



▶ Team 2011 Training Manual

VIP Role-Specific Section

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Haere Mai!

Welcome to VIP Operations! We thank you for your time, your enthusiasm and your commitment to being part of Team 2011.

The RWC 2011 VIP Team aims to deliver a programme to the highest international standards, setting the benchmark for VIP services at New Zealand sporting events, whilst showcasing the best of New Zealand hospitality. Responsibility includes the strategic development and delivery of the official RWC VIP programme, and for managing the relationships with the shareholders and RWCL to ensure all objectives are met, in line with the directive as agreed by the RNZ 2011 Ltd Board.

What is Functional Area Specific Training?

The first face-to-face component of your training covered general aspects of Rugby World Cup and included information essential to all members of Team 2011.

In Functional Area specific training, we go into more detail regarding the role you will be performing during the Tournament, including our expectations and job specific requirements.

We are very fortunate to have within Team 2011 an immense wealth of experience and skills which will enable us to present a world class event with passion and professionalism. We hope you will also learn from and enjoy this more specific training session.

VIP Functional Area Overview

The objective of the VIP Programme is to produce an uniquely New Zealand and global standard VIP experience across the 48 match days and some significant non-match day events. It aims to welcome visiting dignitaries and officials and to ensure their time in New Zealand is seamless and memorable whilst ensuring delivery is achieved “personally”, professionally and within budget.

The Rugby World Cup (RWC) 2011 VIP Programme will be delivered to the highest international standards, exceeding International Rugby Board (IRB) standards, setting the benchmark for VIP services in New Zealand, whilst showcasing standards of NZ hospitality and professionalism.

The VIP Programme involves two distinct components:

1. Rugby World Cup Limited (RWCL) guests, which incorporate the hosting obligations, set out in the Host Union Agreement. This includes 250 Tournament guests, such as RWCL Directors, IRB Council, Global Rugby Unions, RWC Sponsors, former victorious RWC coaches and captains and Olympic Committee Members.
2. A limited number of key NZ stakeholders whose support was integral to the 2011 bid being successful, such as shareholders, Government, Guests of Government, New Zealand Rugby Union (NZRU) and regional groups who are hosting matches.

The VIP Manager is responsible for the strategic development and delivery of the official RWC VIP programme.

During the Tournament the VIP programme will be led on the ground by seven RNZ 2011 VIP Coordinators. They will be responsible for overseeing all operations in their regions.

The RNZ 2011 VIP Coordinators will work with other RNZ 2011 Functional Areas to oversee all elements of pre-arrival planning, including:

- Travel and accommodation
- Immigration requirements
- General VIP itinerary support.

Within the 12 match hosting regions, the seven VIP Coordinators will work with 12 Regional VIP Venue Managers to ensure seamless match day preparation and Match Day delivery.

VIP (Volunteer) Hosts will assist and support the VIP Coordinators and Regional VIP Venue Managers. This will ensure we meet our objective of delivering a professional VIP programme which exceeds international standards and expectations.

This group includes:

- VIP Airport Host
- VIP Host
- VIP RWC Club Host
- VIP Hotel Host

Within the stadiums and on match days, the RNZ 2011 VIP Coordinators will work with Regional VIP Venue Managers and volunteers to ensure seamless match day preparation and guest experience.

When VIPs arrive at match venues (having been transferred by coach from the designated VIP hotel to the venue), they will be hosted at a pre-match function including a light meal, have an allocated seat for the duration of the match, and have access to a post-match VIP function. The number of VIP guests at a given pool match will be approximately 70, and up to 500 for the final.

The VIP team will be responsible for ensuring that the appropriate protocols are observed through the VIP experience, in particular where Guests of Government or other VVIPs are concerned.

The VIP function is working closely with RWCL, the Guest of Government Task Force, and Ministry of Foreign Affairs and Trade to ensure protocols are properly understood and implemented.

The VIP function assists other functional areas and stakeholders to deliver non-match day events, such as regional welcomes and the Rugby World Cup Club.

