



ROLE OF RAILWAY IN LARGE SCALE EVENTS

APRIL 24TH, 2024

8.30 am Rabat / 9.30 am Paris / 3.30 pm Manila



THE PROGRAM



Opening (10 min)

Raphaël RABIER, General Manager – IFF (Morocco)

SNCF, official sponsor of the Rugby World Cup and its role in organising the 2024 Olympic Games (15 min)

Francois HICTER – Director of Major Events – SNCF VOYAGEURS (France)

Q&A session (5 min)

The special arrangements and measures deployed by ONCF during periods of high Traffic (15 min)

Nacera BECHARI – Head Of Marketing Departement – ONCF (Morocco)

Q&A session (5 min)

Navigating the Tracks: The Intersection of Railway Logistics and Key Milestones Shaping MRT-3 in the Philippines (15 min)

Roda B.Espejo – Chief, Station Division

Jane A. ABIERA – Supervising Transportation Development Officer, Station Division

Metro Rail Transit-3 (Philippines)

Q&A session (5 min)

Concluding words and closure (10 min)

Karim Eddine CHENNOUF, President of the Management Board –IFF (Morocco)

OPENING



Raphaël RABIER
General Manager
IFF



SNCF, OFFICIAL SPONSOR OF THE RUGBY WORLD CUP AND ITS ROLE IN ORGANISING THE 2024 OLYMPIC GAMES



Francois HICTER
Director of Major Events
Operations and Services



The preparation of two great events by SNCF

ICF



April 18th 2024



Francois HICTER

Director of great events of SNCF VOYAGEURS
Project manager for Olympic and Paralympic games

01

The figures

02

*Two different
method of
preparation*

03

*The Rugby World Cup
2023*

04

*The games of Paris
2024*

05

Focus on themes

The figures



The Rugby World Cup 2023



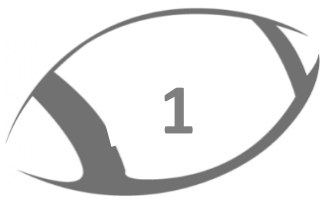
Days of compétition



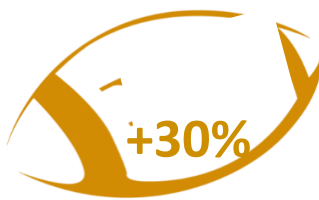
MATCHES
INCLUDIN 38 IN THE REGIONS



MILLIONS SPECTATORS IN STADIUMS



MILLION FANS
IN « RUGBY VILLAGES »



450 000 FOREIGN VISITORS
traveling primarily with public transport

The most important sport event in the world



15.000

ATHLETES



208

DELEGATIONS



32

OLYMPIC SPORTS



22

PARALYMPIC
SPORTS



3MDS

TV VIEWERS



20.000

JOURNALISTS



13,4M

VIEWERS



31

DAYS OF COMPÉTITION J

> 19 FOR OG

> 12 FOR PG



40

COMPETITION VENUES

OG

> 31 IN PARIS

> 9 IN REGIONS



17

COMPETITION VENUES

PG

> 16 IN PARIS

> 1 IN REGION

Our two methods



BATCH ORGANISATION FOR RUGBY WORLD CUP

DIRECTION OF PROJECT

PILOTAGE Follow-up on compliance with planning | Consolidated consumption of contracted budgets | Risks | Satisfaction

PILLAR SERVICES FOR THE ORGANIZING COMMITTEE

#1 SAFETY AND SECURITY

- Deliver the services related to the partnership in compliance with the safety and security standards associated with this event
- Ensure relations with stakeholders, including public authorities

#2 TRAVELERS

- Deliver rail mobility for teams and officials
- Deliver ephemeral event mobility for viewers)

#3 Rail track and train station

- Deliver services related to station visibility and accompaniment
- Ensure availability of infrastructure (stations, tracks, etc.) for the tournament
- Ensure robust operational management

PILLAR COMMUNICATION

#4 INTERNAL & EXTERNAL COMMUNICATION

Promote our company to our customers and enhance the value of our agents

#5 SOCIAL COMMITMENTS

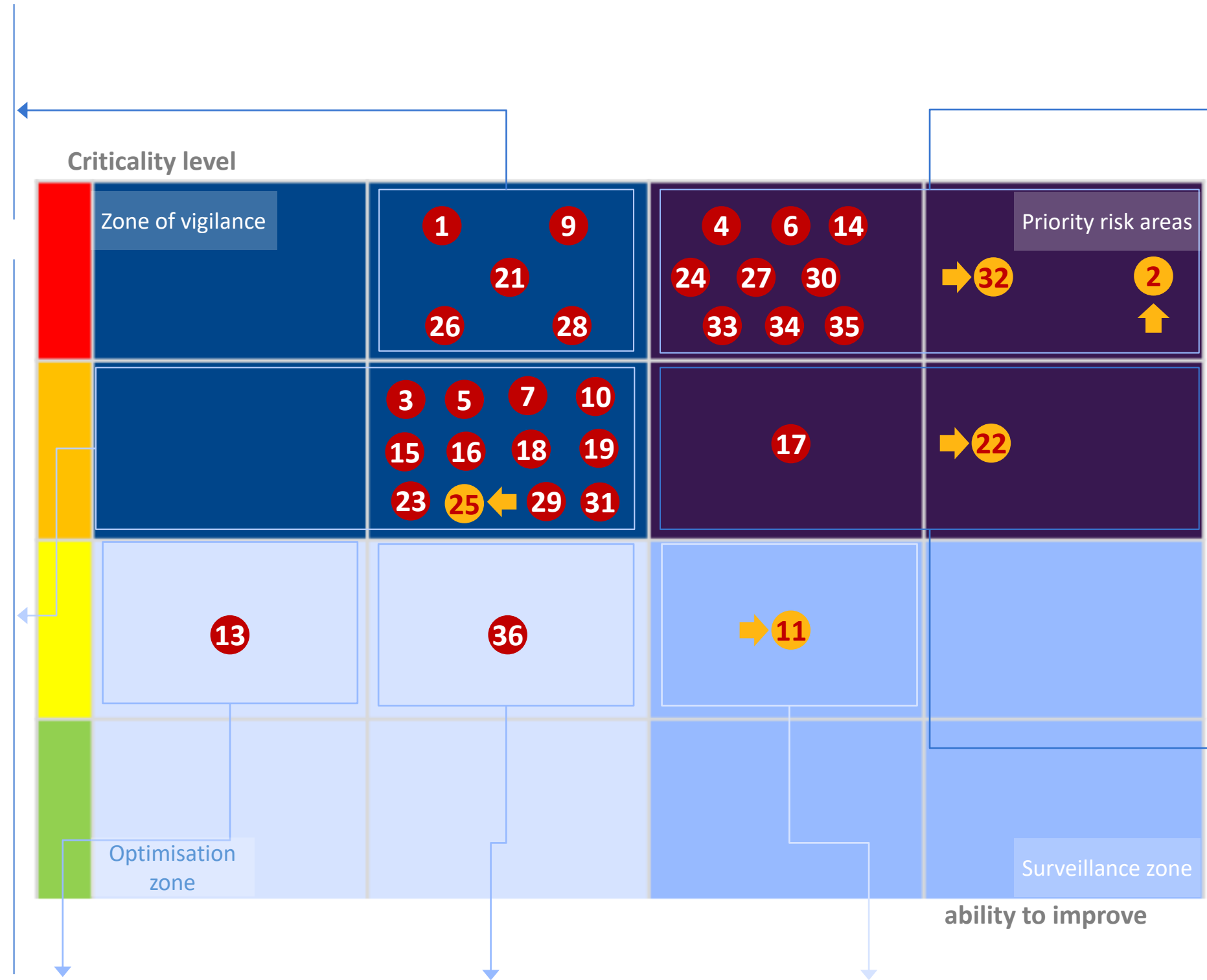
- Provide and guarantee services in compliance with environmental, inclusion and ethical rules

