



FIFA

For the Good of the Game

2014 FIFA World Cup™ Seminar with Bidding Cities

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FIFA Director Competitions



General Topics of Discussion

- I. Status of the 2014 FIFA World Cup Bidding Process**

- II. Delivering the FIFA World Cup™**
 - Fundamentals of organizing a Football Match
 - Understanding and delivering the FIFA World Cup™ requirements

- III. Closing Comments**



Flashback to Germany 2006





1.02	6	Player tunnel	1	90	4ft dimension 6x10	90	1	Competition	Main stand	Dressing rooms	Some protection (retrofit) - with no accommodation in place.										
1.03	6	Pitch to spectator seats structural (distance to first row of seats)			6		1	Competition	Main stand		Incorporate barrier or seat tilt depending on distance and height of spectator seats in relation to the pitch.										
1.04	6	Substitute bench	2	22	22 seats x 1m	22	1	Competition	Main stand	West of field player tunnel	Incorporate heat reflecting/excluding Plexiglas™ cover										
1.05	6	Fourth official's bench	1	4	4 seats x 1m	4	1	Competition	Main stand	Between substitute benches	Take design in substitute benches. Provide seating for one referee official and three ward coordinators										
1.06		Intake/exhaust duct	1	4	3x1	0	1	CCC	Main stand	Below right or left of substitute benches	Incorporate noise reduction elements in the design.										
1.07	6	Photographer's positions	4	100	-200		1	Media	Goal side and opposite touch line	Behind the goal line at the corner flag and extending up to half way line on both the 90 degree side to main stand	Seat make chairs behind goals										
1.08	6	Player warm-up area	2	6	14x20	4x20	1	Competition	Goal side	Behind both goals and photographer positions	The warm-up area surface should be the same as the playing surface										
1.09	4	Pitch to spectator seat - goal side	2		10		1	Competition	Goal side		Incorporate barrier or seat tilt depending on distance and height of spectator seats in relation to the pitch.										
1.10	4	Pitch to spectator seat - opposite tunnel	1		6		1	Competition	Opp stand		Incorporate barrier or seat tilt depending on distance and										
1.11	4	Advertising hoarding																			
1.12	4	Service tunnel																			
1.13	7	Scoreboard																			
1.14		Viewer seats																			
1.15	9	General seating																			
1.16	9	Fluxlight																			
Dressing rooms																					
2.01	6	Team A, dressing room																			
2.02	6	Shower																			
2.03	6	Kitchenette																			
2.04	6	Team B, dressing room	1	2	20	20	2	Competition	Main stand	Player dressing room											

Part I: Status of the Bidding Process

* Area ** Drawing reference number *** Room designation **** Quantity of space required
 * Anticipated occupants ** Room dimensions *** Type of room/description **** Use accreditation area
 * Space cover/planner ** Placement within stadium *** Ability to other connections

**What structure is required for the space?
 **Is the space dedicated to one function only or shared with other?
 **Does the space require heating, ventilation and/or conditioning?
 **Does the space require internet connectivity?
 **Does the space require internal connectivity?
 **Does the space require a dedicated power supply?



Bid Steps and Timelines

- ① **1 Feb. 2007** **FIFA to dispatch Bidding Agreement and Hosting Agreement**
- ② **16 April 2007** **Deadline to confirm or withdraw bid**
Note: Colombia withdrawal
- ③ **31 July 2007** **Submit bid documentation to FIFA**
Executed Hosting Agreement, Government Guarantees, Host City / Stadium / Hotel Agreements, etc.
- ④ **September 2007** **Inspection of bidding candidate(s)**
- ⑤ **1 Nov. 2007** **Completion of bidding report by FIFA inspection group**
- ⑥ **November 2007** **Appointment of Host Country by FIFA Executive Committee**



