

**Deloitte.**



*official professional services provider  
to the Olympic and Paralympic Games*

London 2012  
*Are you ready?*



Rick Cudworth, 24 March  
Midtown Business Club Event

Deloitte's sponsorship of London 2012

# Deloitte's sponsorship of London 2012

Proudly supporting moments that matter

- The official professional services provider to the London 2012 Olympic and Paralympic Games
  - Over 275,000 hours of support to London 2012 so far:
    - Advisory services (over 150 projects)
    - Secondments (100+ secondees)
  - Additional services provided to the wider Olympic Family e.g. BOA, Greater London Authority
- Sponsorship objectives aligned to the firm's priorities
  - Our people
  - Our clients
  - Our communities
  - Our firm



Preparing for “business as unusual” in  
2012

# What do we mean by Games readiness?

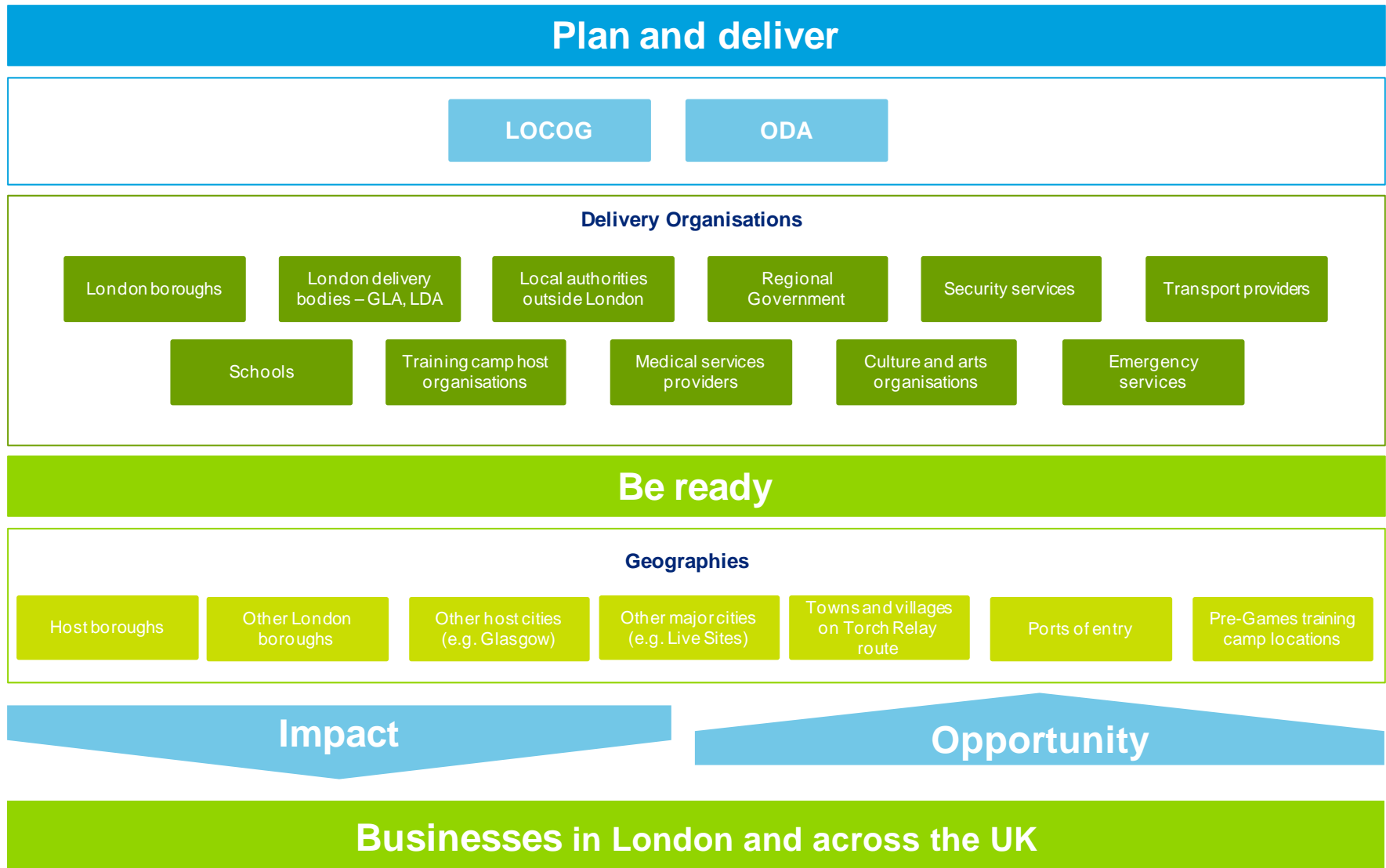
A unique event in size and scale

- The stats:
  - 10.8 million tickets
  - 26 Olympic sports in 34 venues
  - 20 Paralympic sports in 21 venues
  - 10,500 Olympic athletes
  - 4,200 Paralympic athletes
  - 20,000 accredited media
  - £6 billion procurement
  - 20 million trips on public transport.



