



ALLEGRAVITA
 北京乐微塔营销咨询有限公司
 PR & STRATEGIC COMMUNICATIONS
 FOR CHINA AND THE WORLD
 公关传媒·专注中国·服务世界



CASE STUDY: BOCOG 2008

Responsible for the staging of the Beijing 2008 Olympic Games, BOCOG relied on Allegravita for a wide variety of advisory and industry relations services from 2003 through 2009.

Government relations, industry relations, public relations, media relations, consulting services and logistics.

In 2008, the Games of the XXIX Olympiad were staged in China's capital, Beijing. From 2003, Allegravita was appointed by organizing committee, BOCOG, to support Beijing's access to and positive relations with foreign Olympic infrastructure experts, suppliers, media and relevant government representatives.

OUR PLAN:

Having been appointed the principal China representative of Sydney 2000 Olympic industry capability by the Australian NSW Government's Sydney-Beijing Olympic Secretariat, Allegravita's CEO Simon Cousins acted as the central go-between for the NSW Government's liaison with Beijing 2008 infrastructure stakeholders and owners.

Australia is acknowledged as Beijing 2008's largest national supplier of infrastructure and consulting services, and in Simon Cousins and his Allegravita team played a pivotal role in ensuring excellent coordination and communication on both sides.

A truly vast number of projects were undertaken in the 6 years that Allegravita played this role. By the day of the opening ceremony, Australia had won more than 50% of the infrastructure contracts on the 37 Olympic stadiums and venues and 59 training centers and infrastructure projects for the Paralympic Games.

IMPLEMENTATION:

Allegravita's wide-ranging support for Beijing and China extended to media strategies, web portal design and builds, training of vice-mayors and senior government leaders, sponsor liaison, the planning and operational execution of hundreds of fact-finding missions, and diverse representation and consulting duties.



RESULTS:

Through years of our founding partners' ties to Chinese government, Allegravita has developed and fostered powerful and strategic partnerships. In the same way we advise our clients on doing business in China, we too understand that in China, a partnership is forever. With Allegravita's assistance, Beijing had a highly successful Olympic Games and Paralympics, and Australian Olympic know-how was effectively integrated into a wide range of infrastructure that continues to support the Chinese people to this day.

