

The global sporting events consultancy

Evaluating
Bidding
Planning
Delivering

Putting legacy at the heart of all you do



Evaluating

Bidding for a major sporting event is not a decision to be made lightly. What will be the benefits of bidding and hosting the event? What is the likelihood of success? A thorough evaluation is essential to make sure that you bid for the right reasons.

Similarly, post-event, how can you evaluate your success? A detailed review of the event and its benefits will identify valuable learning points to inform future bidding decisions.

Our services

- Helping you make the decision to bid
- Pre-bid feasibility and viability studies
- Economic, sporting and social impact assessments
- Legacy benefit appraisals
- Event strategies
- Post-event evaluation
- Best practice reviews and case studies

EventScotland, Glasgow 2014 Commonwealth Games

pmplegacy was appointed by the Bid Assessment Group (comprising EventScotland, Glasgow City Council, sportscotland and the Scottish Executive) to help inform Scotland's decision to bid for the 2014 Commonwealth Games. This comprehensive feasibility study included a robust and independent appraisal of the costs, benefits, likelihood of success and technical merit of the bid and informed the Scottish Executive's decision to support the bid.

“The Bid Assessment Group considered the comprehensive feasibility study to be a first-class document and an invaluable reference point for the future.”

David Mackay, Chair of the Bid Assessment Group
for Glasgow 2014 Commonwealth Games



Bidding

Once you have made the all important decision to bid, you will be thrown into the spotlight. Every aspect of the bid is crucial and there is only one chance to get it right. It takes years of experience, knowledge and technical expertise to really understand what is required and how to ensure a winning narrative.

Our services

- Developing and writing the bid book narrative
- Hosting concept development
- Venue planning and specifications
- Legacy planning
- Rights holder presentations
- Campaign communications
- Evaluation visit coordination

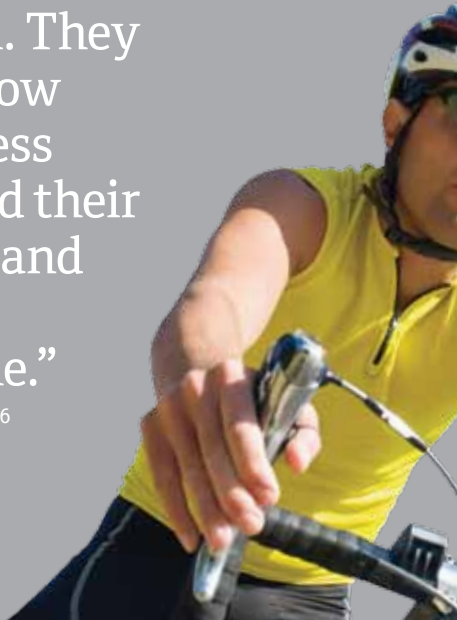
Madrid 2016, Candidate Host City, 2016 Olympic and Paralympic Games

Madrid 2016 appointed pmplegacy to help prepare Madrid's bid to become a Candidate Host City for the 2016 Olympic and Paralympic Games. This work included developing the bid narrative, establishing a Legacy Commission and compiling the city's legacy plan. The pmplegacy team provided bid support throughout the process, all the way through to the final presentation at the International Olympic Committee Congress in Copenhagen.



“pmplegacy was an integral part of our bid team - from start to finish. They add value, know the bid business inside out, and their commitment and experience is second to none.”

Mercedes Coghén, CEO, Madrid 2016



Planning

When the elation of success has passed, reality sets in. A coordinated, strategic approach is needed to help prepare for the successful delivery of the event and to maximise all of the hosting benefits. Everything promised in your bid needs to be delivered on time, on budget and in a sustainable manner.

Our services

- Venue development and business planning
- Legacy planning and implementation
- Organisational structure and recruitment
- Stakeholder engagement
- Event strategies for cities, regions and countries
- Commercial rights offers

Over a decade of event planning experience

Manchester 2002 Commonwealth Games

2008 African Cup of Nations

Beijing 2008 Olympic & Paralympic Games

South Africa World Cup 2010

2010 Legacies Now Vancouver

London 2012 Olympic and Paralympic Games

“pmplegacy provided invaluable advice on the technical specifications, business planning and procurement of the Beijing 2008 Olympic Stadium. Your input was much appreciated and we thank you for your excellent contribution in helping to make the 2008 Games a success.”

Beijing Assets Management Company



Delivering

Final delivery of an event is the culmination of hard work, planning and dedication. The memories of successful events live on in people's minds for years to come. Events inspire, entertain and enthuse millions of people around the world. Nothing should be left to chance.

Our services

- Pre-event planning
- Test events
- Scenario planning
- Workforce and volunteer training
- Legacy implementation
- Event project management

World Cup Barbados, ICC 2007 Cricket World Cup

pmplegacy's relationship with World Cup Barbados started at the feasibility and event bidding stages. The successful partnership continued over a number of years resulting in the planning and delivery of the Super 8's and World Cup Final at Kensington Oval in Barbados where the pmplegacy team played a 'hands on' project management role for the duration of the event.



“We asked pmplegacy to ensure attention to detail, excellent liaison with all of our stakeholders and the highest level of professionalism. You delivered all of this and more!”

Stephen Alleyne, CEO, World Cup Barbados

A snapshot of our experience over the past

20 Years



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ENGLAND

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