

# LINDA MOIR

Delivering a memorable customer  
experience through people



virgin atlantic





AIRBUS A340-600



2 July 2002

virgin atlantic



EXIT

OPEN

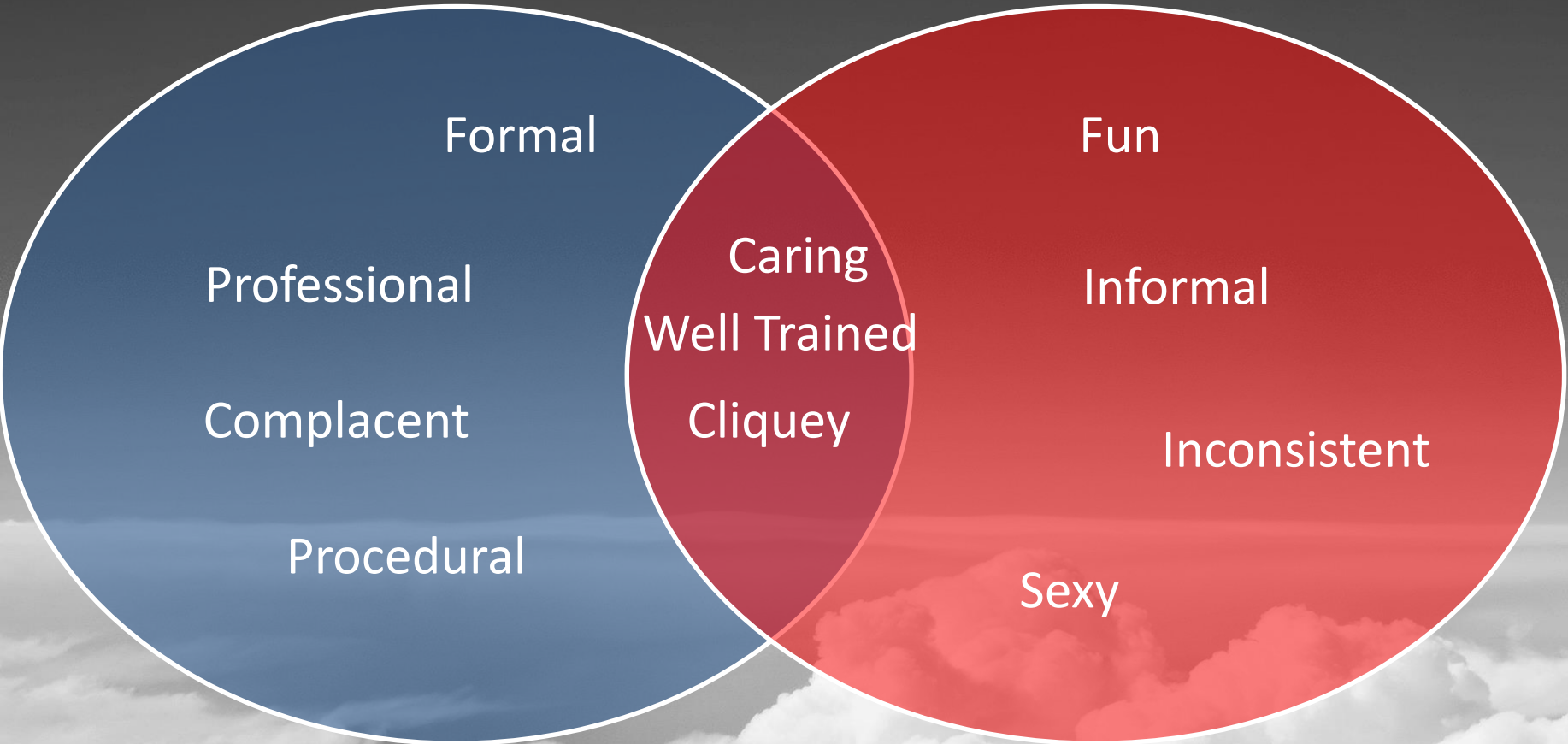












BRITISH AIRWAYS



virgin atlantic



brilliantbasics  
magic touches



# Happiness is a clean loo



brilliantbasics



*magic touches*

So  
why  
does  
that  
matter  
to  
you?



