
England 2018 FIFA World Cup Bid

— case study





Just a thought;
event strategy for
England 2018 World Cup bid

Where we've delivered it...

England 2018 FIFA World Cup Bid

Our work on the England 2018 technical bid spanned developing bid strategy to hands on contract negotiation, managing stakeholders and writing the bid book itself. Of the varied tasks we undertook, the following stand out:

- We led the development of the bid's accommodation, hospitality, fan fest and training site strategies;
- We wrote large sections of the overall bid book including the accommodation, training site and city summary chapters;
- We were key to the management and delivery of the city selection process;
- We led the accommodation and fan fest elements of city inspection visits;
- We developed briefing documents to guide cities through the selection process;
- We developed the evaluation model that guided selection of the host cities; and
- We secured contractual agreements for over 60,000 hotel rooms and hundreds of training sites.

England's technical bid was acknowledged as the strongest by FIFA.

The detailed planning required provided an exceptional level of understanding for future events and helped us build some fantastic relationships across candidate host cities, clubs and other key stakeholders”



Thank you, Why Not get in touch:

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