

Delegate Transport Scenario

ACC Liverpool is hosting an international conference where it is estimated that there will be 1100 delegates in attendance.

You have been asked to provide a transport service for the following:

- A transfer service from Manchester Airport to multiple Liverpool City Centre hotels.
- A transfer service from Manchester Airport directly to the conference at ACC Liverpool.
- A return transfer service from ACC Liverpool to Manchester Airport.
- A return transfer service from multiple hotel pick up locations to Manchester Airport.
- A coach service on two evenings during the conference week to take all guests to a formal dinner at a specified city centre location.

Please note the above would take place over 6 days and you have the help of the Guest Relations team at ACC Liverpool to assist you with this as well as ACC Liverpool stewards.

Please explain in detail how you would prepare and carry out this request effectively. Please consider the following in your answer:

- **Pre event planning; key objectives, budget, time frame.**
- **Role of Guest Relations team.**
- **The booking process: booking system, availability, number of bookings, range of services, types of vehicles, number of vehicles and staffing levels.**
- **Event days: Ad hoc requests, flight delays, cancellations, customer journey and customer experience.**
- **Post event: Feedback and final costs.**