Evaluation

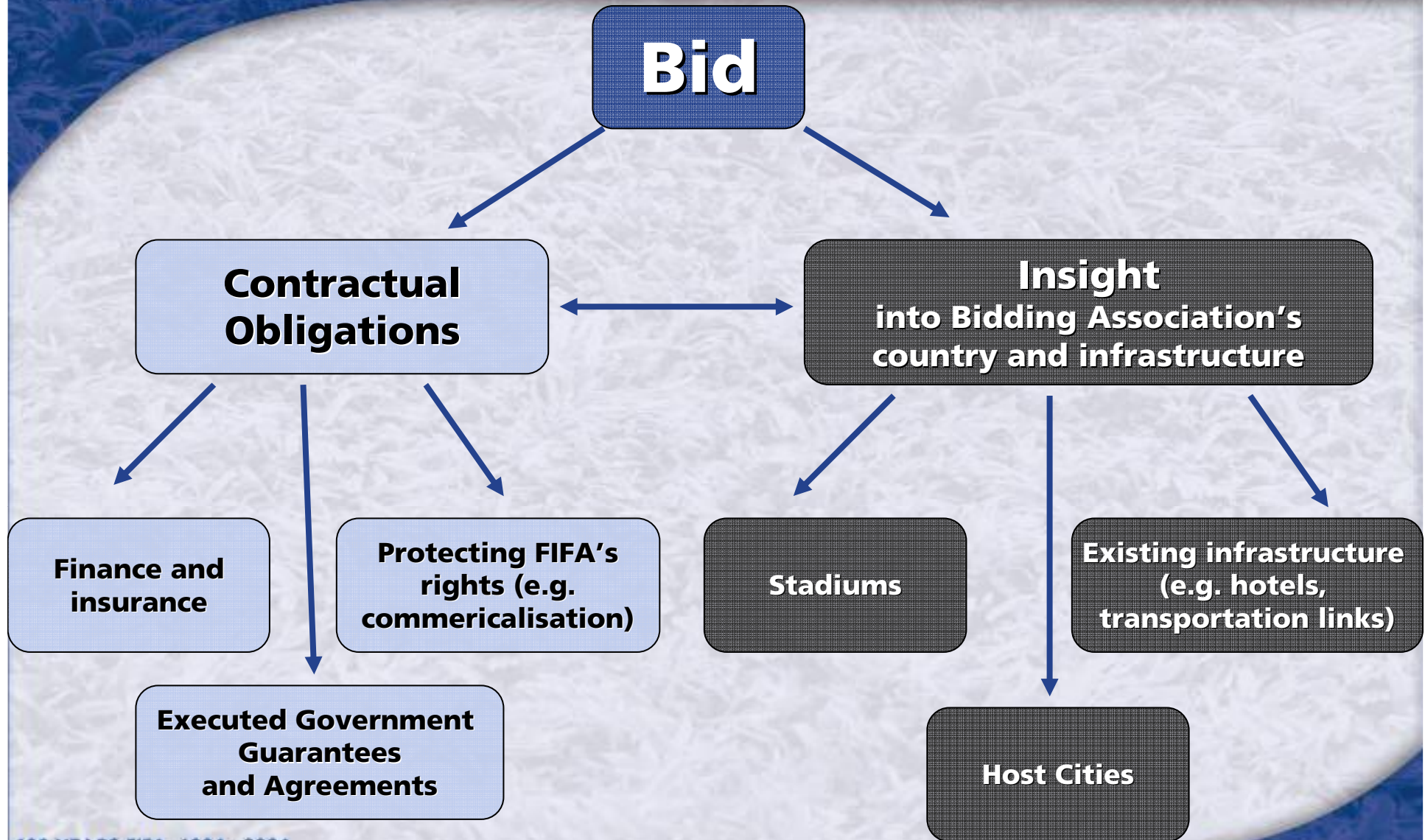
Evaluation will be based on...

- ➔ Compliance with all FIFA requirements and contracts
- ➔ Presentation of the bid documentation
- ➔ Project planning and budgeting
- ➔ Government Guarantees
- ➔ Infrastructure plans





What is important for FIFA during the bid phase?





