



**2012 LONDON OLYMPIC
SERVICES**

June 2011



DAVID RUBENS
ASSOCIATES

David Rubens Associates

David Rubens Associates is a specialist corporate security consultancy offering strategic security services to individuals and organisations across the world.

DRA has worked with government agencies, NGO's, international conglomerates and major global events, and brings a mixture of strategic vision, operational experience and academic research to all of its projects, however large or small.

DRA offers clients a Total Management Package, including pre-visit security reports, airport transfers, executive security, event management, and on-going coordination and liaison – everything that will allow you to relax whilst we handle the day-to-day details of your London Olympic experience.

DRA's unique background means that our security personnel and team leaders are multi-lingual, multi-cultural and highly experienced in all aspects of security and logistical management.

David Rubens, DRA's founding director, holds an MSc in Security and Risk Management from Scarman Centre, Leicester University, is a Visiting Lecturer on their Global Security and Policing MSc programme, and is currently a Visiting Fellow at the Security and Resilience Department, Cranfield University at the UK Defence Academy, specialising in Terrorism & Public Policy and Strategic Management & Leadership.

David is widely experienced at developing, delivering and managing large-scale strategic security development programmes, and has worked with government agencies and academic institutions in Asia, Africa, Middle East, Caribbean and Eastern Europe.

For further reports, or to discuss the contents, please contact

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2012 London Olympic

DRA - Services

The 2012 London Olympic Games will see the greatest gathering of athletes, administrators, visitors and guests that London has ever experienced – and the time to start planning for that event is now.

With Games events spread across London – and in some cases across the UK – the logistical management of transport, accommodation, personal and event security will be the foundation on which the success of your London Olympics experience will stand or fall.

David Rubens, Managing Partner of David Rubens Associates, has been involved in corporate security management in London since 1992, and brings twenty years experience of planning, managing and delivering security management services to blue-chip companies across the world.

DRA prides itself on working in partnership with its clients in order to supply a Total Package Service covering all of their security and logistical management needs, and we look forward to working with you to ensure that you and your guests will gain maximum enjoyment from the Games , secure in the knowledge that all of your needs are being handled by professionals.



Our services include:

Security Planning and Auditing

The profile of the Olympic Games, together with the pressure on the system brought by the presence of tens of thousands of VIP's from every country in the globe, means that the development of a structured Event Management Programme is a basic requirement for anyone with the responsibility for Guest and Visitor Safety. Everything from accommodation and transport to meals, special events, medical cover, press coverage, daily liaison and emergency management are subjects that need to be planned ahead – and with back-up plans in place to ensure that the daily problems that are likely to occur will not impact on the levels of service expected by your guests.

Transport Management

For anyone with an understanding of London life, the thought of transporting VIP guests through the chaos of normal London is one that makes the Olympic period seem even scarier. DRA can provide vehicles and executive drivers that will ensure that you will have the highest level of professional service at all times.

Event Management

For many organisations, the London Olympic Games will be an opportunity to create relationships that will bring benefit long after the Games are over. DRA can help you in delivering corporate events that will maximise your exposure created by this unique opportunity.

Services include: Venue Hire, Catering, Silver Service Hospitality, Total Event Management

Coordination and Liaison

DRA has many year experience of planning and managing complex operations that will allow us to work with you in developing the most effective and appropriate package for your needs. Our experience and knowledge will enable you to deliver the perfect London Olympic Experience to your guests, ensuring that they, and you, will have an Olympics Experience that they will treasure for the rest of their lives.

'Dear David

I wanted to write to thank you for all your help and security for this year's Vodafone Ball at Blenheim Palace. It was so reassuring to know that what could have been a crisis management situation for us, actually ended up being the smoothest of operations, with a professional and efficient team. Please pass my thanks onto the whole team, who did a great job, and rest assured that this event will be the first of many for us to work on together.'

Best regards, Lynda FL, HyperActive Events



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