

## **Overview**

The opening organization of D-Marin Didim marina which is based on 10.000 square meters with 1050 yacht capacity, hosted by the Chairman of Turkey's Doğu Holding A.S, Ferit Şahenk and his wife Diana Şahenk with attendance of The Prime Minister of the Republic of Turkey Recep Tayyip Erdoğan and his wife Emine Erdoğan, the Minister of Transport and Communication Binali Yıldırım, the Minister of Culture and Tourism Ertuğrul Günay, former secretaries of state Mehmet Aydın, Kürşat Tüzmen, the bureaucrats, the members of parliament and businessmen.

## **Solution**

By configuring according to the different attendance profiles of the marina,

## **Challenge**

Challenge 1: Combination of Prime Minister's and Ministers' schedules with opening organization.

Challenge 2: Design and implementation of logistics, content, announcements and invitations according to the new schedule in 3 weeks.

Challenge 3: Coordination of charter flights from THY (Turkish Airlines) for senior officers' transportations from Ankara and Istanbul to Didim in summer.

Challenge 4: Making the necessary organization according to businessmen, politicians, bureaucrats, media, VIPs of Dogus Group, local authorities and public.

Challenge 5: Implementation of security, catering and protocol collaboration with prime ministry and ministry of transport undersecretary specially for prime minister and ministers.

Challenge 6: Planning of logistics and security for prime minister's speech to 10.000 public and 800 VIP participants.

Challenge 7: Planning and implementation of catering, security, toilets, first aid, branding, stage, audiovisual systems, grandstand and shading on 70.000 square meters area without any superstructure.

Challenge 8: Participants' spending 6 hours under high hot weather conditions.

Challenge 9: Providing of technological support for press members who will come to the organization.

Challenge 10: Direction of heliport for participants who will come with special helicopter.

Challenge 11: Setting of a special space for prime minister's press conference.

Challenge 12: Planning of parking area for participants who will come by bus and car.

Challenge 13: Preparation of a fascinating show for participants who attended different opening organizations before.

## **COSMO Way**

The opening day was determined at the end of collaboration with prime ministry, ministry of transport and Dođuş Group.

3D visual designs logistic solutions were prepared by doing location inspection during schedule period.

An operation staff which contains employees of COSMO and Dođuş Holding presidential department was formed in Didim and Istanbul.

By preparing a detailed flow process plan, the whole operation was carried out according to the plan.

By combining prime ministry, ministry of transport and Dođuş Group datas, a common guest list was formed with the attendance confirmations. Also the travel details were followed up.

The general announcement designs were made for public participation around Didim.

People who wanted to attend from neighborhood were transported by bus.

Parking areas were provided to participants who came by vehicles.

VIP access, public access was seperately and security control was provided.

The need of cooling, shading, food and beverage provided for the public.

The grandstand and regulations for VIP guests were made according to the protocol rules.

Press room, high capacity internet and up link were provided for press members.

A mega yacht was provided for prime minister's press conference.

Heliport was regulated considering day time flights.

Charter flights for VIP guests' were provided by THY from Atatürk Airport and Esenbođa Airport.

An opening ceremony according to design of place was organized by using giant cranes without ribbon cutting ceremony.

Catering was provided during 6 hours for 11000 participants.

A dinner was given to 800 VIP guests by Swissotel after the opening ceremony.

Participants watched the introductory film, the fascinating 16 feet wide projection and fireworks show while having dinner.

## **ROE**

Maximum level of gladness was given to participants.

The Prime Ministry and the Ministry of Transport extended their thanks to Dođuş Holding for the organization's high standards, detailed diligence, technology and performance in high-level visual show.

Dođuş Holding carried out an important and great opening ceremony in a short period of time which will create a tremendous impression in the eye of business associates and state protocol.

