



VIP & Guest Services

Observer Programme

Day 3 – 17 Feb 2011

Presented by Valérie ENAULT

VIP & Guest Services Manager



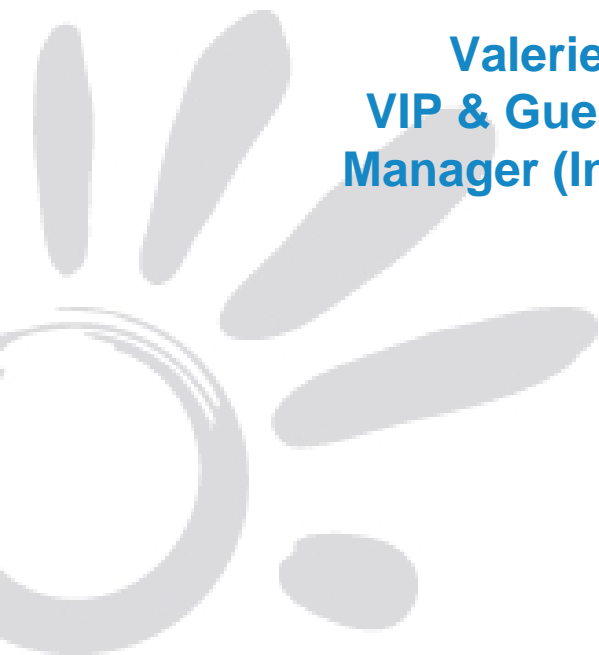
10. ZIMNÍ EVROPSKÝ OLYMPIJSKÝ FESTIVAL MLÁDEŽE 2011
10th EUROPEAN YOUTH OLYMPIC WINTER FESTIVAL 2011



Valerie Enault
VIP & Guest Services
Manager (International)



Kateřina Zelenková
VIP & Guest Services
Manager (Czech)



Role and structure of the department

- 🎨 To take care of the VIPs and Guests of the NOCs in various aspects:
 - Accreditation
 - Accommodation
 - Transport
 - Sojourn in the host city
- 🎨 **“To cover all these aspects within one department and enable the other departments of the OC to fully dedicate themselves to the athletes and the delegations.”**

Role and structure of the department

STAFF

- 2 people are sufficient to run the department
- 1 person from the Tourism Office of the host city
- A team of 8 to 10 volunteers



Who are the VIPs and Guests ?

VIP AND GUEST GROUPS INCLUDE:

- NOC Presidents and Secretaries General
- NOC guests
- EOC executive board members, EYOF Commission members
- IOC members
- IF Presidents and Secretaries General
- VIP guests of the host country

First tasks of the VIP & Guest Services department

- Compilation of lists of named VIPs
- Preparation of invitation letter and entry form
- Preparing the presentation for seminar CdM
- Selection of gifts for VIPs
- Selection of volunteers for VIPs
- Establishment of a database of all VIPs
- Permanent contact with the official hotel

- Creation of a website for registration with the following procedure:
 - All VIPs and Guests must complete an entry form to be found at the special VIP website
 - Each NOC President and Secretary General can enter one accompanying person.
 - Each NOC can enter 1 or 2 guests, depending on the size of its delegation.

VIP & Guest Services department provides for VIP guests

Accomodation

- Maximum of 2 rooms per NOC at the EOC official hotel, for the President and/or Secretary General and their accompanying guests, if any.
- Other NOC guests (1 or 2 depending on the size of the delegation) are accommodated in other hotels if the official hotel is fully booked.
- VIP package price includes :
 - Breakfast, local fees, internet connection, transport from and to airport, local shuttle service and refreshments at VIP lounge

Accreditation

- All VIPs and Guests receive their accreditation card upon their arrival at the hotel
- An accreditation centre is available at EOC official hotel.

VIP & Guest Services department provides for VIP guests

Transport

○ From and to Airport

- All VIP guests will be welcomed at airport and transferred to and from Liberec.

○ Ceremonies

- Buses will depart from the hotel to the Opening and Closing ceremonies.

○ Shuttles for NOC/EOC/IOC accredited persons

- Shuttle service between official hotel and venues with minivans and cars
- There will be a transport desk at the hotel
- Transport must be booked one day in advance, before 6 p.m.

VIP & Guest Services department provides for VIP guests

At venues

- VIP areas for NOC/EOC/IOC accredited persons.

At the hotel

- Info desk with volunteers
- Updated results and information on competition schedules
- Transport desk
- Info on tourism in the region and the city

A social programme

- Special VIP parties during the festival
- Programme of visits during the event

Major milestones and key challenges

Official hotel(s)

- Essential to keep control of bookings at the official hotel(s) and avoid direct bookings from the NOCs
- Essential to set deadlines for confirmation of bookings (to be cost-effective)

Volunteers

- Essential to identify and train 8 to 10 volunteers
- Fluent in English and/or French, at least
- 2 teams of 2 volunteers for Info desk(s) at the official hotel(s)
- Volunteers for the Ceremonies

Contacts with NOCs and other stakeholders

- Ensure and keep regular contact with CdM for updated information on both side

Recommendations

- 🎨 Take good care of the VIPs and Guests and the whole task for the organising committee will be much easier. Happy VIPs are easy to handle!

- 🎨 **Staff**
 - 1 English speaking person from the host country with good organisational skills to handle various issues at the same time (relations with hotels and the national and international stakeholders).
 - If possible, 1 English speaking person with previous knowledge of the Olympic movement.

- 🎨 Make sure to have a good link with the Tourism Office of the city