

Directorate «Saransk -2018»

Host City Saransk



General information

- ◆ Official full name in English:
 - Autonomous Non-Profit Organisation «Directorate on preparation and staging of the 2018 World Cup in the Host City of Saransk»

Address of the office:

Saransk, Bolshevikskaya str, 30 (Business center «Admiral»)

Quantity of employees – 35

CEO: Alexey Pleshachkov

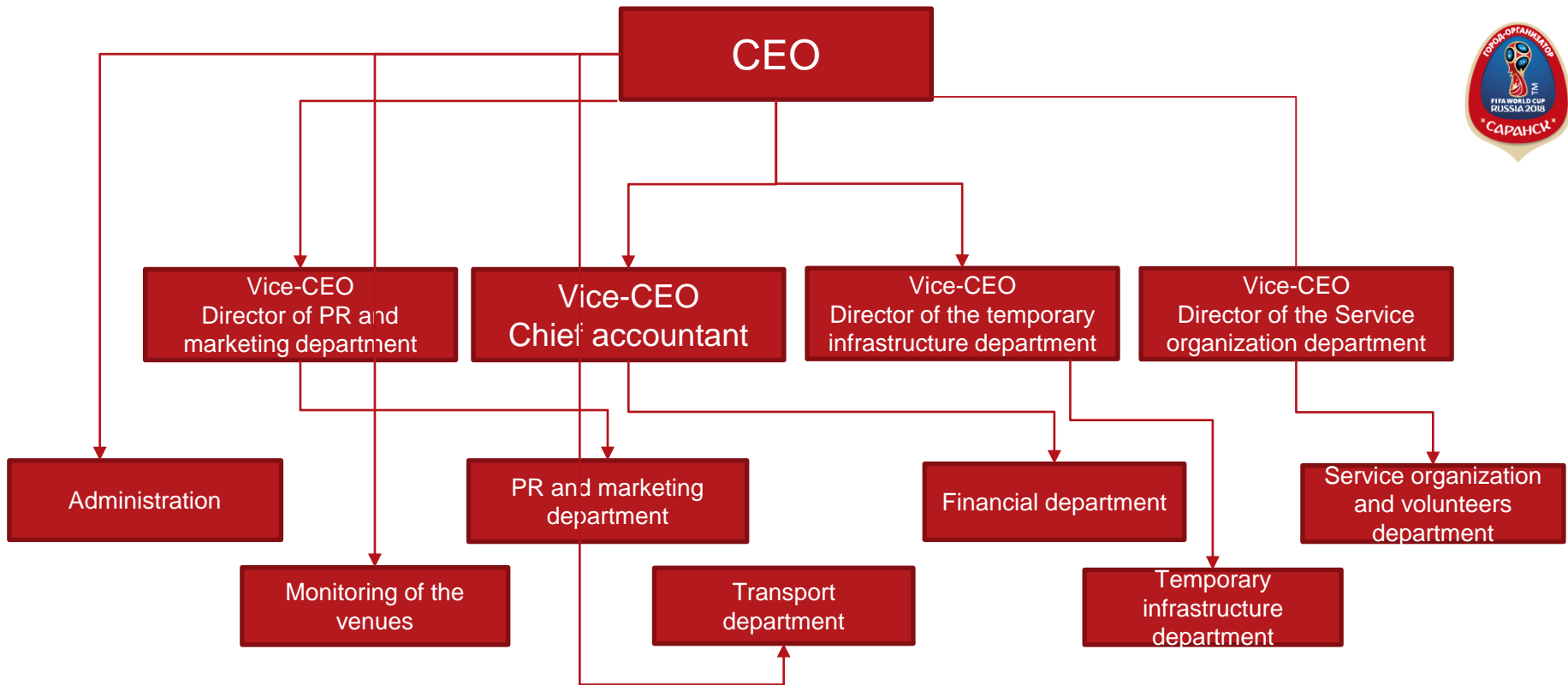


Organization activity



- ◆ Development and organization of plans of preparation, organization and holding of the World Cup;
- ◆ The activities during the preparation and during the games;
- ◆ Develops and realizes a marketing plan;
- ◆ Coordinates the project and construction (reconstruction) of the objects;
- ◆ Creates a positive image and tourist attractiveness of the region;
- ◆ Controls the FIFA requirements;
- ◆ Preparing the report on the results of the World Cup.





PR and Marketing department



- ◆ Vice-CEO – Director of the Department;
- ◆ Event manager;
- ◆ Manager of the FIFA FAN FEST preparation and communication with commercial partners;
- ◆ Designer;
- ◆ Media, SMM and PR manager;
- ◆ Manager of advertising and decoration of the city



Manager of the FIFA FAN FEST preparation and communication with commercial partners;



- ◆ Preparation and staging of the events in Host City Saransk;
- ◆ Promotion the brand of the Host City Saransk on the international stage;
- ◆ Working with Ambassadors of the WC2018;
- ◆ Communication with the leadership of the Republic and the city;
- ◆ Communication with FIFA sponsors and partners: McDonalds, KIA, Hyundai, Coca-Cola, Adidas, VISA, BUD and others;
- ◆ FAN FEST Preparation:
 - Food and Beverage project – organization, realization and controlling of the food and beverage program on the FIFA FAN FEST area

