

CORPORATE LOGISTICS GUIDE

Corporate Event Transportation Playbook

Airport arrivals, multi-venue moves, executive detail — the operational framework behind flawless corporate ground transportation.

ARION LLC · [RIDEARION.COM](https://ridearion.com)

Phase 1 — Scoping the Event

- Define transport groups.** C-suite, board members, speakers, general attendees, and vendors each have different service levels and timing.
- Map every movement.** Airport → hotel, hotel → venue, venue → dinner, dinner → hotel, hotel → airport. Miss one leg and someone's stranded.
- Collect flight manifests early.** Real-time flight tracking means your drivers adjust to delays without anyone making a call.
- Identify VIP vs. group transport.** Executives get private sedans/SUVs. Groups ride Sprinters. Don't mix — it creates awkward hierarchy problems.
- Confirm NDA requirements.** If discussions happen in vehicles, your transport company should have NDA capability and driver discretion.
- Set up corporate billing.** Single invoice, PO number, department codes — handle this before the event, not after.

Phase 2 — Building the Manifest

| DATA POINT | WHY IT MATTERS |
|----------------------|--|
| Full name | Name boards at airport, reservation confirmation |
| Flight number + time | Real-time tracking, auto-adjusted pickup |
| Cell phone | Driver-to-passenger communication |
| Hotel assignment | Correct drop-off routing |
| Service level | Sedan, SUV, or Sprinter assignment |
| Special requests | Water, Wi-Fi, child seats, accessibility |

DENVER AIRPORT NOTE

DEN is the third-largest airport in the US by area. Terminal to curb takes 15–25 minutes. International arrivals add 30–45 minutes for customs. Build this into your scheduling — guests always underestimate DEN walk times.

Phase 3 — Day-Of Execution

- Stage vehicles 15 minutes early.** Every vehicle on-site before the first guest needs it. No exceptions.
- Use a transport coordinator.** One person (from the transportation company, not your team) who manages all drivers, routes, and real-time changes.
- Run shuttle loops, not single departures.** For events over 30 people, 20-minute shuttle loops between venues keep the flow steady.
- Keep drivers informed of schedule changes.** Dinner running 30 minutes long? The driver should know before the event coordinator does.
- Have backup capacity on standby.** Last-minute additions, missed flights, VIP guests who need separate vehicles. A good company has reserve vehicles within a 30-minute call.

Event Type Quick Reference

| EVENT TYPE | FLEET MIX | KEY CONSIDERATION |
|----------------------|----------------------------|--|
| Board Meeting | Individual sedans/ SUVs | Maximum privacy, NDA drivers, direct routes |
| Sales Kickoff | Sprinters + VIP SUVs | Group energy matters — branded welcome, water, schedules in each vehicle |
| Conference | Shuttle loops + VIP sedans | Volume management, signage at pickup points, timed departures |
| Client Entertainment | SUVs + party bus | Impression-first — clean vehicles, professional dress, concierge touches |
| Roadshow | Dedicated SUV + backup | Same driver for continuity, 12-hour availability, flexible routing |
| Incentive Trip | Full fleet | Mountain venues, activities, multiple daily moves, weather contingency |

THE 80/20 RULE

80% of corporate transport problems come from 20% of the schedule — airport arrivals and post-dinner departures. Over-resource these two windows and the rest flows.

Vendor Evaluation Checklist

- 01 PUC certification and \$5M+ liability insurance.** Non-negotiable in Colorado. Unlicensed operators carry personal auto insurance — it won't cover your company's passengers.
- 02 Real-time flight tracking.** Does the company monitor flights and adjust pickup times automatically, or does your admin have to call about delays?
- 03 Dedicated coordinator.** You want one person managing all vehicles, not drivers independently dispatching.
- 04 Corporate billing and reporting.** Single invoice, itemized by passenger or department, with mileage and time logged.
- 05 Driver background checks and drug testing.** State background checks, DOT compliance, annual defensive driving certification.
- 06 Backup vehicle protocol.** What happens when a vehicle has a mechanical issue? Answer should be "we dispatch a replacement within 30 minutes."
- 07 NDA capability.** If your executives discuss confidential information in vehicles, the driver should be under an NDA.
- 08 Mountain/winter capability.** AWD fleet, ice-trained drivers, chain-equipped for mountain venues November through April.

WOMEN-OWNED BUSINESS CERTIFICATION

Arion LLC is a certified women-owned business. If your company tracks DEI procurement metrics or supplier diversity, this counts toward your women-owned business spend — and you get better service than the large national fleet brokers.

Your event runs on logistics. Let someone own the transportation so you don't have to.

Arion handles corporate ground transportation for Fortune 500 companies, law firms, and event planners across Colorado. One coordinator, real-time flight tracking, NDA-ready drivers.

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