VIP Functional Area Objectives

- To produce a uniquely New Zealand and global standard VIP experience across the 48 Match Days and some significant Non Match Day events
- Ensuring delivery is achieved “personally” and professionally, within budget.

Golden VIP Rules

Don't say "it's not a problem" – that implies what they've said to you was a problem in the first place.

Follow good mobile phone etiquette. Keep the volume low or on silent. If you receive a call when you are talking with a VIP that needs to be answered excuse yourself and move away to answer the call.

Take the time to know your VIP's. Read their biographies; remember where they are from and the roles they perform, their partner's names etc. Make the VIP feel that you have taken the time to know them and that they are important to you.

Always address dignitaries by their official title e.g. "Your Royal Highness" and thereafter Sir or "Your Excellency" thereafter Ma'am (as in ham not Ma'am as in farm). If you are in doubt always use Sir and Ma'am as your fall back title to address them by.

Working within the VIP functional area means you are exposed to VIP's conversations and behaviour. It is expected that at all times you remain discreet and maintain confidentiality for our guests.

As a VIP volunteer you should always be well groomed, and in a clean and well presented volunteer uniform. Please don't add accessories to the uniform. The uniform also ensures you are identifiable by our VIP guests as a VIP Host.

Don't guess an answer. If you don't know an answer to something - say you don't know but you will find out and get back to them.



As a VIP volunteer punctuality is key. Our VIP guests should never be in a position of being kept waiting by staff. Our ability to perform our role to the highest standard relies on being punctual.

Keep your VIP Coordinator informed about any needs or desires of the VIP; do your best to identify these requirements well in advance of the event. "No surprises on game day" is a good rule to follow. However, you should be ready for the unexpected; and anticipate situations that might arise.

When in doubt about procedural or behavioural matters, ask your VIP Coordinator.

Be aware of your surroundings. Be observant of what is happening around you and be in a position to provide assistance when required by our VIP guests. Know your local amenities and know your workplace area intimately.

Always introduce yourself to the VIP at the first meeting. Be very brief in the introduction, name and short comment. Do not initiate the shaking of hands. If the VIP wants to initiate a conversation it is okay to engage but remember less is more. Always keep a respectful distance.

Always carry with you your mobile phone, some money, pens x 2, note book, RWC Pocket Book, appropriate Accreditation, reference cards, important contact numbers, and tissues.

It is important that as a VIP volunteer you follow protocol and etiquette as befits a VIP, this includes such things as opening car doors, holding entrance doors, greeting our VIPs by name etc.

Be prepared to carry out various "ad hoc" responsibilities and assist where required. The VIP staff will work as a team with flexibility being the key e.g. changing from airport host to hotel host or match day host as required. No job or task will be too small or menial.

VIP Specific Information & Procedures

VIP Accreditation

VIP Guest Accreditations

VIP Guests are issued with personalised accreditation passes along with:

- A ticket to the Tournament match
- An appropriate wristband for the specific event
- An invitation card to the pre and post match functions
- Visitor pins are also issued to visiting officials and dignitaries:
 - Heads of State and Governing Royalties
 - NZ Ministers and Foreign Ministers.

Worn together, the identity card and wristband act as a Tournament accreditation pass and grants venue and zone access into the VIP Zone 6 venue locations. When Team 2011 VIP members are required to accompany VIP guests or officials into a Zone 6 location, they will need to be issued with an additional Escort Pass. These passes are held by the RNZ 2011 VIP Manager.

VIP Team 2011 Uniform

The VIP Team 2011 uniform consists of black pants, a black belt, white shirt and tidy black business or dress shoes. Please ensure your shirt is tucked in.

VIP Roles, Responsibilities & Tasks

Key Responsibilities

The VIP Programme will manage all of the logistics for VIPs around the Tournament including booking and managing all flights, accommodation, ground transfers, luggage management, and gifts. The VIP Programme will be delivered to the highest international standards, meeting IRB expectations, and showcasing standards of New Zealand hospitality and hosting excellence, whilst maintaining financial and operational controls.

