

Ahead of the Games

*Your guide **to** preparing for
the London **2012** Games*



TOURISM
2012GAMES.ORG

1. Sign up for the newsletter

TOURISM
2012GAMES.ORG

The official source of information on the
2012 Games for the UK's tourism industry

Register for the monthly newsletter to receive the latest updates and gain access to new resources: www.Tourism2012Games.org

2. Identify your opportunities



Find out what the short and long term opportunities are for your business:

www.Tourism2012Games.org

4. Provide a world-class welcome



Invest in providing the best possible welcome for visitors through training, improved accessibility, fair pricing and more: www.Tourism2012Games.org

5. Understand how you can and can't refer to the Games



LOCOG has produced brand protection guidelines specifically for the tourism industry to explain and exemplify how you can talk about the Games: www.Tourism2012Games.org

6. Maximise your media coverage



Think about your media angles – do you have Olympic-related stories? A famous athlete? Read Paul Gauger's top tips on leveraging media: www.Tourism2012Games.org

7. Use our free marketing tools



The logo and 2012 Games-inspired images are free to download and can be used in your marketing collateral:

www.visitbritainimages.com/2012Games

8. Find out what's going on in your local area



Are there cultural events, Pre-Games Training Camps or Torch Relay activity going on near you?
If so, consider how you can get involved: www.london2012.com

9. Read advice from our partners



Lloyds TSB



Deloitte.

e-skills uk

Access business advice and products from our partners, including some of London 2012's official partners www.Tourism2012Games.org

10. Provide information to consumers



Make it easy for your customers – add a page to your website with links to www.london2012.com and other relevant organisations

11. Work in partnership



Work hand in hand with the relevant individuals and organisations at local, regional and national level and look at ways of combining your efforts

www.Tourism2012Games.org

12. Be an expert



Appoint a champion to make sure your business knows all the latest news about the Games:
www.Tourism2012Games.org