadiums are available to access with personal accreditation

Hospitality and Non-Hospitality P8 and P9

Parking opens KO-4 and closes FW+3 hours. This period is extended 30 minutes for the opening and final matches.

Vehicles can leave venue and return with the same parking pass, however LOC transport do not recommend doing so due to stringent security checks in place and the delays this may cause

Logistics and service vehicles

On match day logistics and service vehicles are unable to access perimeters between the hours of KO-6 and Final Whistle+4

Distribution

There will be 4 Special Marketing Parking Passes per match to be distributed to the Match Manger onsite at the operations meeting.

Event Overview		Key Contacts		Travel Logistics		Stadium Operations		Activations	
Stadium Maps	Match Manager	MOTM	Concessions	Beer Gardens	Accreditation	Ticketing	Hospitality	Parking Pass	Uniforms

STADIUM OPERATIONS

ACCREDITATION

TICKETING

HOSPITALITY

PARKING
PASSES

UNIFORMS

STAFF UNIFORMS



Project Manager

Jane Chudova (Pokrovskaya)

echudova@octagon.moscow m +7 926 258 47 06



T-SHIRT



FLEECE JACKET



RAIN JACKET



BACKPACK



CAP

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

BUD BOAT STAFF UNIFORMS



Project Manager

Jane Chudova (Pokrovskaya)

echudova@octagon.moscow m +7 926 258 47 06



T-SHIRT



FLEECE JACKET



RAIN JACKET



CAP

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

CONCESSIONS UNIFORMS



Project Manager

Jane Chudova (Pokrovskaya)

echudova@octagon.moscow m +7 926 258 47 06

Managers Sochi



Managers



Local Brand Managers



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

CONCESSIONS UNIFORMS



Project Manager

Jane Chudova (Pokrovskaya)

echudova@octagon.moscow m +7 926 258 47 06

Staff Sochi



Staff



Local Brand Staff



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Stadium Maps

Match Manager

MOTM

Concessions

Beer Gardens

Accreditation

Ticketing

Hospitality

Parking Pass

Uniforms

ACTIVATIONS

CLUB
BUD

BUD
BOAT

PUBLIC
VIEWINGS

CLUB BUD SCHEDULE



RUSSIA VS NEW ZEALAND

JUNE 17th 2017

16.30 DOORS OPEN
17.10- 17.55 BUD45
17.55 - 18.00 ANTHEMS
18.00 - 18.45 FIRST HALF
18.45 - 19.00 HALF TIME
19.00 - 19.45 SECOND HALF
19.45 - 01.00 AFTERPARTY
DJ 1: Target DJ 2: Mistajam
Estimated VIPs: 129 pax

RUSSIA VS PORTUGAL

JUNE 21st 2017

18.30 DOORS OPEN
20.10 - 20.55 BUD45
20.55 - 21.00 ANTHEMS
21.00 - 21.45 FIRST HALF
21.45 - 22.00 HALF TIME
22.00 - 22.45 SECOND HALF
22.45 - 02.00 AFTERPARTY
DJ 1: The PartySquad DJ 2: Diztortion
Estimated VIPs: 166 pax

MEXICO VS RUSSIA

JUNE 24th 2017

16.30 DOORS OPEN
17.10- 17.55 BUD45
17.55 - 18.00 ANTHEMS
18.00 - 18.45 FIRST HALF
18.45 - 19.00 HALF TIME
19.00 - 19.45 SECOND HALF
19.45 - 01.00 AFTERPARTY
DJ 1: MightyFools DJ 2: Cesquax
Estimated VIPs: 111 pax

FCC FINAL

JULY 2nd 2017

18.00 DOORS OPEN
19.25 - 20.55 BUD90
20.55 - 21.00 ANTHEMS
21.00 - 21.45 FIRST HALF
21.45 - 22.00 HALF TIME
22.00 - 22.45 SECOND HALF
22.45 - 02.00 AFTERPARTY
DJ 1: Sidney Samson DJ 2: Lady Bee
Estimated VIPs: 150 pax