#6 LEVERAGE

- Promote our knowledge to institutional targets and opinion leaders

MAPPING OF MAJOR RISKS OLYMPIC GAMES 2024

- 01 - Railway accident with casualty
09 – Social movement
21 - mismatch between the capacity of the rail system (train paths, rolling stock capacity, etc.) and the additional needs associated with the Games
26 - Unavailability of the IS
28 – Rolling stock deficiency
03 - Sous-estimation de l'importance des Jeux par le Groupe
05 - Indisponibilité en nombre et en qualité des prestataires et fournisseurs nécessaires à l'exercice de nos missions
07 - Crisis management deficiencies (operational, media, social networks)
10 - Inadéquation entre les moyens humains et l'ampleur de l'événement
15 - Injonctions des instances externes mettant le Groupe en difficulté
16 - Déficience sur une étape du parcours client aux interfaces entre organisations internes et / ou externes
18 - Deficiencies in passenger information, particularly of a multi-cultural nature
19 - Défaut de propreté des gares, des trains et des abords
23 - Incapacité de nous adapter aux besoins de transport de dernière minute
25 - Travaux sur nos infrastructures perturbant l'exploitation avant et pendant les Jeux
29 - Déficience des escaliers mécaniques et ascenseurs
31 - Déficience des outils industriels



- 02 - Absence d'anticipation de l'allocation des moyens supplémentaires à allouer pour les Jeux
04 - Crise sanitaire impactant l'exercice de nos missions (épidémie, pollution, canicule...)
06 - Incapacité du Groupe à gérer les flux et les mouvements de foule, de panique en gare, y compris pour les PMR
14 - Aléas climatiques avec impact sur l'exploitation (fortes pluies, canicule...)
24 - Incapacité de livrer en temps et en heure les projets que nous devons réaliser pour les Jeux (matériel roulant, infrastructures, gares, informatique et télécom, électrique...)
27 - Déficience de l'infrastructure ferroviaire
30 - Déficience électrique
32 - Cyberthreats
33 - Acte terroriste (dont cyber attaque à visée terroriste)
34 - Recrudescence des incivilités ou actes de délinquance à l'occasion des Jeux
35 - Recrudescence des bagages abandonnés à l'occasion des Jeux
17 - Deficiencies in services dedicated to people with disabilities / PMR / wheelchair users
22 - Défaut d'arbitrage des différents besoins de transport (loisirs, les aux distance, fret, concurrents,...)

13 - Cases of corruption

36 - Sous estimation des besoins de l'ensemble des territoires pendant les Jeux

11 - lack of team commitment

Risques ayant évolué en opportunité

- 8 - Missed opportunity to leave a legacy to the Group
12 - Défaillance du dispositif athlètes SNCF
20 - A lack of innovative services for our customers that set us apart from the competition

Légende :

- 1 Major risk
- 1 Risk turned into opportunity
- 1 Risks that have evolved and direction of evolution
- 1 Risk no longer considered major