The VIP Team 2011 key responsibilities also include:

Pre-Tournament

- Attend all training and be ready for kick off!
- Become familiar with FANZONES, Festival sites and programmed activity, walking routes, visitor information sites, Accreditation hubs, airport location and services
- Become familiar with your role & responsibilities, your team and your Team Leaders
- Check your email regularly for relevant correspondence and reply promptly where required
- Advise your Team Leaders of any change to your availability
- Team 2011 functional teams are responsible for the delivery of training and scheduling with the support of the Workforce Squad who will provide guidelines and tools.

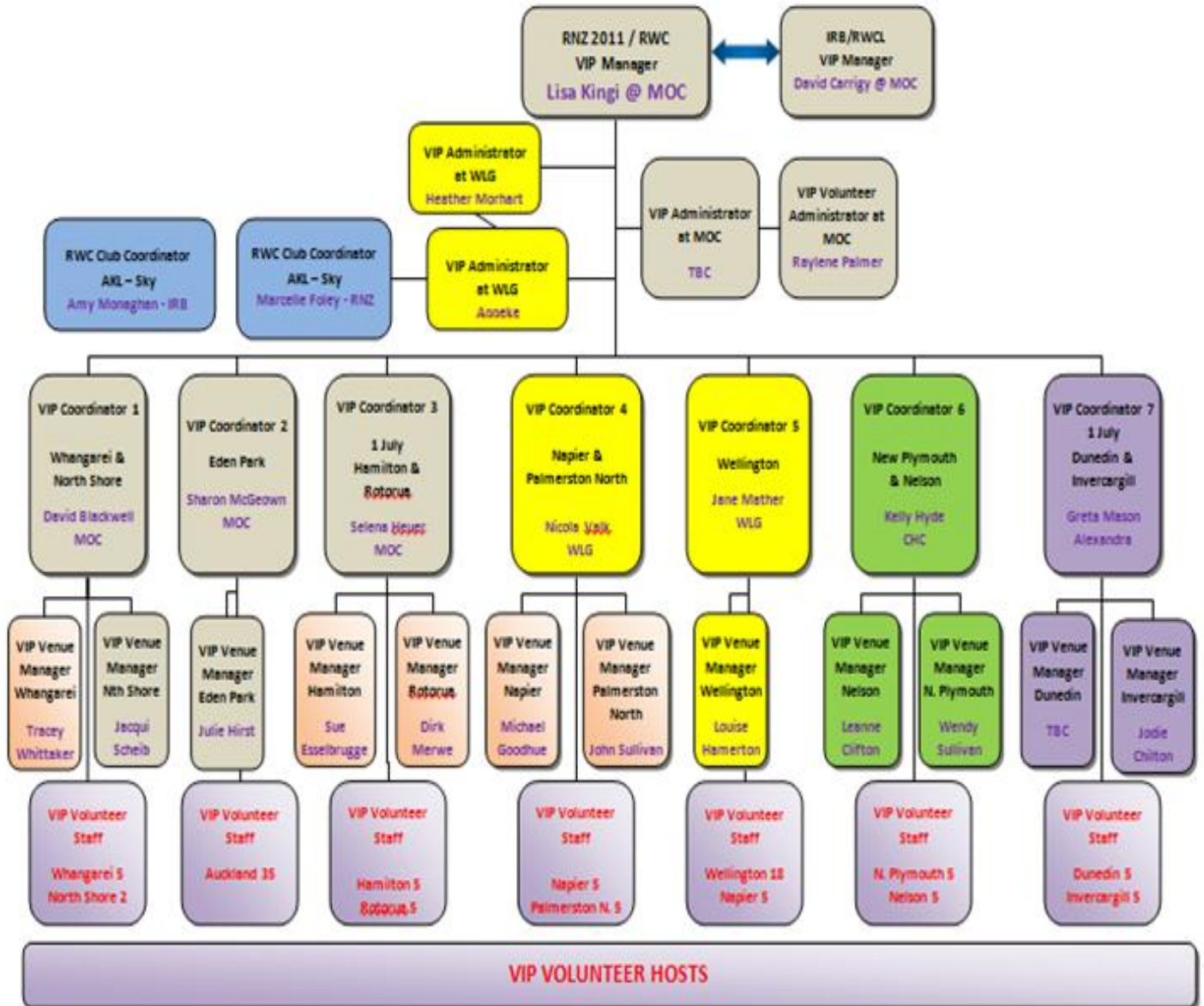
Tournament

- Ensuring effective delivery of the VIP programme
- Being welcoming, friendly and reliable
- Providing high quality customer services to both internal and external parties.

