



TRISTAR PROVIDES LONDON FASHION EVENT WITH HIGH-TOUCH CHAUFFEUR SERVICE

REQUIREMENT

Tristar Worldwide was engaged to provide high-touch ground transportation for a London fashion event, requiring approximately 100 dedicated vehicles per day over a four day period.

TRISTAR'S SOLUTION

The client required a complete execution of the event transportation which included managing over 700 dedicated services, the majority of which were from London Heathrow or St. Pancras to major event venues and top London hotels. To meet such a demanding schedule, we involved more than 20 individuals in on-site coordination and meet and greet functions in addition to our office-based team.

PROJECT MANAGEMENT AND SUPPORT

Our highly experienced events team carried out site visits in advance to perform logistical checks, including route planning sessions and alpha and beta route selection. We also liaised with security teams for the highest profile VIPs, ensuring they were paired with our security chauffeurs trained by members of the Metropolitan Police Protection Command.

Our pre-planning research for the event fully documented all client-facing procedures, which outlined the operational approach and resourcing. We carried out full team briefings and communication channel tests, and also produced in car signage and materials.

At the clients' request, no brands were to be displayed or worn during the event. To ensure consistency of appearance for both chauffeurs and coordinators, Tristar supplied a non-branded uniform for all involved.



SERVICE DELIVERY

Tristar provided meet and greet teams at all London airport terminals and London St Pancras station to expedite passenger arrival and ensure a first class client experience. Our office-based support team were proactive notifying all chauffeurs of their passengers ETA and actual arrival.

To ensure a consistent and high level of service, we monitored standards throughout the event with multiple dedicated on-site coordination teams (based in five locations) utilising front and back of house functions, which were on hand at all times. We ensured the itinerary was adhered to by using virtual control rooms with access to tracking technology and manifest management, and, where required, we provided additional logistical support at key staging points.

The team engaged in active traffic monitoring, which allowed them to foresee any potential delays and advise if secondary routes needed to be implemented.

POST EVENT 'WRAP UP'

After the event, we carried out an internal review of our operational approach so we can continuously improve our offering and potentially reduce costs in the future.

Additionally, we reviewed all service delivery items per location with the client. With Comprehensive Management Information (MI), we arranged post event billing by location as per client request.

Tristar Worldwide delivered to the brief and ensured the ground transportation for the event ran smoothly.

GET IN TOUCH WITH TRISTAR TODAY

If you'd like to find out more about how our first-class chauffeur services can keep your event on track, give us a call on: +44 (0)1895 432 050 or email: sales@tristarworldwide.com