And Most importantly prepare well in advance

Results embargo until 6pm on 28th February



Themes of the Paris 2024 Games



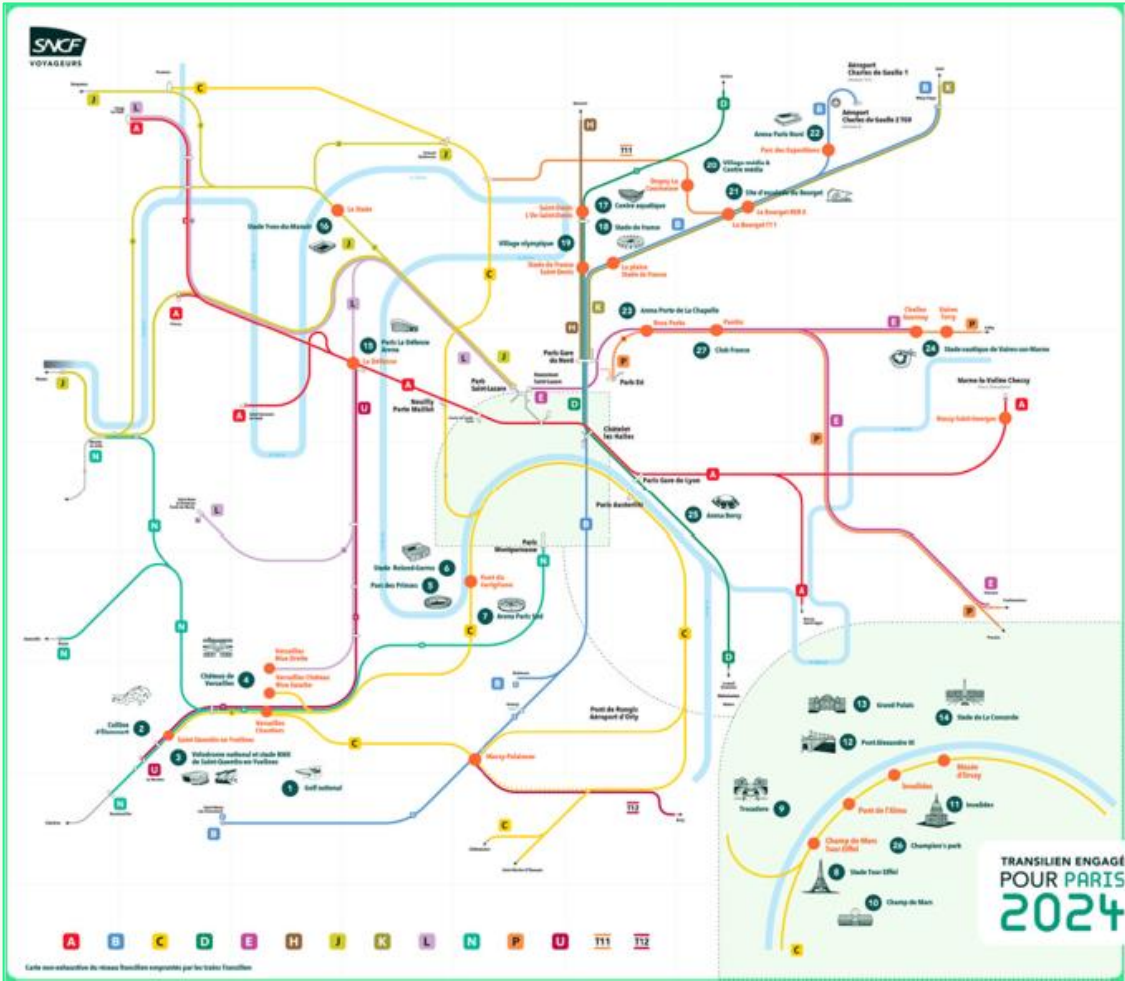
Transporting Games spectators

An unprecedented volume in the context of a 100% public transport service (or almost)

- + **In Paris By « transilien »,**
To the majority of stadiums, sometimes with several events per day. But also in Paris for city events, including the Opening Ceremony, which for the first time will be held outside a stadium.
- + **Long-distance TGV-INTERCITY service,**
To attend events in Paris and the Regions
- + **On short and medium-distance régionals trains,**
To attend events in Paris and the Regions



Transportation plan In and Near Paris



B

+ 650 trains
5 stations involved

E

+ 250 trains
5 stations involved

L

+ 500 trains
2 stations involved

C

+ 560 trains
9 stations involved

H

+ 350 trains
2 stations involved

P

+ 800 trains
2 stations involved

D

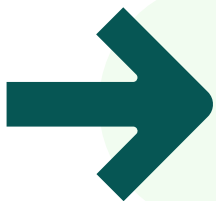
+ 1 000 trains
3 stations involved

J

+ 330 trains
2 stations involved

J

+ 60 trains
3 stations involved



In and around Paris An unprecedented transport plan, with +4,500 trains, adapted to the event schedule and traffic forecasts.

Transportation plan TGV and INTERCITY

Châteauroux (Shooting)

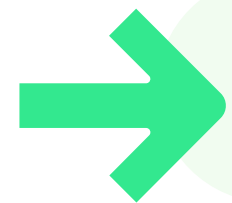
- + Morning train from Paris to Châteauroux to arrive before the 1st event
- + Offer reinforcement

Lille (handball et basketball)

- + Adaptation of the schedule of the 1st train from Paris to allow arrival in Lille before the 1st morning race
- + Adaptation of the timetable of some evening trains to allow return to Paris after the 7.30pm sessions

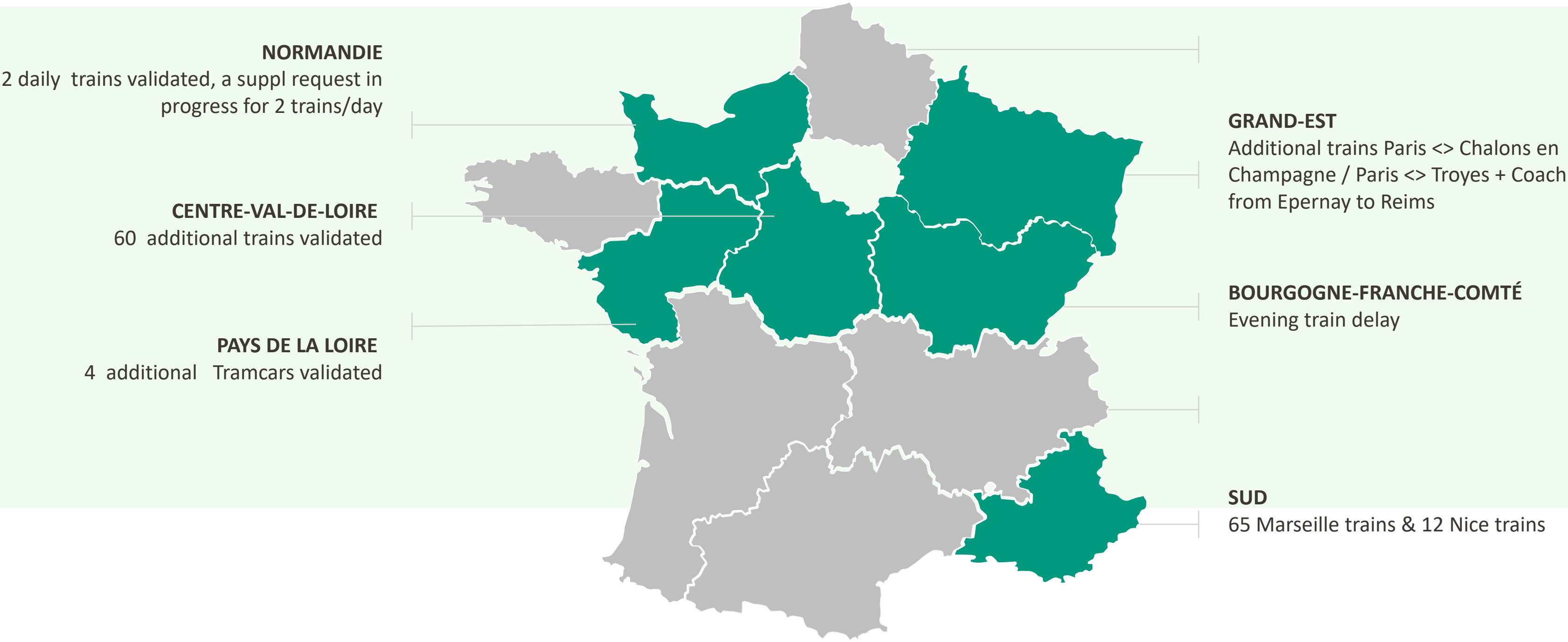
Marseille (sailing and Football)