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

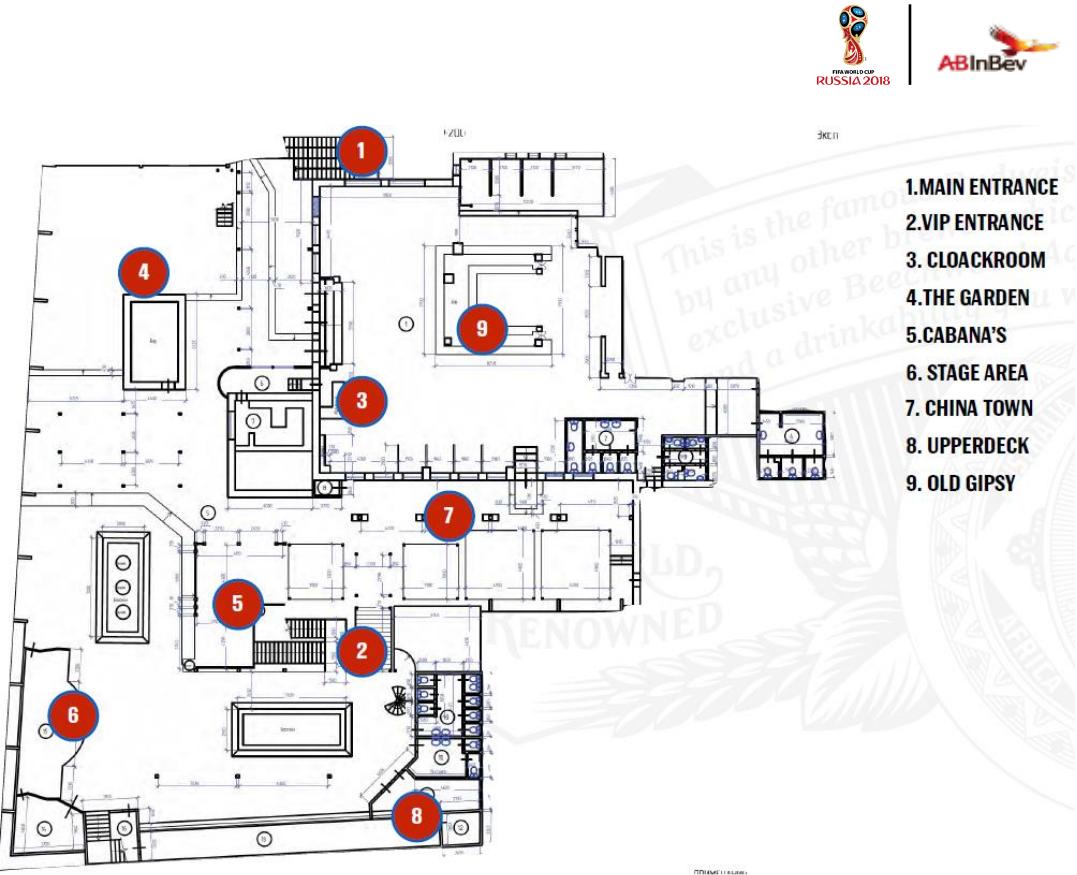
Host City Public Viewings

VENUE

Gipsy is a unique place that has become iconic, fashionable and one of the most top venues in Moscow night life in the last 5 years.

Gipsy has:

- Summer terrace with a classy view on Moscow
- Multiple dance floors
- 40 tables
- 320 seats
- 4 VIP balconies
- Professionally prepared stage
- Clair brothers high quality sound
- A mobile roof that react to weather changes