TIP.....

Learn as much as you can about the amenities in your region, use the local resources information card. If you don't know.....DON'T GUESS...check with the VIP Manager and get back to the VIP with the correct answer.

VIP Team Structure



VIP Functional Area Roles

- VIP Manager
- VIP Venue Manager
- VIP Coordinator
- VIP Rugby World Cup Club Host
- VIP Administrator
- VIP Host
- VIP Airport Host

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VIP Airport Host

Description

Providing assistance with the arrivals, departures and transiting of all VIP guests.

The role is located at airports across New Zealand, facilitating the efficient entry and exit for VIPs into New Zealand. Close interaction with key airport and Government agency personnel will be required.

Reporting Structure

As a VIP Airport Host you will report directly to the Regional VIP Coordinator. The role will also have a reporting line to the RNZ 2011 Airport Manager.

Other Useful Information

As a VIP Airport Host you will need to be fully conversant with all aspects of airport operations and understand the New Zealand MAF and immigration requirements.

TIP.....Do you know the faces of all the VIPs arriving? Study the photos and profiles until you know them off by heart – get someone to test you!

Key Tasks

- Meet and greet VIPs arriving (internationally and domestically)
- Escorting and facilitating VIPs through arrival and departure processes
- Baggage collection
- MAF requirements
- Immigration requirements
- Transfer to Group Transport staff
- Assist VIP with departure procedure
- Assist VIP to transit on to domestic flight.

A DAY IN THE LIFE OF A VIP AIRPORT HOST

Before your shift

- Have a nutritious meal before leaving home
- Leave enough travel time to arrive at the hotel before your shift starts – ensure that you arrive -15 minutes before your shift starts
- Remember to wear your uniform, suitable footwear and accreditation pass
- Wear or pack enough layers for your shift. You will normally be based inside the airport
- Pack your personal belongings into a bag that you can carry with you for the duration of your shift. There will be no secure storage for personal belongings at the airport.

At the start of your shift

- Check in at Workforce Centre Check-in
- Report to your VIP Host Team Leader
- Receive a team briefing as to the day's duties and events.

During your shift

Depending on where you are stationed for the duration of your shift, your tasks will include the following:

International Arrival

- VIP Hosts (Airside and Landside) meet with Airport Facilitation team – 60 minutes to aircraft arrival
- -30 minutes VIP Airside Host to be in designated place
- Plane lands – VIP met by designated representative from RWC and RNZ 2011
- RNZ 2011 Airport Manager advises by radio that aircraft has landed
- VIP escorted to customs by representative
- VIP clears customs and VIP Airside Host meets VIP – brief introduction and guest is escorted by VIP Airside Host to baggage collection
- VIP Airside Host checks details for correct baggage carousel number and collects trolley and uplifts baggage from carousel for VIP and transfers to trolley. Radio landside/transport that baggage has been uplifted
- VIP Airside Host escorts guest to designated MAF line and assists with handling of baggage through X-ray machine
- VIP Airside Host escorts guest through to landside and passes over to VIP Landside Host
- VIP Airside Host returns to designated area to await arrival of next guest.

- VIP Landside Host escorts guest to designated transport bay and passes over to VIP driver – assists driver with loading of baggage
- VIP Landside Host returns to designated area to await arrival of next guest.

International Departure

- VIP Airport Host arrives at airport at pre- designated time (will be -30 of arrival of VIP guest)
- On arrival, VIP Host confirms flight departure time, checks in with airline counter and lounge staff and advises them of approx arrival time of VIP
- VIP Host waits at transport bay for arrival of VIP guest
- VIP Host meets guest on arrival – opens car doors and assists with baggage uplift
- VIP Host escorts guest to check in and assist with check in procedure (using Koru priority check in)
- On completion of check-in, VIP Host escorts guest to Koru Lounge and facilitates guest into lounge
- Host returns to meet next VIP.