- + Request to postpone the last TGV to allow sailing spectators to return to Paris (end of event 7pm).



Status of requests from Paris 2024 and the French government to adapt the transport plan.

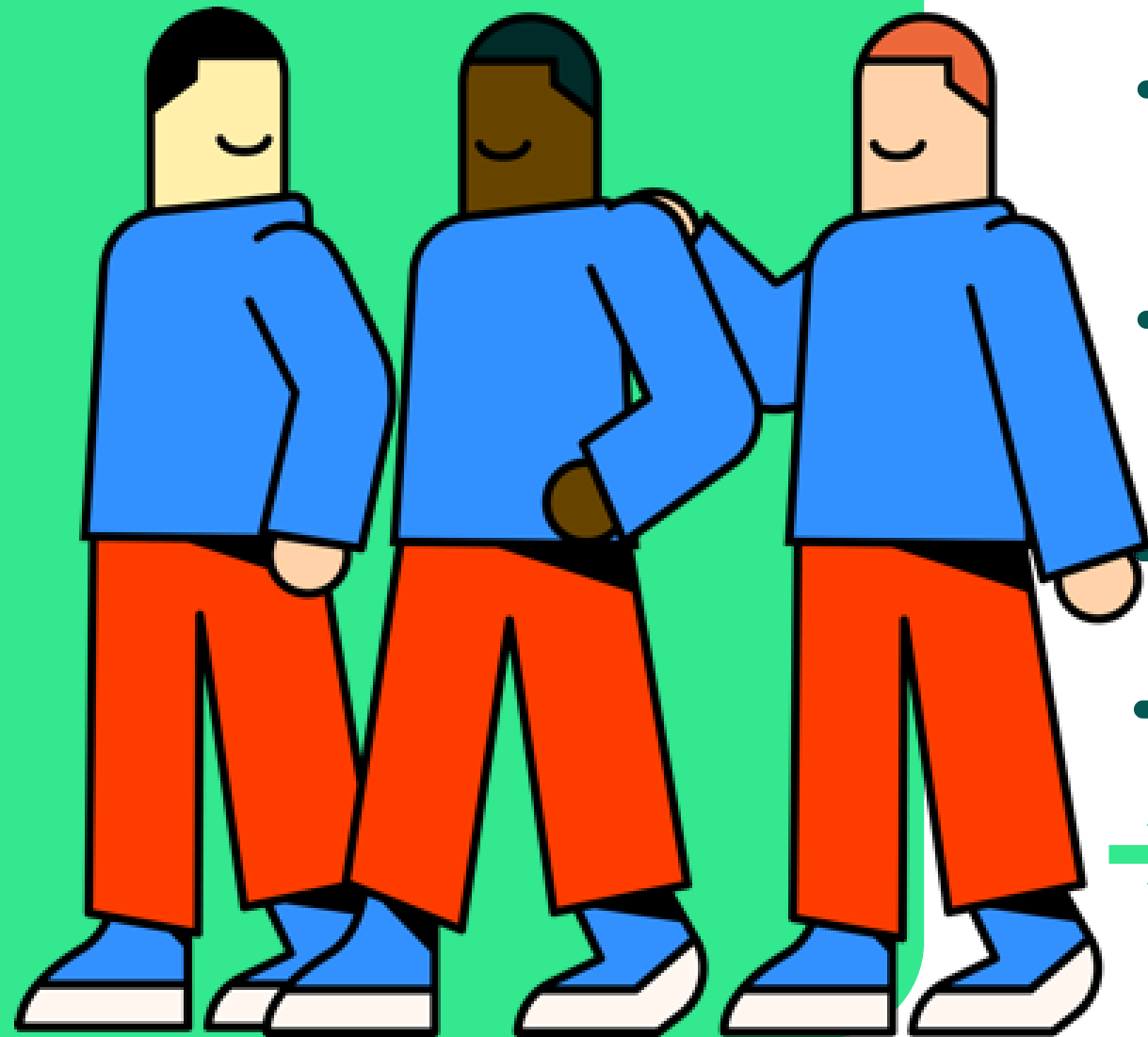
Transportation plan Regions



 Reinforced TER JOP transport plans to February 07, 2024.



Transporting the Olympic family



- P2024 volunteer convention on March 236 special TGVs + 2 privatized IC cars
- Delegations from Switzerland by Lyria, and from the UK, Netherlands and Germany by Eurostar
- Soccer and basketball teams to competition sites in the provinces (between 60 and 90 journeys)
- Soccer and handball tournament referees
- The IOC by Lyria

→ ***And many other Paris 2024 accredited guests***

Operational resources

- ➔ A sufficient number of drivers to ensure the transport of the games
 - Estimating the need for drivers and securing the appropriate resource load
 - Mobilize all driving reinforcements (occasional branch drivers, trainers, other activities, etc.).
 - Secure hosting
- ➔ Maintenance to maximize train availability and rail plant reliability
 - Anticipating preventive maintenance
 - call for specific skills in management departments and expertise in engineering departments
 - securing strategic installations and critical parts
 - Mobile or remote troubleshooting systems



Tailor-made supervision and crisis management systems

A rethought national organization to meet the challenges ahead

- A command post managed by the infrastructure manager with a specific cell for Paris and its region and a cell for the
- Liaison officers in most Olympic organizing committee command centers and prefectures provinces

