

“Transportation & Events” Formulating your Transportation Plan



Author

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Large scale vehicle movement requires proper planning and management:

Here are 9 steps!

Organising a successful conference means taking care of many different aspects. We, as organisers, not only coordinate the whole event down to the very last detail, we are also responsible for the “big picture”. We need to develop a vision for the conference with **realisable goals and objectives that can be maintained and supported by the details of the event**. How to get the participants to the conference is the starting point when planning your event and this white paper will outline how the journey starts much earlier than the moment the participants arrive at the venue.

There are **nine main steps** to consider in the management and definition of a transportation plan for a conference.

In fact, even when considering how each event is unique as is its location, there are still similarities in designing a transportation plan.

The modes of transport need to be safe, fast, comfortable, convenient, economical and environmental friendly.

1 - Study the accessibility of the destination, proximity to airports and other means of transportation

(rail or automobile). Prepare traffic analysis and a logistic area study, test and study accessibility by public transport, and evaluate walking and/or cycling options for those attending.

Identify and map all the locations where you need to provide services.

Through the data you collect you will be able to decide what your vehicle arrival and departure options are, drop off and pick up spots, as well as routes for pedestrians.

2 - Assess the efficiency of the destination's public transport

(subway, tramway and buses): Take into consideration that conference participants will create an extra burden on the local transportation network especially during peak rush hour in the morning and afternoon when local commuters are going or coming from work. Some cities increase the frequency of public transport service during these hours.

3 - Make the right choice to better allocate your budget

Whether you will be picking up the participants at the airport, chartering buses, or providing free tickets for public transport (one day pass/multiple day pass, etc.), making the right choices while seeking efficiency will help you better allocate your budget.

4 - Integrate public and private transportation

If buses are needed, will you prefer to set meeting points serving more than one hotel from a single departure hub or will you dedicate bus lines to each booked hotel. Creating transportation hubs is an efficient strategy to convoy the incoming traffic from the different areas and arrange a main transfer to the final destination.

5 - Find a sponsor

The municipality, the convention bureau, and/or the hotel association of the destination can be involved in sponsoring transportation. Large meetings and conferences offer great advertising and sponsorship opportunities because of the amount of exposure they provide. It is also possible that the sale of hotel rooms can help to support transportation costs by including part of the bus costs per person in the room rate.

Hotel sales will finance buses but at the same time hotels with direct shuttle busses to the venue should be preferred as the official housing of the conference.

You can also use shuttle as sponsorship opportunities and generate income from airport transportation services.

6 - Work with local authorities

Will our private “fleet” of buses have an impact on city traffic? Working with the local authorities and the city police, identifying the correct solutions is a must. The city can help you with special permissions (parking, street closures, changing directions if needed).

Please keep in mind that meeting police officers and city authorities may require more than 12 months of advance notice to be successful.

An incredible amount of energy and time networking with local authorities will be needed. Keep in mind that any municipality, wherever you are, is very sensitive to the feedback and impacts that events offer on the media. Stress how important the event will be and how important is the support of the local authorities.

7 - Select your suppliers

The selection of suppliers is another important part of the job.

You need to look for a company with proven track record on doing events like yours. You need to be looking for more than a large fleet of buses.

Planning routes, defining pick up and drop off areas, selecting single or multiple bus companies, selecting and hiring assistants and coordinators, the design and realisation of signage for participants - each of these aspects is an activity inside the activity.

When we talk about logistics it is mandatory to inspect the venue with the bus company and police reps.

Properly communicate with all the teams involved and with the public, you need to direct and lead the audience in the most effective ways possible.

8 - Make a taxi implementation plan

No matter the subway and your perfect schedule, taxicabs are never around enough during conferences. Define a taxi implementation plan and agree with taxi associations how to provide the best possible service.

9 - Be ready to handle unexpected requests

During an event, the last minute needs never end; the variables are so many to generate multiple tasks to be managed. Handling unexpected and urgent requests requires a perfect grasp and strong teamwork.

- Count on your team, it has been working on the project for its success and it is prepared.
- Prioritise tasks and determine importance and order of completion.
- Allocate resources to get the best result in the shortest possible time.
- Don't forget, there's an event on-going that requires attention at every step; balance energy expense while not overestimating new demands.

Never forget transportation is an important part of the event planning process. It will be the first and last impression you make on the event's attendees.

Transportation sets the tone of the event by providing participants confidence in the level of efficiency and safety and safety is imperative!

TRANSPORT MANAGEMENT FOR EVENTS: 9 TIPS



1

Study the Accessibility of the Destination

2

Access the Efficiency of the Destination's Public Transport

3

Make the right Choice to better allocate your Budget

4

Integrate Public and Private Transportation

5

Find a Sponsor

6

Work with Local Authorities

7

Select your Suppliers

8

Make a Taxi Implementation Plan

9

Be ready to handle Unexpected Requests



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Rodolfo joined AIM Group as a Planner within the Travel Division and acts at the Company's Rome Office as a passionate event professional with a fundamental expertise in the international meeting industry.

Over the years Rodolfo collected remarkable experiences in the movie production, hospitality trade and management of corporate events and incentives for high level brands, which enabled him to travel around the world and build a widespread knowledge of various MICE branches.

Moreover, the experience of managing the transportation plan of a 35.000 delegates' event in Rome turned him to an expert in large scale vehicle movement.

ABOUT AIM GROUP INTERNATIONAL

AIM Group International organizes over **three thousand events and meetings every year**.

Despite our size, AIM Group still has a "small company" approach to **client partnership**.

AIM Group is committed to helping its clients reach their goals, to personalizing their event experiences, to providing an innovative environment, and to making a difference. Our strong sense of identification with client projects means that we are constantly striving to provide solutions, even for issues they aren't yet aware of. To this end, we adopt a progressive approach to technology and marketing techniques. This sense of identification also means we value and promote seamless interaction with clients' own teams, and ensure the best value is obtained from their event budget.

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