



Commuters 'Get Ahead of the Games'



Welcome to the first edition of the London 2012 Travel Advice for Business newsletter for key business stakeholders. This newsletter has been developed to keep you informed about the programme and provide you with important information to share with your members.

The past year has demonstrated how important and influential your support is. Please forward the information in the newsletter on to your members and use the extra information held on our FTP site (details below) in your own member newsletters. Feedback is welcome, simply reply to this email with your thoughts and suggestions.

Commuters 'Get Ahead of the Games'

A major new national campaign was launched this week to encourage the travelling public to 'Get Ahead of the Games' and ensure London and the UK keeps moving during 2012's busy and exciting summer of sport.

With less than six months to go until the London 2012 Olympic and Paralympic Games a new advertising campaign, website and social media channels will now communicate directly with the travelling public. The campaign will encourage people to seek transport information before travelling and check their travel options. 'Get Ahead of the Games' explains how, at certain times and in certain locations, London and the UK's road and public transport network will be much busier than usual.

London's Transport Commissioner Peter Hendy said: "We've been working with businesses for over a

year now to help them prepare. It's now time to start talking directly to those who live and work in affected areas, in London and across the UK. So check out where the hotspots are, plan your travel and 'Get Ahead of the Games' this summer." Visit GetAheadoftheGames.com.

The campaign will span online, radio, outdoor and national and regional newspapers, urging those in affected areas to plan ahead. Split across three phases, London 2012 organisers expect the 'Get Ahead of the Games' adverts to be seen over a billion times by the great British public.

Download the Get Ahead of the Games press release and images for use in communications with businesses using the Business Intermediary FTP site below.

New business drop-in sessions available

New drop-in sessions are now available across London. Businesses are encouraged to come along to a drop-in session to speak with a team of experts on the local effects of the Games. Experts from the Travel Advice for Business team, freight and Olympic Route Network will be available to answer your questions.

Booking is not necessary.

Drop-in session details [here](#).

Log on to our FTP site to download an article and images to help you promote the workshops. FTP details below.



Workshops available for businesses and suppliers

To help businesses and suppliers prepare for the Games, a series of workshops are available.

Travel Advice for Business workshops focus on the impacts of the Games on staff and help your business prepare for the **effects** of the Games. The **free** workshops are available across London. **Book a business workshop now.** **Freight workshops** for suppliers and receivers of goods and services are available across the UK to help you manage deliveries during the Games.

These free workshops will help transport companies, suppliers and their customers inside and outside London keep running smoothly during the Games.

Book a freight workshop now.

Download the freight workshop press release using the FTP site below.

Tools available to help businesses communicate with staff, suppliers and customers



Businesses affected by the Games should share their plans with staff, suppliers and customers as early as possible.

With the launch of the national 'Get Ahead of the Games' campaign encouraging the travelling public to plan their journeys, business plans is likely to be high on the agenda of staff, suppliers and customers.

Tools are available to help businesses communicate their plans. A [film](#) is available online and tools including London 2012 poster templates are available for business use.

Download the London 2012 poster templates using the FTP site. Login details on the right.

Access additional information using the details below



A FTP site has been created for you to download additional information and distribute amongst the businesses you represent.

[Click here to access the FTP site and use the login details below:](#)

Login - Business_IntermediaryInfo
Password - Tf169LO@

- TfL 'Get Ahead of the Games' press release
- 'Get Ahead of the Games' images
- TfL freight workshop press release
- Workshop and drop-in session article
- London 2012 poster templates for businesses