Adaptation of supervisory organizations

- Reinforcement of human resources in crisis rooms, with shift to 2X8 shifts
- Pre-operational reinforcements in production units
- specific support from the network of experts

Scenarios of unexpected disturbances

- Update of alternative routes

Visual cues specific to the Paris 2024 games to quickly orient spectators and streamline the routes

Signage and a directory in stations to direct you to the Olympic sites



Line plans dressed in the colors of the games



A reinforced welcome for non-French-speaking customers

to allow all non-French-speaking customers to travel independently and with confidence

by relying on existing trilingual systems

by providing our agents with a translation tool developed specifically for railway vocabulary

by supporting agents to be comfortable in contact with non-French-speaking customers and those from different cultures





Permettre à tous les voyageurs non francophones de se déplacer en toute autonomie, confiance et en toute circonstance pendant les Jeux de Paris 2024

- + En s'appuyant sur les dispositifs existants qui seront tous trilingues à l'horizon des Jeux
- + En donnant les moyens aux agents au contact des clients de fournir la bonne information au bon moment
- + Et en accompagnant les agents pour qu'ils soient à l'aise au contact de clients non francophones

Volunteers for the Paris 2024 Games, an extraordinary program

An unprecedented need for 10,000 volunteers in stations, half of them in TN's JOP site stations:

- + To ensure 40,000 sessions lasting between 6 and 7 hours
- + An average of 3 to 4 sessions per volunteer
- + To cover the hours from 6 a.m. to 1 a.m.
- + Over 37 days between July 24 and Sept. 10, 2024* (*OG and JP period + or - 2 days)

At 60 JOP stations serving the event venues:



All agents on the customer journey will wear a vest of the same color



+ Unprecedented passenger flows from all over the world

Ex 20,000 passengers/day expected for the 1st time (usual 2,000 passengers/day)

+ Strong internal media pressure 100% of national events

THANK YOU

ANOTHER QUESTIONS : francois.hicter@sncf.fr

Q & A session



Webinar – Role of Railway in large scale events– April 24th, 2024

THE SPECIAL ARRANGEMENTS & MEASURES DEPLOYED BY ONCF DURING PERIODS OF HIGH TRAFFIC



Nacera BECHARI
Head Of Marketing
Department



The special arrangements and measures deployed by ONCF during periods of high Traffic

Strategies for Seamless Travel Experiences

PLAN DE LA PRÉSENTATION



01

ABOUT US

02

OVERVIEW OF PEAK
PERIODS

03

ENHANCED TRANSPORT
SERVICES

04

STAFFING

05

MARKETING STRATEGIES

06

STRATEGIC
PARTNERSHIPS

01 ABOUT US

Getting to Know ONCF



ONCF'S TRAIN SERVICES



Al Boraq



HIGH SPEED TRAINS

Casablanca – Tangier

28 TRAINS AL BORAQ

1 per hour

TNR



REGIONAL TRAINS

- Casablanca – Settat
- Casablanca – Kenitra
- Casablanca – El Jadida
- Airport Med V

132 TRAINS

16 trains per 2H

62 Trains per 30Min

16 trains per 2H

38 train per hour

Al Atlas



INTERCITY TRAINS

- Fez – Marrakech
- Casablanca – Khouribga
- Casablanca – Nador
- Casablanca – Oujda
- Tangier – Fez - Oujda

67 TRAINS

29 trains per hour

6 Trains Per Day

4 Trains per Day

4 Trains per Day

8 Trains per Day

KEY FIGURES



2 309 km

Length of lines



+52 M

Passengers in 2023
(+15% Vs 2022)



+5 M

travelers on board Al Boraq (High
speed trains)
up +24% Vs 2022



80%

customer satisfaction rate.

02

OVERVIEW OF PEAK PERIODS



IDENTIFICATION OF PEAK PERIODS

SCHOOL HOLIDAYS

RELIGIOUS CELEBRATIONS

CULTURAL EVENTS

MAJOR SPORTS TOURNAMENTS



- High passenger demand
- Potential for delays and overcrowding
- Staff shortages and resource constraints
- Limited capacity on trains and platforms
- Implementing safety measures

All of this requires a global system at all levels:
technical, commercial and organizational

**ENHANCED
TRANSPORT SERVICE**

**STAFF
REINFORCEMENT**

**MARKETING
STRATÉGIE**

**STRATEGIC
PARTENERSHIP**

03

ENHANCED TRANSPORT SERVICES



ENHANCED TRANSPORT SERVICES



ONCF is committed to continually improving transport services to meet evolving passenger needs.

Additional Train Services

5% INCREASE IN TRANSPORTATION PLAN

Up to 250 trains per day (Vs 227 in normal period)

Optimized Train Composition

135 000 SEATS OFFERED PER DAY

Maximize seating capacity and passenger comfort

Extended Schedules

SCHEDULE ADJUSTEMENT

Extending train schedules, providing early morning and late-night services to accommodate diverse passenger schedules and promote accessibility

04 STAFFING



STAFF REINFORCEMENT

Front office



Strengthening the teams responsible for welcoming and guiding travelers in stations and on board trains

- 1 More staff at ticket counters
- 2 Utilization of Internship Programs (Up to 150 Intern each month during summer)
- 3 Station and train agents (+350 agents during summer per day « + 10% Vs Normal period »)
- 4 Enhanced presence of railway police on trains
- 5 Boosting security presence at stations



STAFF REINFORCEMENT

Back office



INCREASED TECHNICAL STAFF

- 1 Regional and central command centers
- 2 IT teams standby for technical issues resolution
- 3 Dedicated surveillance teams monitor trains and tracks 24/7
- 4 Call center is available 24/7 for assistance



05 MARKETING STRATEGIES



MULTI-CHANNEL MARKETING STRATEGY

**DIVERSIFICATION
OF DISTRIBUTION
CHANNELS**

**REMOTE
INFORMATION**

**TARGETED
PROMOTIONNAL
PRINCING**

**PEDAGOGICAL
CAMPAINS**

MULTICHANNEL DISTRIBUTION

Ensuring customer proximity



ATM & Station ticket offices

('Immediate Departure' or 'Trip Preparation')