# A complex stakeholder environment

London 2012 affects a broad range of organisations across the country



Maximising the opportunity and  
minimising the impact

# Learn the lessons from Athens and Sydney

## Businesses always underestimate the impact of the Games

- Deloitte's research programme suggests this is happening again:
  - Commissioned Autumn 2010; 200 large UK businesses (500+ employees)
  - Focus on Retail, Tourism Hospitality and Leisure, plus Financial Services
  - Regional businesses included
- Overall headlines:
  - 60% of companies expect **no impact** on 'business as usual'
  - Just 16% are planning for a **high level of impact** during the Games
  - 12% of companies (15% in London) admit their preparations for London 2012 **aren't on track**
  - **Very few businesses are concerned** about the potential risks from supply disruption (8%), resource scarcity, such as hotel availability (7%) or security incidents (6%)

**BBC** Mobile News Sport Weather iPlayer

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15 October 2010 Last updated at 00:05

### London 2012 Olympic 'wake up call' for UK business

Firms face being left behind in race to benefit from Games

#### READY, STEADY, NO!

Research suggests UK companies are overlooking the risks and benefits associated with the 2012 London Olympics. **Bernardo Domingues** asks why.

**THE BUSINESS OF 2012**

With just two years to go, **Graham Ruddick** discovers that most companies are unprepared for the Olympics

telegraph.co.uk/olympicbusiness

**B**ritain could miss out on the full economic benefits of hosting the 2012 Olympics because companies are not prepared for the Games and have mixed views about its potential impact.

That is the conclusion to draw from a new **Deloitte** report which

restaurants is essential to their daily business. Thinking through the impacts that an Olympic-scale event could have on logistics, the supply of goods and the movement of staff is essential."

Deloitte's *Games Readiness* report found that even in London, 60pc of businesses expect only a minimal impact from the Games, despite the potential disruption to transport and

Olympics, while the Olympic Delivery Authority (ODA) is also preparing a package on travel that it will distribute to companies.

A spokesman for the Department for Culture, Media and Sport said the Government was "working closely with existing business networks, such as the CBI and FSB, to ensure that British firms maximise the opportunities created

COUNTDOWN 2012

DELOITTE: 60% LONDON FIRMS SAY GAMES WILL HAVE MINIMAL IMPACT

STRICTLY MONEY

# Seize the opportunities presented

...and prepare for the potential impacts on business operations

## Maximising the potential

Being ready to:

- Utilise client and supplier **hospitality** opportunities
- Seize the moment from an **employee engagement** perspective
- Capitalise on **changes in demand**
- Adapt to the increased **diversity of customers**
- Create platforms for **publicity and promotions**
- Accelerate or trial changes to **working practices**
- Inspire **innovation** in your people and give them **Games experiences**
- Activate a London 2012 **sponsorship** during the Games.

## Minimising the impact

Preparing your organisation's strategies, policies and plans to:

- Ensure **business continuity**
- Manage the impact on **travel**
- Cope with potential **absenteeism** and **lower productivity**
- Allow more **flexible and/or remote working**
- Address **cyber** and **physical security** implications
- Deal with the impact on **networks** and **bandwidth**
- Anticipate and respond to **supply chain interruptions** and **logistics** challenges
- Secure **resources** that will be more scarce than usual e.g. venues and accommodation
- Minimise the impact of any negative **impacts on demand**.

# Maximising the opportunity: An example

## Engaging your people and your clients

Your people and your clients alike will be interested and engaged in the Games. Businesses can benefit from the ‘feel good’ factor.

### Opportunities:

- Client hospitality:** Even if you don't have tickets to the Games, there are numerous events around the UK at which you and your clients can share in the experience.
- Facilitating and encouraging employee involvement:** Managing annual leave or facilitating flexible working to allow staff to either watch or volunteer at the Games.



**The London 2012 Games is a unique opportunity to strengthen relationships with your people and clients in memorable and lasting ways.**

# Minimising the impact: An example

## Business resilience

Most resilience and business continuity plans are designed to address short-term events. The London 2012 Olympic and Paralympic Games themselves last six weeks and the build up to them lasts considerably longer.

