

2008 Summer Olympic Games Bid, Beijing, China



Project

Bid Development and Review
Strategic Advice on Bid Presentation

Client

Beijing 2008 Olympic Games Bid
Committee

Value

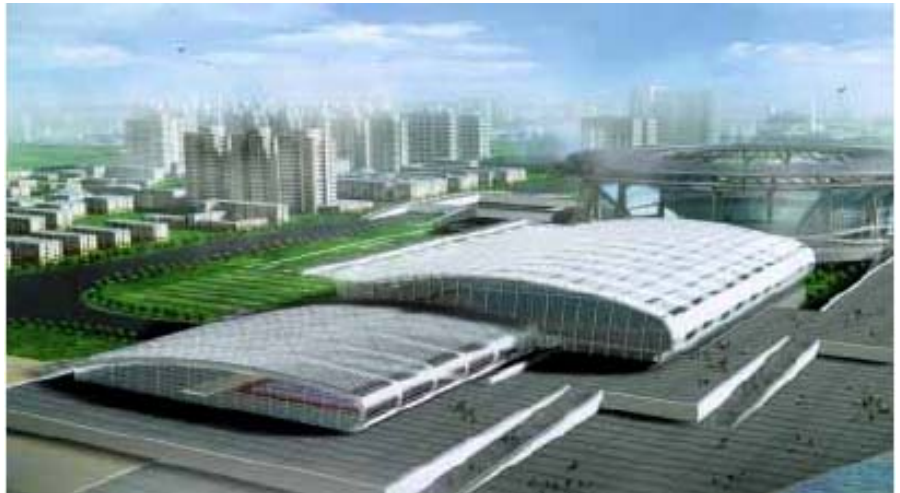
N/A

Assignment

Management Consulting and Event
Management Services

Completion

March 2001



Following completion of the Sydney 2000 Olympic Games Bovis Lend Lease were engaged by the Beijing 2008 Bid Committee to assist in preparations leading up to and including the IOC Evaluation Committee review of the City's Candidature for the Summer 2008 Olympic Games which took place in late February 2001.

The Bovis Lend Lease role covered all areas of the Bid Committees preparations. An overview of the services provided included:

- Working with the senior members of the Bid Committee in technical review the Olympic Bid documentation.
- Assisting in defining, and communicating, the "win" strategy for Beijing and providing advice and suggestions on areas where BLL believed the Beijing Bid could be improved prior to submission of the Bid documents.
- Project managing the development of the Bid documentation.

- Assisting with the technical preparation, coaching and presentation skills of the Committee in preparation for the IOC Evaluation Committee review.

Specific areas of input included:

- Overall budget and marketing analysis.
- Competition Venue and Olympic Villages masterplan review.
- Assistance with development of the overall strategy for operational areas including transport, ticketing, villages, infrastructure, accommodation, and security.
- Preparation of design and construction program for the capital works components and review of the OCOG and Non-OCOG construction budgets

During this assignment Bovis Lend Lease provided full time staff to the Bid Committee delivering first hand experience from Bovis Lend Lease's involvement in the Sydney 2000 Bid, and the extensive experience gained by Bovis Lend Lease in planning and operations of the Sydney Games over their 10 year involvement.