Website

Oncf-voyages.ma



« KHIDMAT AL QORB »

Proximity service



الشعبي
كاش



CHAABI
CASH

REMOTE INFORMATION



ONCF TRAFIC APPLICATION

**Your train in
real time!**



CUSTOMER RELATIONSHIP CENTER

Valid 24/7



CHATBOT « M'ONCF »

**Equipped with
artificial
intelligence**

PEDAGOGICAL CAMPAINS



Travel rules



**Mandatory
reservation**



**Tips for traveling
cheaper**



Anticipation

TARGETED PROMOTIONAL PRINCING



GROUP DISCOUNTS



SUMMER SPECIALS



FAMILY-FRIENDLY
PACKAGES “YALLA
FAMILY”

To encourage travelers to switch to off-peak trains and smooth out traffic across all trains throughout the day



9 STRATEGIC PARTNERSHIPS

STRATEGIC PARTNERSHIPS

The FIFA Club World Cup 2022



- Enhancement of train services to and from Rabat and Tangier during the competition period
- Transportation of FIFA staff and participating teams
- Transportation of local and international supporters **(+25% Vs Normal period)**
- Conducted promotional campaigns to encourage the use of trains during the competition
- Ensured seamless coordination between ONCF teams and FIFA representatives to deliver efficient transportation services throughout the event



**THANK YOU
FOR YOUR ATTENTION.**

Q & A session



Webinar – Role of Railway in large scale events– April 24th, 2024

"NAVIGATING THE TRACKS: THE INTERSECTION OF RAILWAY LOGISTICS AND KEY MILESTONES SHAPING MRT-3 IN THE PHILIPPINES"