Domestic Arrival

- VIP Airport Host checks with airline on plane arrival time
- VIP Airport Host arrives at airport -45 minutes to arrival
- VIP Airport Host checks gate number, confirms arrival time and baggage collection area
- VIP Airport Host to check in with the designated Airport POC and VIP driver and ensure they are aware of timings and designated pick up bay
- 10 minutes to arrival, VIP Airport Host to take up position at gate and makes themselves known to airline staff – where there is an airbridge, please arrange with airline staff that you can wait at the top of the airbridge
- VIP Airport Host meets guest (display signage if appropriate) and escorts them to baggage collection area
- VIP Airport Host uplifts baggage and escorts VIP to VIP transport bay and introduces guest to driver
- VIP Airport Host assists with loading of baggage if required
- VIP Airport Host farewells guest.

Domestic Departure

- VIP Airport Host arrives at airport at time pre- designated time (will be -30 of arrival of VIP guest, -90 from departure)
- On arrival VIP Airport Host confirms flight departure time, checks in with airline counter and lounge staff and advises them of approx arrival time of VIP

- VIP Airport Host waits at transport bay for arrival of VIP guest
- VIP Airport Host meets guest on arrival – opens car doors and assists with baggage uplift
- VIP Airport Host escorts guest to Check-in and assist with check in procedure (using Koru priority check in)
- On completion of check in VIP Airport Host escorts guest to Koru Lounge and facilitates guest into lounge
- VIP Airport Host returns to meet next VIP.

At the completion of your shift

- Ensure that all resources and tools are returned and in good working order
- Complete any attrition, incident or accident reports
- Alert your Team Leader to your departure and ensure all tasks are completed before you leave.

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VIP Rugby World Cup Club Host

Description

Hosting of the reception desk at the RWC Club, facilitating entry to accredited guests and providing any assistance required by guests.

The role is located at the Sky City Grand in Auckland. The RWC Club is an exclusive club for designated VIPs. The RWC Club will be open from 14 to 24 October 2011. You will also be required to interact with the transport team and associated hotel staff.

Reporting structure

As a VIP RWC Club Host you will report directly to the IRB and RNZ 2011 VIP Managers.

Key Tasks

- Meet and greet VIPs arriving at RWC Club
- Ensure that all VIP guest have the appropriate accreditation for access to RWC Club
- Organise transport for VIPs entitled to pool cars as per specific requests from guests and advise VIP Host of requirements by phone
- Ensure that the RWC Club is perfectly presented at all times, working closely with the hotel food and beverage staff
- Provide assistance to VIP guests as required
- Farewell VIPs departing from the RWC Club.

Other Useful Information

- As a VIP RWC Club Host you will need to have a good knowledge of local amenities including restaurants, sightseeing places, doctors, hospitals, pharmacies, taxis and hairdressers.

A DAY IN THE LIFE OF A VIP RUGBY WORLD CUP CLUB HOST

Before your shift

- Have a nutritious meal before leaving home
- Leave enough travel time to arrive at the hotel before your shift starts – ensure that you arrive -15 minutes before your shift starts
- Remember to wear your uniform, suitable footwear and accreditation pass
- Wear or pack enough layers for your shift. You will normally be based inside the hotel.
- Pack your personal belongings into a bag that you can carry with you for the duration of your shift. There will be no secure storage for personal belongings at the Club.

At the start of your shift

- Arrive at RWC Club -15 minutes to shift start
- Where required complete handover with current shift staff.

During your shift

Operate the reception desk and meet and greet guests

- Ensure all VIPS entering RWC Club have the required approvals/access
- Make sure lounge is tidy, menus are displayed, daily papers have been delivered
- Confirm with transport pick up times for that day – who, how
- Complete daily check sheet (forwarded each day from MOC)
- Assist with any other ad hoc queries or requests for assistance from VIPs
- Ensure a local amenities contact list is on hand.