### Potential impacts:

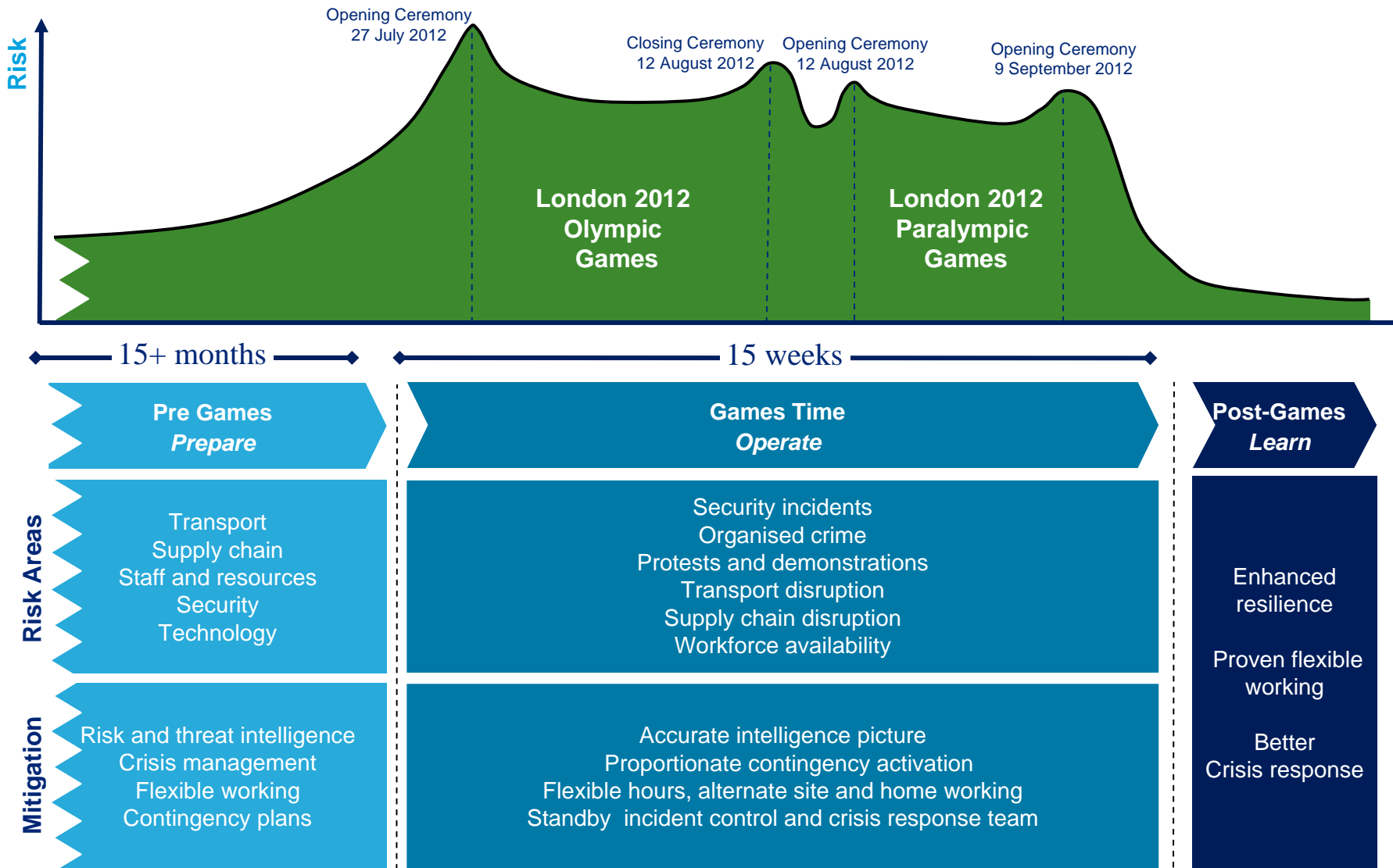
- **Disruption to public transport, roads and delivery routes:** Will you be able to get staff and supplies to where you need them?
- **Critical supplies:** Will your suppliers be able to meet increased demand?
- **Alternative work locations and evacuation routes:** Are they still accessible?



The London 2012 Games should act as a catalyst for you – to create more robust business resilience and continuity plans.

# The time to start preparing is now

...with less than 500 days to go



And finally, some questions to ponder...

## Some questions we would recommend asking

We are thinking about them ourselves

- Will **demand for your products and services** increase as a result of London 2012 and, if so, how will you identify and maximise those opportunities?
- How will your **employees get to work** during the Games?
- Could you **facilitate flexible working** to minimise the need to travel?
- Have your **suppliers started planning** for 2012? Is your supply chain at risk?
- What impact will the planned road closures have on your **supply chain**?
- Are your **business resilience plans** robust?
- Can you **respond to unexpected disruptions** over the six week period of the Games and the preceding Torch Relay?
- Will you **encourage your employees to participate** in the Games, either as spectators or through other channels?
- Can you **incentivise your people and customers** around the Games?

*At Deloitte, we have set up a Games Readiness Steering Group, chaired by a partner, with representation from across our business*

For more information...

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