Roda B. Espejo
Chief, Station Division



Jane A. Abiera
Supervising Transportation
Development Officer





Metro Rail Transit – Line 3

24 April 2024

Challenges and Strategies

MRT3 CHALLENGES





EDSA DOS



DOTr-MRT3





Miting De Avance



DOTr-MRT3



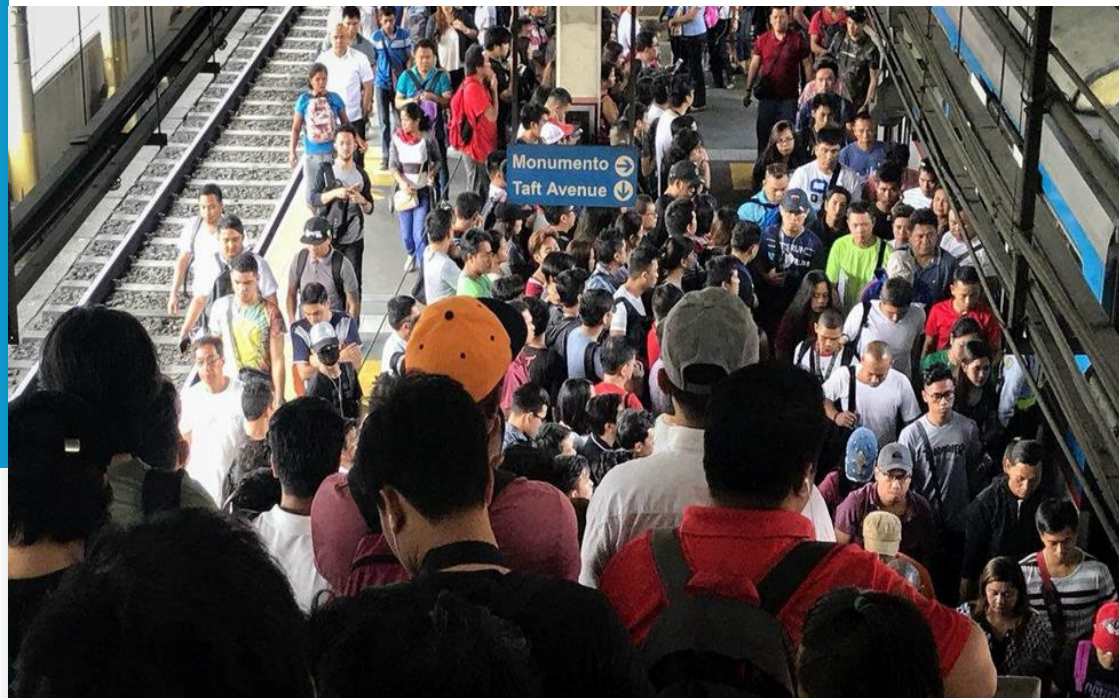


Flooding at Santolan and Quezon Avenue Station



DOTr-MRT3





Passenger Congestion and Long Queue



DOTr-MRT3





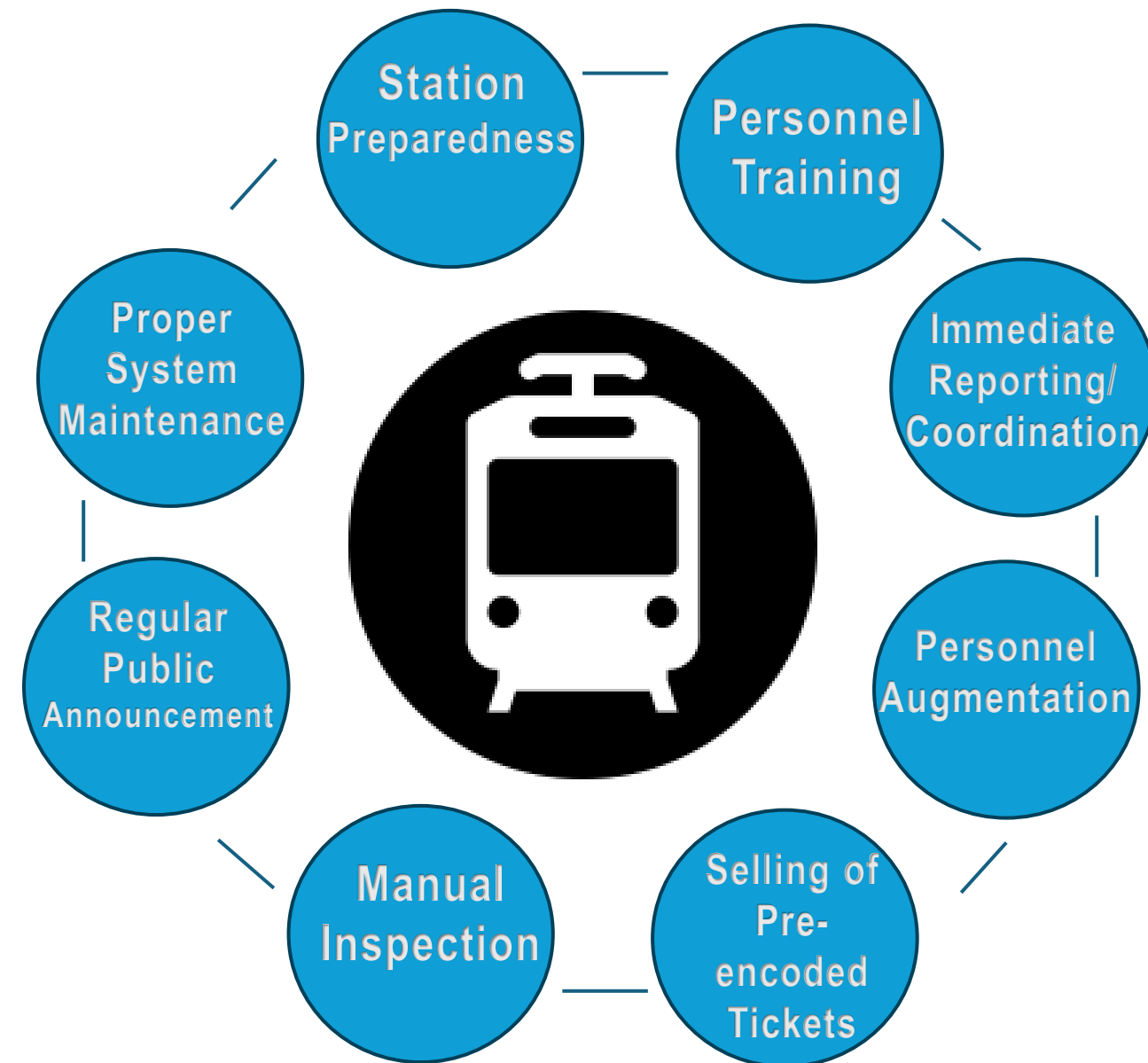
Implementation of Provisional Service



DOTr-MRT3



MRT3's Strategies



Thank You





Railways Role in the FIBA Basketball World Cup 2023

August 25 – September 10, 2023

RODA B . ESPEJO

Chief Transportation Development Officer
DOTr-MRT3 – Station Division



Topics

- ❖ **MRT3 Stations: at a glance**
- ❖ **Facts about FIBA 2023**
- ❖ **MRT3's Participation in FIBA 2023**



MRT3 : At a glance

- ❑ **2nd rapid transit line built in Metro Manila**
- ❑ **Started full operations in the year 2000 under a 25-year concession agreement**
- ❑ **The line is owned by a private company (MRTC) operating in partnership with the DOTr under a BLT agreement for 25 years**
- ❑ **Serving 359,159 daily passengers on average**
- ❑ **13 Stations from Quezon City to Pasay City**
- ❑ **2 At-grade, 2 Depressed, and 9 Elevated Stations**
- ❑ **Barrier-free access and commuter-responsive facilities and equipment**
- ❑ **Uses contactless tickets (Stored Value (Beep Card) and Single Journey)**
- ❑ **Managed by the Station Supervisors reporting in 3 shifts 24/7 in each station**
- ❑ **Opens at 4:30 AM and closes at 10:43 PM**

Facts about FIBA 2023

- ∅ Hosted by the Philippines, Japan and Indonesia
- ∅ 32 Teams participated
- ∅ Venues in the Philippines included SM Mall of Asia Arena in Pasay City, Araneta Coliseum in Quezon City and the Philippine Arena in Bocaue Bulacan.
- ∅ Work suspension in government offices and classes in public schools in Metro Manila and Bulacan.



