

'Feed the World' – London 2012
Planning, Delivering and Legacy for the Largest Peacetime Food Operation
Monday 1 July 2013 @ 4.30 pm – 7.00 pm
Forman's Fish Island, London
£95

Why should you attend?

In 2009 the Russell Partnership secured the high profile role of strategic catering and hospitality consultants to the London Organising Committee for the Olympic Games; planning the location, volume, service style and aspirational standards of the world's largest peacetime food operation. It also included responsibility for the procurement of contractors and advising the catering, cleaning and waste team's pre and during Games delivery time, and now in legacy mode.

At this afternoon event, Professor David Russell will disclose some of the learnings that can be applied to large scale estate planning within global Universities. This will be followed by an opportunity to network over complimentary canapés and drinks.

Who should attend?

The seminar is suitable for Directors of Accommodation and Catering, Catering and Hospitality Managers, Facility Managers and Estate Managers.

What will we get out of the day?

At the end of the presentation delegates will be able to:

- Identify opportunities to apply and share with others the learnings from London 2012
- Describe best practice principles that can be applied to business planning
- Network with international visitors from Australia, Canada, USA and Germany who are attending the CUBO International Study Tour

The Venue

This unique event will be hosted at Forman's Fish Island which is the closest venue to the London 2012 Olympic Stadium, and has unrivalled views of the stadium.

- Closest stations are Hackney Wick (8 min walk) via London Overground from Richmond, Clapham Junction or Stratford via Central Line, Jubilee Line or DLR. Also a 10 min walk from Pudding Mill Lane Station on the DLR.
- Buses: 276, 339, 488 (2 min walk)
- Some free onsite parking.
- Street Parking - Pay and Display.
- 5 min Cab ride from Stratford station.
- 10 min Cab ride from Canary Wharf station.

How do we book on this seminar?

Online bookings can now be made at the UHS website www.universityhospitality.co.uk/seminars. Please submit your booking by **Friday 14 June 2013**. If you experience any issues with the online booking system, please contact Julie Brown at information@universityhospitality.co.uk or 0114 222 8831.

The Russell Partnership



The Russell Partnership are a strategic consultancy with 24 years experience in supporting major venues, universities, global event organisers and companies to develop their catering, events and accommodation strategies. Their impressive client portfolio includes a number of HE institutions including Oxford colleges, LSE, Open University, University of Sheffield, University of Plymouth and University of East London, as well as Twickenham Stadium, Arsenal FC, Live Nation and The O2.

Their expertise covers estate planning and development, strategic design of retail units and restaurants, procurement, benchmarking and market insight. They are most recently recognised for their role as lead consultants responsible for developing the space, commercial, procurement and legacy strategy for food, beverage and hospitality at London 2012, changing best practice through the 'For Starters' food vision and innovative contract operating models. They are now advising Sochi 2014 and Rio 2016.

Speaker – Professor David Russell



David Russell founded the The Russell Partnership in 1989 with a vision that he could support the creation and effective delivery of bespoke commercially viable food and drink solutions. Twenty four years later, that passion and vision remains intact.

David has pioneered and driven food and drink solutions within organisations as diverse as: Accenture, Ashbridge Business School, BAA, Chandon Estates, DCMS, ExCeL, English Heritage, Hewlett Packard, Inter-Continental Hotel Group, NEC Group, The United Nations and Wimbledon.

David led the creation of the Food Strategy & Food Charter for the London Olympic Games in 2012, and as a result, co-chaired the Food Advisory Board, Food Innovation Board and the Legacy Equipment Advisory Group on behalf of The London Organising Committee for the Olympic Games. He and his team are now working with SOCHI and Rio.

David was previously the Group Managing Director of Town and County Ltd, then Europe's largest private catering company; Food and Beverage Director for the 240 Forte (UK) hotels, successfully introducing food modelling and developing and implementing the group's branded restaurant strategy; Regional Management with Little Chef; Operational Director with Letheby & Christopher operating Stadia, London parks and major events; and Director of Food & Beverage Training for Forte.

David read Hospitality Management at Leeds is a Freeman of the City of London, a Professor of Tourism, Hospitality and Leisure, a Fellow of the Royal Society of Arts and is a Trustee and Board member for Food for the Brain, The Brain Bio Centre and the British Food Trust. He co-chaired the Food Advisory Group for London 2012, is a member of the Food Advisory Board for New Covent Garden Market as well as the London Food Board Executive Group and is a qualified nutritionist.