

A CHAMPIONSHIP EVENT

CLIENT

Heineken International

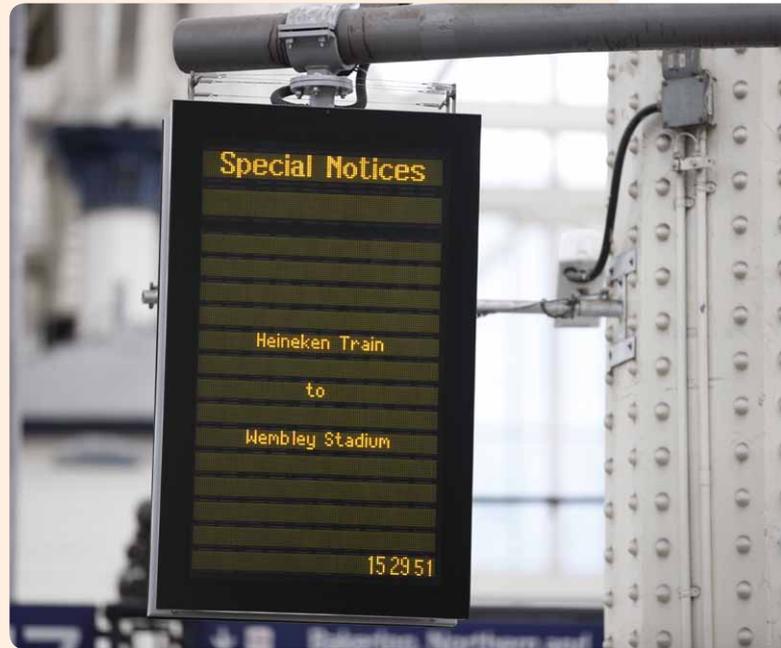
BACKGROUND

The UEFA Champions League Final is the biggest event in European Football. Since 2007 ATP Event Experts has been involved in the organization of the Final hospitality event programme for Heineken in Athens, Moscow, Rome and Madrid.

2011 saw the final being held in London at the iconic Wembley Stadium. ATP was part of the organising team for the two day event for 1,200 Heineken customers who flew into the UK from all over the world to enjoy a unique experience that combined championship football with the highlights of London.

IMPLEMENTATION

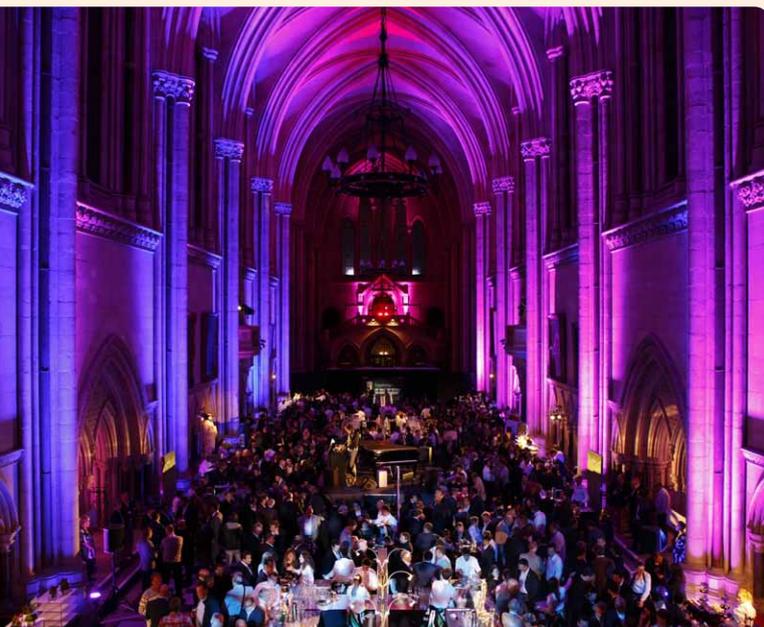
In cooperation with Heineken's sponsoring management agency, TBWA/Brand Experience Company and the Heineken International sponsoring department the work initially started on planning the programme and sourcing



potential venues, accommodation and suppliers back in December 2009. Local knowledge of the host country is critical to programme planning and implementation and the UK team were instrumental in researching and advising on the many different elements of the programme.

An operational hub for the event was set up at the Holiday Inn, Camden Lock where ATP Event Experts teams from the UK and Holland together with their Heineken counterparts and Heineken's sponsoring agency managed all elements of the programme to ensure its successful delivery.

Guests from across the globe flew scheduled services into London's airports and were transported by a fleet of 32 Heineken branded coaches to one of six centrally located London hotels.



PAINTING THE TOWN GREEN

A global networking and 'Welcome to London' event for all guests was held at the Royal Courts of Justice in The Strand on the first evening.

Guests were each given a personalised invitation to the event on a green tie when they checked into their hotel. Entitled 'Untie for the Weekend' they had to wear the tie in order to gain access to the Royal Courts of Justice.

Heineken themed and branded, guests walked on the green carpet into the stunning Victorian building, which had been lit with a green 'wash' to reinforce the theme.

The venue provided guests with a unique blend of history and contemporary culture. A contemporary bespoke long bar was built down the centre of the Great Hall with modern furniture and funky tiered food stations to each side, developed and built by Heineken's event service department. This provided a stunning contrast with the marble mosaic floor and stained glass windows of the cathedral like hall. In the centre a raised stage with Grand Piano and DJ booth provided a focal high point. The renowned jazz pianist Michiel Borstlap free styled with a DJ throughout the evening giving it a contemporary twist. Guests were then transported back to their hotels ready for the exciting day of football ahead.

A TASTE OF LONDON

Prior to attending the UEFA Champions League Final on Saturday evening, guests were given the opportunity to enjoy a 'London Experience' and visit a number of key London attractions. Using a 'hop on, hop off' bus system the whole experience was personalised by Heineken branded Blue Badge Guides and hostesses, dressed in Heineken hospitality clothing.

In addition the Honourable Society of Lincolns Inn, one of the four Inns of Court in London, was transformed as the Heineken 'base' during the day where guests could relax and enjoy refreshments, arrange meetings and visit an exhibition to see the latest innovations from Heineken.

TRANSPORT WITH A DIFFERENCE

The logistics of transporting over 1,000 guests to Wembley for the final was always going to be a challenging part of the programme. It would have been easy to rely on a fleet



of coaches to transport guests but the ATP team wanted to offer a different experience for Heineken's guests and were able to negotiate transport onboard personalised trains from Waterloo Station to Wembley Stadium Station, a route not normally operated between the two stations.

Two trains were privately chartered and branded for the event. Hospitality staff dressed as referees guided guests as they boarded the trains at Waterloo and once seated they enjoyed snacks and refreshments from the onboard Heineken catering staff providing a relaxing start to the journey.

Once at Wembley, guests were able to enjoy the thrills of the game and pre and post match hospitality at Heineken's Hospitality area within the stadium before being whisked back to their hotels by a regular shuttle of coaches.

CONCLUSION

The whole event was hailed a great success.

Helen van Berkel, ATP Event Experts' General Manager said: "This was a very high profile event and we were delighted with the way the whole programme was executed. An existing element from a logistical point of view was seeing the trains depart exactly on schedule from Waterloo after months of planning and negotiation".

Work has already begun sourcing venues and planning logistics for 2012 championship final to be held in Munich.