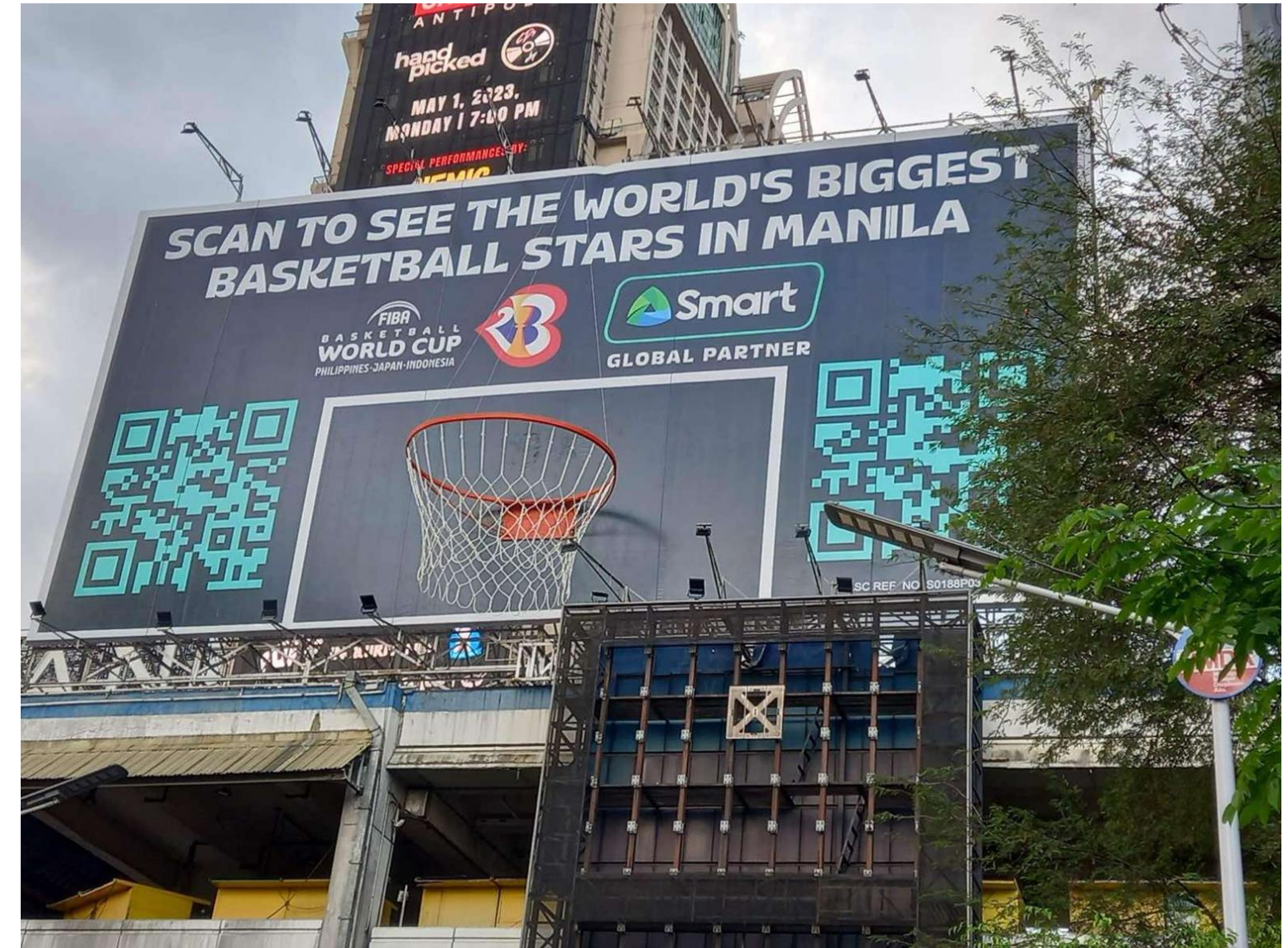
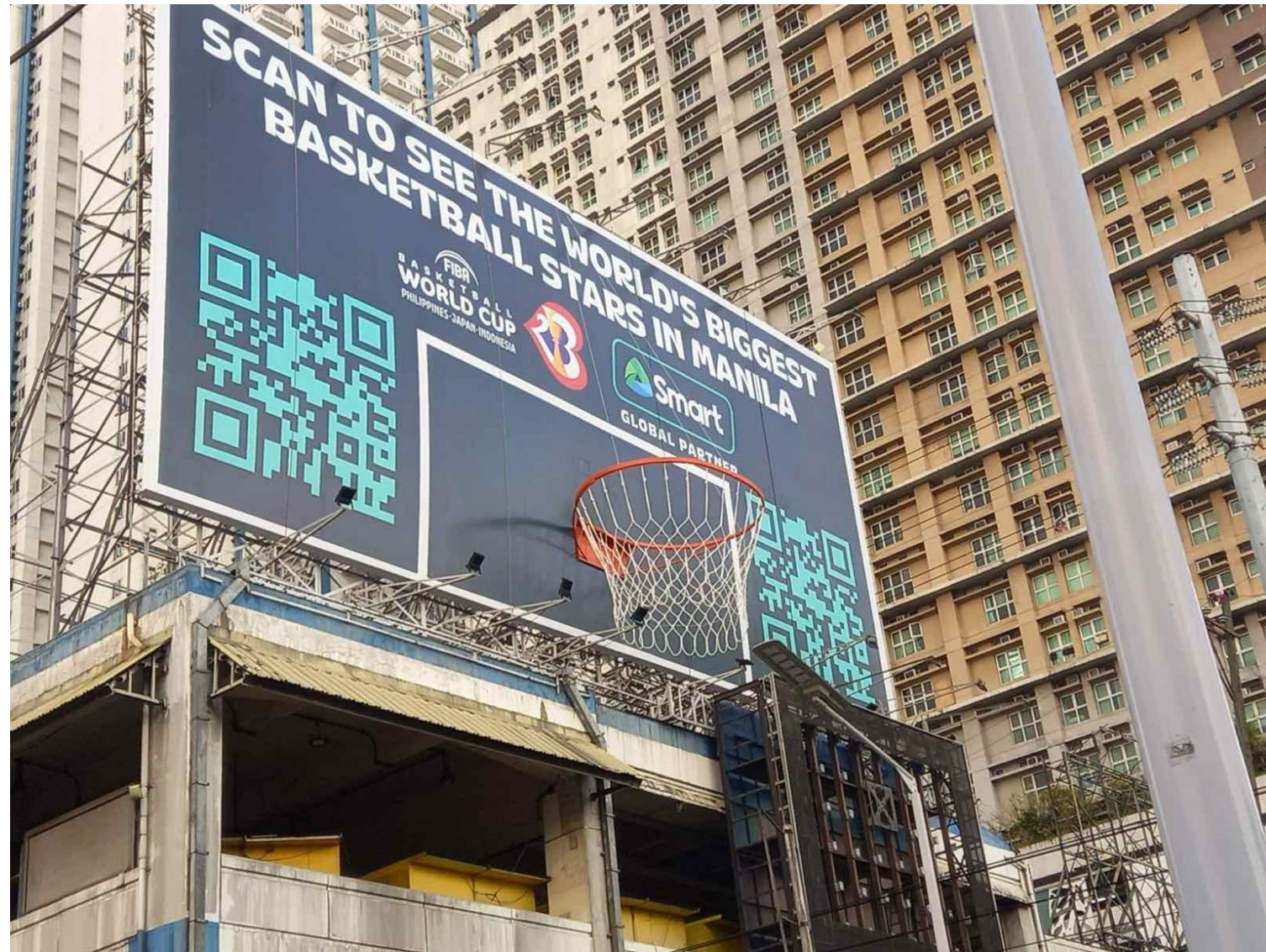
MRT3'S Participation in FIBA 2023

- ∅ Active participation in the Transportation Inter-Agency Meeting for the FIBA World Cup
- ∅ Provision of free-ride in MRT3 for FIBA Local Accredited staff from August 23 to September 10, 2023
- ∅ Installation of branding materials in MRT3 Stations for free



- Grant of free rides to participants of FIBA Basketball World Cup 2023
(A total of 3,342 athletes, delegates and volunteers availed of the free ride)





Branding for free space ads

FIBA Appreciation Day



Thank you

Q & A session



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CLOSURE



Karim Eddine CHENNOUF
Chairman of the management Board
IFF



Satisfaction survey

(Takes only few seconds)