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

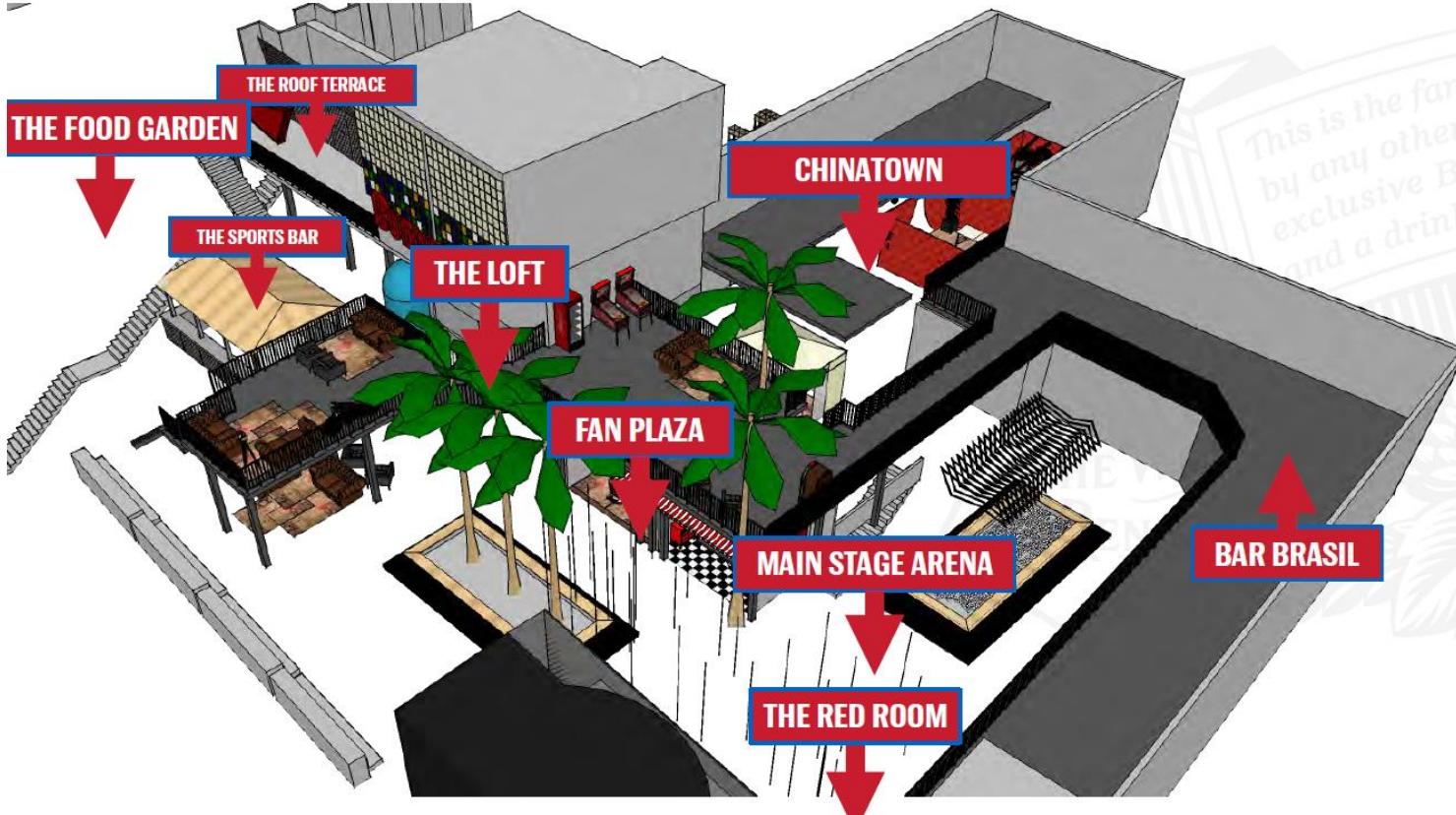
Activations

Club Bud

Bud Boat

Host City Public Viewings

VENUE - FLOORPLAN



THE FOOD GARDEN:

1. BOW TIE WEISER
2. SPORTSBAR
3. BUDS & BURGERS

THE LOFT

4. TBFY/MURAL
5. ARCADE

FANPLAZA

6. BARBER
7. PARLER
8. MERCH SHOP
9. ARTIST ROOM

MAIN STAGE AREA

10. BOW TIE CHANDELIER
11. LED BOARDING
12. STAGE
13. THE BAR
14. DANCE STAGE

CHINATOWN

15. MASSAGE ROOM
16. SPEAKEASY BAR

THE OLD GIPSY

17. CLOACKROOM
18. BAR
19. STAGE

UPPERDECK

20. BAR BRASIL

VENUE - MOCKUPS



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings

RUN OF SHOW



VIP ENTRANCE RITUAL:

After your ticket has been scanned our hosts welcome you in with a complementary Bud. They will be greeted by a football commentator giving them compliments on their way in.

PHOTO WALL

After our guest have received their complementary Bud we will invite them to have their picture taken at the projected Photo Booth.



WARM UP DJ

Before the Confed programme starts the DJ slowly warms up the crowd.

ENTRANCE RITUAL

PHOTO BOOTH

GEAR UP FOR THE CONFED CUP

WARM UP ENTERTAINMENT

NO BULLSHIT FOOD & BEER EXPERIENCE

MAIN ENTRANCE RITUAL:

After your ticket has been scanned. Our hosts welcome you in with a complementary Bud. some of the Guests will be asked to take part in the Fandom scan. This were we find out if our guests have a true football heart.



GEAR UP FOR THE CONFED CUP

Prior to the kick off our two hosts hand out BUD Merchandise to get you game ready.



