



PAN EUROPEAN TEST DRIVE – HONDA FCX HYDROGEN

SCOPE: 3 week event for very select number of European journalist to test drive for the first time the Honda FCX. This was a very important test drive for Honda so everything was chosen to give the correct premium experience for the journalists. We chose the location for its environmental credentials and then the Gotland Ring of course because the TD had to be on a track.

CONTRACT: Honda Motor Europe – Gotland Ring
Honda Motor Europe – Mavens
CONTACTS: Gotland Ring - Alec Arho Havren
Maven - Stefan Lundgren
HME – Kate Saxton & Sharon Brown

ONSITE PROJECT MANAGER: Stefan Lundgren Maven

This was a very difficult TD to set up and would not have been possible if we had not had the expertise of the project manager who was very professional at all times, totally flexible and nothing was ever a 'No' there was always a way and he got it done for us, and made it happen. He project managed not only the excavation of buildings, onsite logistics, contracts, set up of staff and management throughout the event, see below some of the requirements for set up and daily operation—Building – at The Gotland Ring

Conference centre for 50 people to receive highly technical presentation.
Restaurant facilities
Maintenance building for secure lockup and maintenance of 23 staff cars.
Roads – new road up to the site from alternative entrance.

LOGISTICS

Contracts with hotels, Service station, Airport authority, Local Airline, Local museum, catering, staff accommodation.
Daily operation prior to event - onsite building management, design of the building, contracts with fitters, onsite workforce, purchase of all materials, security etc etc

Daily operation during event – Catering at the track for journalists, breakfast, lunch, tea,
Catering at the track onsite staff, breakfast, lunch, tea, dinner – this included Japanese staff.
Staff, catering, hostesses, track, security, cleaning.
Dinner – full management of museum dinner location, catering, purchasing, operation at the museum.
Coaches, pickups at the airport, drop offs at hotels, track etc.
Staff accommodation.
Full cash support was given to HME until final invoice at the end of the event.

The Gotland Ring and Mavens staff during set up and throughout the entire event were impeccable. We had the best service, incredibly high standard of food in all locations including for staff on site and at the accommodation, nothing was too much trouble.

Very flexible as numbers would change daily and they would have to cater for different numbers at very short notice at three sites at the same time and of course catering for very different audiences, Example-every night - 60 Journalists and VIPS in museum received a high quality 4 course meal with wines for each course.

At the same time we would have staff dinners served at another location with no set time, from 8.00pm – 10.00pm so great need for flexibility. At the same time we would have our Japanese engineers and support staff that may be working into the night at the track that would also require food and drinks 24 hours.

We would definitely use The Gotland Ring and Mavens again in the future and would have no hesitation in appointing them for any number of varied types of event.

Honda Motor Europe