

## VISITOR RELATIONS CASE STUDIES & PROJECT CONTRIBUTIONS





#### **COCA COLA ARENA**

#### **Positions:**

- Location managers
- Supervisors
- Ushers
- Ticketing staff
- Contact center staff
- Event correspondent
- Customer service desk
- Fire wardens and emergency correspondents

**Total number of active Coca Cola Arena assigned staff: 390** 

#### **Event lab pre-event support:**

- Accreditation
- Training
- Briefing manuals per event
- Catering for staff
- Health check Covid-19 related update
- Emergency procedures briefing
- Uniform checks
- Radio protocol

#### **Event types:**

- Comedy
- Concerts
- Festivals
- Sports
- Ceremonies
- Conferences





## **COCA COLA ARENA**













## **ETIHAD ARENA**

#### **Total number of active Etihad Arena assigned staff: 152**









#### **ETIHAD ARENA - UFC**

#### **Positions:**

- Location managers
- Supervisors
- Ushers
- Ticketing staff
- Contact center staff
- Customer service desk

#### **Event lab pre-event support:**

- Training
- Briefing manuals per event
- Health check Covid-19 related update
- Emergency procedures briefing
- Uniform checks
- Radio protocol
- Transportation
- PCR test coordination







Event Lab assisted with recruiting over 1,000 employees for the Abu Dhabi Special Olympics assisting in ADNEC, Yas Mall, Yas Marina Circuit, and 8 other venues.



#### **SPECIAL OLYMPICS 2019 AD**

**Location Managers x 10** 

**Project Coordinators x 12** 

**Supervisors x 22** 

**Accreditation Staff x 10** 

Call Center x 150

Data Entry x 100

Ushers x 850

#### We helped with

- Catering
- Transportation
- Accreditation
- Accreditation distribution
- Uniform distribution

#### **Achievements:**

- Recruitment brief was for 400 staff including location managers, coordinators and accreditation staff and Ushers. The client later sent a request for an additional 500 staff. All 500 were recruited, accredited, received their staff manual, deployed, briefed, and on-site within 30 hours of the request.
- Further smaller staff requests followed on weekends for additional support.
- Accreditations processing for over 500 staff in 14 hours .
- Smooth staff mobilization to various locations with assigned minibuses on standby at every location for additional support.



## **Special Olympics 2019 AD**













## **Special Olympics 2019 AD**









## **EXPO 2020 TOURS**

First Expo 2020 site tours are arranged for visitors who are looking to learn more about Expo and the UAE before Expo 2020 Dubai. This project was prior to the pandemic. Tours run from the Expo site and different malls to different cities and tourist attractions.



#### **EXPO 2020 TOURS**

#### **Positions:**

- Pick up staff
- Registration staff
- Project coordinator
- Transportation coordinator

#### Number of staff in total: 20

#### **Challenges:**

- Staff communication from different locations and ETA per tour
- Staff check in from different locations
- Tour allocations and last min support
- Last minute registration

#### **Solutions by Event Lab Operations team:**

- Live tracking of tours through GPS. Pick up staff had an allocated phone and application to track ETA to next location for pick up. This helped anticipate delays and early arrivals and arrange following tour schedule accordingly.
- Staff check in through mobile application which tracks check in time and location, preventing time wastage and allowing staff to resume work immediately, allowing more time for briefings and feedback.
- Schedules assigned 1 week in advance and each location had 2 additional on call staff who live at proximity from the assigned location.
- Updates for last min registration sent to the appointed teams through mobile application broadcast.



## **EXPO 2020 TOURS**













The Department of Culture and Tourism - Abu Dhabi, the Mother of the Nation Festival is a yearly festival which takes places in different locations in Abu Dhabi. Residents and visitors to Abu Dhabi can experience an exciting line-up of fun-filled activities and family-friendly entertainment. In 2019 we were recruited by Pico international to staff for MOTN 2019.

## MOTHER OF THE NATION FESTIVAL















#### **AL RUWAIS FESTIVAL**

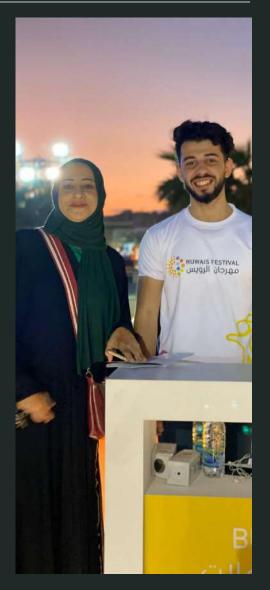
#### **Positions:**

- Location Managers x 1
- Supervisors x 7
- Accreditation staff x 2
- Activator x 60
- Ushers x 40
- Registration x 15
- Lost children coordinators x 5
- Info staff x 10

#### **Location: Al Ruwais**

This medium scale event was spread over a newly opened park, and consisted of 7 zones, 30 activations, all open for 10 hours a day. As the venue was only recently opened, few facilities were available, meaning staff had to ensure efficient reporting for housekeeping and maintenance as well as giving accurate directions.

Family oriented event, that saw 62 lost children reported in 3 days.



## **AL RUWAIS FESTIVAL**



















#### **ARAMCO SAUDI INTERNATIONAL GOLF CHAMPIONSHIP**

Event Lab supported Saudi International Golf Championships through handling registration for Covid-19 test operations and PCR test scheduling for all event crew and players, combining 3,500 appointments in 4 days.

#### **Positions:**

- Registration x 4
- Accreditation x 2
- Queue Management x 4
- PCR Test Scheduling x 5
- Information Points x 10





# AFRICAN CUP OF NATIONS (AFCON) 2019

The 2019 Africa Cup of Nations (AFCON 2019) was the 32<sup>nd</sup> edition of this event. The tournament was hosted by Egypt. The competition was held from 21st June to 19<sup>th</sup> July 2019.



### **AFRICAN CUP OF NATIONS (AFCON) 2019**

#### **Positions:**

- Event Manager x 2
- Operations (Managers & Assistants) x 4
- Stage (Managers & Assistants) x 5
- Casting (Managers & Coordinators) x 10
- Power Manager x 2
- Runners x 8
- Hospitality
  - Hostesses x 12
  - VIP Guest Liaison x 2
  - VIP Lounge Ushers x 4















## **THANK YOU**