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings

RUN OF SHOW



16.30 - 17.00

BUD15/45/90 STAGE ENTRANCE

BUD15/45/90



BUD15/45/90

Once all crews of the evening take place behind the decks, the back to back session starts by getting the audience hyped up for kickoff. Each crew gives their best in order to get the energy to boiling point.

ANTHEM KARAOKE:

We will sing the national Anthems of the teams together.

KICK OFF

TRANSITION RITUAL



TEAM ENTRANCE:

Our hosts takes the stage and announces the BUD15/45/90 and participating Crews. The Scratch Dj start in the entrance Music the Dj's enter the location opposite to each other supported by their entourage flags and VJ content as spotlight follows them making their way to the stage.



TRANSITION RITUAL

To create a transition towards the kickoff. The Hosts takes the stage and Thanks everybody for their energy.

(The crowds sings you'll never walk alone which transforms into one last epic ?

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings

RUN OF SHOW



18.00 -18.45

HALF TIME SHOW

High energy DJ set to hype up the crowd. Amplifying the energy of the crowd of compering them with



CLOSING:

After the game we will have a high energy closing party.

FIRST HALF

HALF TIME

SECOND HALF

CLOSING

NO BULLSHIT FOOD & BEER EXPERIENCE

18.45 - 19.00

19.45 - 23.00

FIRST HALF:

Kick off!! During the first Half the Dj's will anticipate on the Game. Spinning their magic after goals.



SECOND HALF

During the game we will use sound & special fx after goals.



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings

ACTIVATIONS

CLUB
BUD

BUD
BOAT

PUBLIC
VIEWINGS

BUD BOAT IMPORTANT INFORMATION



Mission:

- Support the Bud exclusive public viewings asset
- Leverage brand visibility during key FIFA events (FCC 2017 and FWC 2018)*
- Create base for world class content hub
- Create unique brand experience within BUD FIFA activations pre, during and post event

Project Manager

Jane Rodionova
erodionova@octagon.moscow
m +7 915 450-99-23

KEY EVENT ACTIVITIES:



FOOTBALL
TOURNAMENT



BEER



PUBLIC
VIEWING



PARTY

BUD BOAT SCHEDULE



Daily navigation

June 17th – July 2nd

- Football tournament among Bud lovers and ABI partners
- Music
- Public viewings
- Man of the match

Test event

June 24th

- Mass media football tournament
- Man of the match
- Lounge party
- Catering
- Russia vs Mexico match broadcasting

Official launch

July 2nd

- Tent on the embankment
- Catering
- Public viewing
- Man of the match
- Music
- Party



Operation hours:
12:00 – 23:00



June 21st
The main event

June 17th – July 2nd navigation
without event

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings

BUD BOAT ROUTE



Route:

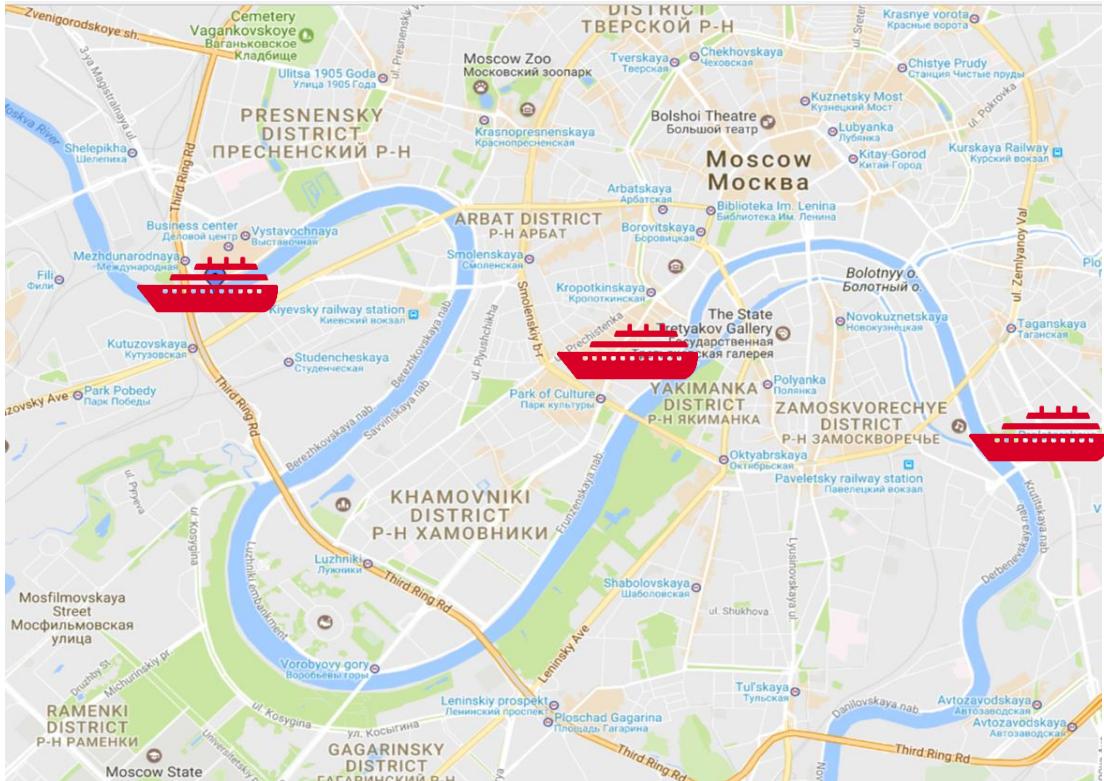
- Start /stop - Kutuzovsky pier
- U-turn - Novospassky bridge
- Stop - near the theatre of Estrada

