

Case Study Logistics

As an Accredited Marketing Partner of the London 2012 Olympics, UPS was determined to ensure that the Games were central to its global marketing strategy. Their global C Suite customers and key employees needed a networking and hospitality experience that covered sporting excellence, brand awareness, and London's undoubted pull. Seamless logistics, central to the UPS business ethos, would determine the quality of that experience.

Challenge

To deliver 100 percent seamless logistics over 18 days in London, with a high quality and memorable once-in-a-lifetime experience to over 3,500 customers and guests. An additional challenge was to run nine separate groups, with programmes operating simultaneously.

Solution

BI WORLDWIDE designed, managed and delivered aspects including: the invitation process, delegate registration, site build/delivery with dedicated UPS hotline to international travel, meet and greet, transfers, accommodation over four hotels, transportation logistics, staffing including recruitment and training, catering, ticket purchase and allocation (over 7,000 tickets), guest and speaker liaison, complimentary hospitality programmes, entertainment, personal delegate gifts, personalisation of itineraries, and daily Olympic news programmes.

Results

BI WORLDWIDE was able to deliver a flawless execution of the smallest details to ensure 3,500 guests had a once-in-a-lifetime experience. The challenge of organising a one-off event of such magnitude meant margins for error had to be removed. Detailed planning was imperative and all logistics were executed impeccably. No contingencies were required.



“We were delighted with the success of London 2012 and with the incredible feedback. We hoped for a lot from London and we certainly got it – it will live long in the memory”

UPS Global Marketing and Communications.

