

Rugby World Cup 2011 - latest news for business

RWC 2011 offers some enormous opportunities for businesses in New Zealand to celebrate, and make the most of the business opportunities created by having 85,000 international visitors, and the eyes of the world on New Zealand.

- **Join the NZ 2011 Business Club:** The Business Club connects local business people (hosts) with international business people while they're in New Zealand for Rugby World Cup 2011. Hosting international Business Club members offers New Zealand business people a way of establishing new and enduring international relationships, and doesn't have to be expensive! It could range from a BBQ on the beach, or a game of golf, to attending a REAL New Zealand Showcase or Festival event together. It's easy and free to sign up at www.nz2011.govt.nz/business
- **Be prepared with First Impressions training:** The First Impressions online staff training resource is a fun, free and interactive way for organisations such as retailers, bars, cafes, taxi-drivers, to deliver a friendly and informed welcome to our 85,000 plus visitors during RWC 2011. The training is based on the orientation training module developed for the official RWC Volunteer workforce "Team 2011" and is a great way for organisations to get involved in RWC 2011. It will be available from early July 2011.
- **Adopt a second team:** This is an easy and enjoyable way for workplaces to get behind RWC 2011, by welcoming teams to New Zealand and supporting them while they're here – even if it's just by learning a team's national anthem. Our 'Adopt a second team' toolkit of ideas and suggestions is attached to this email, with a specific section for businesses and workplaces, and from 1 June you can find heaps more information on Adopt a second team at www.nz2011.govt.nz/get-involved or visit rugbyworldcup.com to find out about the RWC 2011 visiting teams.
- **Go to the REAL New Zealand Showcase:** This programme, of more than 200 sector events nationwide, presents the best of New Zealand business and industry to the world during Rugby World Cup 2011. It demonstrates New Zealand's key industry sectors and the people who work within them, and how we've developed products and services unique to our country. If you'd like to attend events, go to www.realnzshowcase.com for a full, up-to-date programme, and to participate in your sector's Showcase, please contact your industry organisation.

- **Get hold of the REAL New Zealand Festival and Showcase widget:** The widget means you can display all the Festival and Showcase events in your region, on your own website(s). It is a free, interactive tile that allows users of your website to easily browse these events without leaving your site, and it's very easy to implement. Contact stephanie.francis@nz2011.govt.nz for downloading instructions.
- **Decorate your workplace:**



Hanging flag bunting and decorating your workplace is a great way for businesses to celebrate Rugby World Cup 2011. You can either order bunting including all the RWC 2011 national flags, or bunting with the flags from one nation only, if you chose to adopt a second team! From 1 June you can find out more at www.nz2011.govt.nz/get-involved or email kj.smith@nz2011.govt.nz for an order form.

Source: RWC Office