Boat speed:

6 km/h

Route time:

2h 30min



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings

MOCKUPS/VISUALS



- BUD AF branding
- Football pitch - 15x30m
- Public viewing zone (screen, tribunes, poufs)
- Bar-chill zone (designs - tbd)
- Hublot clocks installation
- 2 Evacuation traps in front of boat



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings

MOCKUPS/VISUALS



- **Welcome Zone** - Tent is located on Kutuzovsky pier. Bud girls invite guests to register and get personal RFID bracelet.
- **Bud Bar** - Fridges, huge screen to broadcast the matches, catering
- **Bar Zone** - Sofas around the bar zone, high tables, small screens to broadcast the matches, catering
- **Public Viewing** - 3x6m Screen, 2 tribunes and poufs, Bud pool with beer, Technical booth in front of captain's cabin
- **Mini Football**: All guest can participate in a football 5v5 tournament, Pitch transforms into party zone in the evening.
- **Bud Pool** - We will install the BUD bow tie pool full of ice and beer.



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings

BUD BOAT ACCESS



The list of celebrities for the official launch is provided by PR agency and ABI.
The list of guests will be finalized by June 19th.



Guest gets an invitation with point of departure, route map, content and agenda

A special BUD team personnel greets the guest and reviews the an invitation to the BUD STADIUM.

Guest registers in BUD tent at departure point and gets RFID bracelet with personalized information

Guest uses his RFID bracelet to get the access to BUD STADIUM through the interactive frames that will inform everyone that “He is on board! ”

ACTIVATIONS

CLUB
BUD

BUD
BOAT

PUBLIC
VIEWINGS

PUBLIC VIEWING OVERVIEW



Public viewing events include:

- Projector & big screen
- Bar & screen branding
- Entertainment elements
- Promo staff
- Second screen

Events locations:

- Moscow – Red Club
- Moscow – Strelka Bar
- Kazan – Snob Lounge Bar

Project Manager

Jane Shlenova

eshlenova@octagon.moscow m +7 (909) 913-33-13



Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings

PUBLIC VIEWING SCHEDULE



Moscow

Location:

Red Club
Bolotnaya Embankment 9, bldg. 1
Moscow, Russia

Capacity:

700 pax – Red Club

Days of events:

TBC

Entrance mechanics:

Free entrance

Main activities:

FCC 2017 Public viewing
Contest mechanics

Website:

<http://red-msk.ru/>

Moscow

Location:

Strelka Bar
14 Bersenevskaya Embankment,
Bldg. 5, Moscow, Russia

Capacity:

250 pax – Strelka Bar

Days of events:

June 28th
June 29th
July 2nd

Entrance mechanics:

Free entrance

Main activities:

FCC 2017 Public viewing
Contest mechanics

Website:

<http://www.strelka.com/en/bar>

Kazan

Location:

Snob Lounge Club
Kremlevskaya Embankment,
Kazan, Russia

Capacity:

200 pax

Days of events:

June 24th
July 2nd

Entrance mechanics:

Free entrance

Main activities:

FCC 2017 Public viewing
Contest mechanics

Website:

https://vk.com/snob_bar

*Please note that these contents are not finalized and may be subject to change

Event Overview

Key Contacts

Travel Logistics

Stadium Operations

Activations

Club Bud

Bud Boat

Host City Public Viewings

2017 FIFA CONFEDERATIONS CUP

ROAD BOOK

Prepared for Octagon | Thank You