brilliantbasics   
magic touches



95 %

PROUD TO  
WORK AT  
VIRGIN

UP FROM 90%

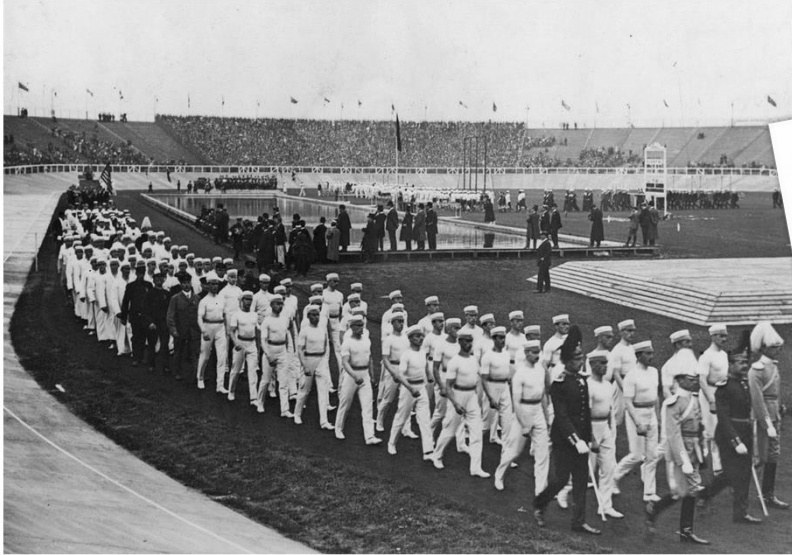
92 %

CUSTOMER  
SATISFACTION

UP FROM 89%



London hosted the games in 1908 and 1948









Beijing 2008



Beijing 2008







## London wins the bid 2005













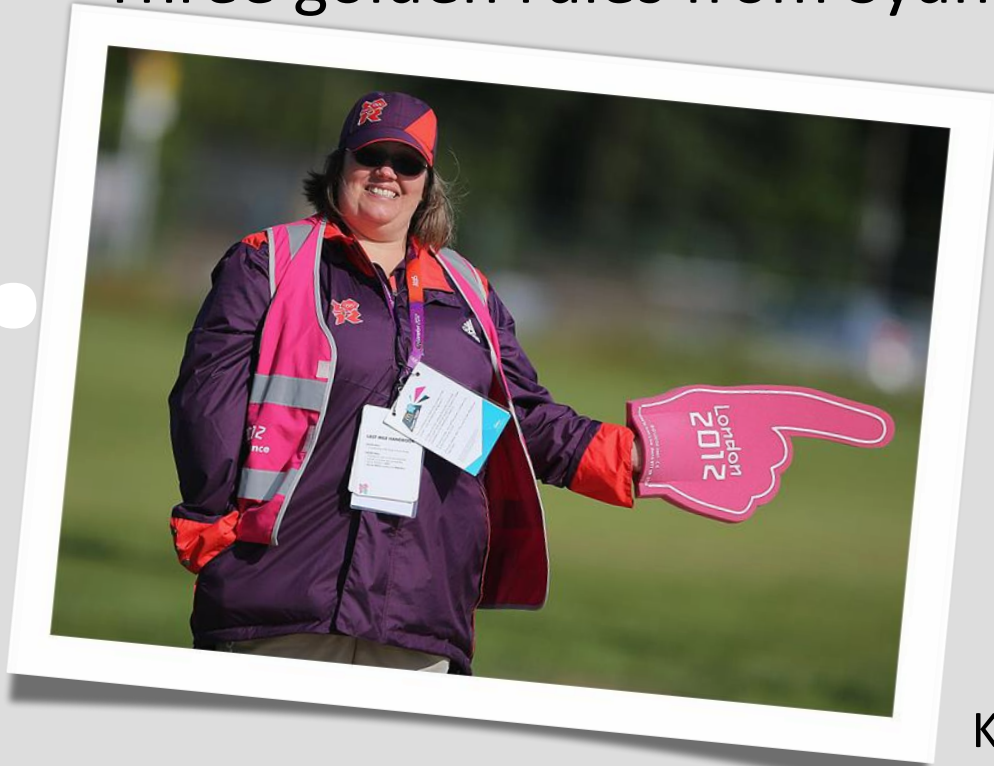




Paralympic Games

## Three golden rules from Sydney

1.



Keep volunteers busy

## Three golden rules from Sydney

# 2.



Keep volunteers rotated

## Three golden rules from Sydney

# 3.



Recognise people and their needs

# London 2012 hosting actions

*Inspirational  
Distinctive  
Open  
Alert  
Consistent  
Team*



Insert hosting video here please





THOMAS MARTIN  
NAME  
PHONE NO.  
CDM

OCOG

adidas

London 2012





Sport At the Heart Video goes here

# Your questions?