At the completion of your shift

- Ensure that all resources and tools are returned and in good working order
- Complete any attrition, incident or accident reports
- Alert your Team Leader to your departure and ensure all tasks are completed before you leave.

VIP Host

Description

Maintaining the VIP designated desk at VIP hotels and assisting at VIP functions.

The role is based at VIP hotels and match venues across New Zealand and provides assistance to all VIP guests and the Regional VIP Coordinator. You will also be required to interact with the transport team and associated hotel staff.

Reporting structure

As a VIP Host you will report directly to the Regional VIP Coordinator.

Key Tasks

- Meet and greet VIPs on arrival into hotel
- Assist VIPs with check in or check out procedures when required
- Ensure hotel rooms are ready prior to guests arriving and advise appropriate hotel staff
- Assist with delivering VIP gifts/information packs
- Organise transport for VIPs as per specific requests
- Issue accreditation passes/tickets as required
- Assist with transfer of guests to and from grounds/official functions
- When required, accompany VIP guests on coaches to grounds and assist with the transfer to VIP lounges at grounds
- Assist regional VIP Coordinator at function venues to ensure that the venue is perfectly prepared
- Assist with hotel check out and departure of VIPs
- Provide assistance to VIP guests as and when required.

Other Useful Information

- As a VIP Host you will need to have a good knowledge of local amenities, including restaurants, sightseeing places, doctors, hospitals, pharmacies, taxis and Hairdressers.

A DAY IN THE LIFE OF A VIP HOST

Before your shift

- Have a nutritious meal before leaving home
- Leave enough travel time to arrive at the hotel before your shift starts – ensure that you arrive -15 minutes before your shift starts
- Remember to wear your uniform, suitable footwear and accreditation pass
- Wear or pack enough layers for your shift. For most of your shift you are likely to be inside, however you will be outside when escorting VIPs on and off coaches and to their match seats
- Pack your personal belongings into a bag that you can carry with you for the duration of your shift. There will be no secure storage for personal belongings at the venues.

During your shift

VIP Hotel Desk

- Where required complete handover with current shift staff
- Check daily arrival and departure sheet
- Confirm with transport pick up times for that day – who, how
- Complete daily check sheet (forwarded each day from MOC)
- Organise with hotel staff any room drops required – interact with concierge. Allow hotel staff to do their job
- Ensure all accreditation passes for VIPs in house are at desk
- Ensure a local amenities contact list is on hand
- Clear desk policy at end of day.

VIP Functions

- -10 close Help Desk prior to departure (clear desk policy)
- Assist and escort VIPs to waiting coach as instructed
- Ensure that all guests have boarded coach and ready to leave hotel on time
- Escort guests off coach and into venue pre-match venue
- Assist VIP Coordinator to ensure that venue is prepared and operating perfectly throughout the function
- Escort guests back to waiting coach at conclusion of the function
- Assist guests off coach
- Return to Help Desk and open desk for 30 minutes post arrival back at hotel.

Hotel Arrivals

- -10 arrival of VIP guest host is to be waiting at drop off point to meet VIP
- On arrival of VIP, host is to open car door and welcome VIP to hotel, assisting curbside in the first instance if more than two VIPs in car
- Escort VIP to front desk for check in whilst driver and hotel concierge assist with VIP luggage
- Once VIP is checked in familiarise them with the RNZ 2011 VIP desk and advise them you are there to provide assistance as required.

Hotel Departures

- -60 prior to departure of VIP guest, host to confirm arrival time of VIP transport - who, how
- -20 confirm transport is in place and waiting
- VIP host to greet VIP on arrival at checkout and assist with check out where required – ensure baggage is taken to car by either the driver or concierge (what about leaving the room)
- Escort guest to waiting transport
- Farewell VIP.

At the completion of your shift

- Ensure that all resources and tools are returned and in good working order
- Complete any attrition, incident or accident reports
- Alert your Team Leader to your departure and ensure all tasks are completed before you leave.

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