**Part II:
Delivering the FIFA World Cup™**

Part IIa: Fundamentals of Organising a Football Match





Fundamentals of Organising a Football Match

1. Key Constituents – And Their Needs

TEAMS

VIPs

MARKETING PARTNERS

SPECTATORS

MEDIA & TV

STAFF

2. Key Areas – That Impact Overall Experience

AIRPORT

CITY EXPERIENCE

**LOCAL AND DOMESTIC
TRANSPORTATION**

HOSPITALITY

HOTEL ACCOMODATION

**STADIUM –
THEATER FOR THE EVENT**

**Part IIb:
Understanding & delivering
FIFA World Cup™ requirements**





FIFA World Cup Germany 2006™

Facts and Figures

Visitors at German Fan Miles

18 Million

Hospitality packages sold

250,000

Accreditation applications

220,000

LOC Staff and Contractors

85,185

Minimum no. of hotel rooms per night

55,000

Average spectator attendance per match

53,234

Volunteers (45 Languages)

15,000

Bus days (Teams, VIPs, Media)

3,600

Adidas balls delivered to teams and venues

2,550

Official Vehicles managed and run by LOC

900



Key Constituents

Teams



Spectators



FIFA Marketing Partners



VIPs



Media & TV



Staff





Teams





Teams

- **2550 hotel rooms for the teams per night**
- **FIFA paid more than 357 million CHF as prize money, accommodation- and preparation-payments to the teams**
- **736 Players (Superstars and Heroes) + 384 official team delegates i.e. 1120 VIPs to be**
 - transported
 - accommodated
 - fed
 - etc.



FIFA Marketing Partners





FIFA Marketing Partners

**6 FIFA
Partners**



**6 – 8
FIFA World Cup
Sponsors**



4 - 6 National Supporters





FIFA Marketing Partners

- **Hospitality Villages 8,000 – 35,000m²
i.e. 1 – 5 football fields**
- **Hospitality – 25,000 staff**
- **Important Space requirements & utilities**
 - Hospitality Areas / FanZones (Commercial Display Areas) around the stadium & in the city center / Advertising spaces / etc.
- **Delivery of clean stadiums required**



Media & TV





Media & TV

- **86,000 Media Accreditations**
 - 6,000 – written press & photographers
 - 15,000 - TV / radio
 - 65,000 - Service Providers
- **100km of TV cables in the venues and 150km in the International Broadcast Centre**
- **50,000m² for press centres & media centres**
- **4,000 work seats in the media tribune for Final**
- **min. 8 TV and presentation studios / stadium**
- **Stadium TV Compound min. 5,000m²**



Spectators





Spectators

- **Over 15 Million applications for tickets**
- **Exact number of ticketed visitors: 3,407,000**
- **Average attendance of 52,500 spectators / match**
- **All 64 matches sold out**
- **18 million visitors at German Fan miles**



Spectators - service

- **Security**
 - 87,680 total security employees
- **Guidance**
 - 45 languages spoken by the 15,000 volunteer staff
 - signage in the city and stadiums
- **Facilities**
 - Toilets
 - Concessions
 - Merchandising
 - etc.



VIPs





VIPs

- **40,376 guests of honour**
- **856 guests of state**
- **630 – average number of guests per game**
- **Up to 1200 VIP Tribune seats per venue**



Staff





Staff

- **85,185 LOC staff & contractors at the LOC's disposal:**
 - 15,000 volunteers
 - 8000 sanitary workers
 - 16,440 workers in 12 stadiums i.e. 1370 per match (average)



FIFA World Cup™: Key Areas that Impact Overall Experience

**AIRPORTS & TRAIN
STATIONS**

**Increased volume, visa need,
VIP pick-ups, first impression**

**LOCAL AND DOMESTIC
TRANSPORTATION**

**High quality and efficient
transportation options**

HOTEL ACCOMODATION

**High quantity and different
quality of accomodation required**

CITY EXPERIENCE

**Need to address time in-between
matches**

HOSPITALITY

Highest quality service standards

**STADIUM –
THEATER FOR THE EVENT**

World class stadiums



Infrastructure

- **3,8 billion € invested in transport infrastructure**
- **1.5 billion € total investment for stadium and field renovation and modernisation**
 - significant work to all stadiums, 2 new stadiums
 - new fields in each stadium, 115 groundsman
 - 2 video screens in each stadium
- **Offer of 110 Team Base Camps – 36 used**
- **70 Training sites**



FIFA World Cup™: Behind the Scenes





Closing Comments

- **Bid Process –**
 - FIFA views it as a 7 year preparation period
 - **Now** is the time to begin planning and prepare
- **The FIFA World Cup standards**
- **Requirements, demands, challenges**
 - FIFA <-> LOC <-> Cities
- **8, 10 or 12 Cities -> ONE FIFA World Cup™**



FIFA

For the Good of the Game



Thank you for your attention!