

# Making a great impression

New Zealand's front-line organisations are being given the chance to up-skill for Rugby World Cup 2011 and deliver an exceptional welcome to our international guests, with the offer of a free on-line training programme.

**F**irst Impressions staff training is a great way for New Zealand's front-line workforce – such as retailers, hotel staff and taxi-drivers – to be part of the tournament action and present our country in the best possible light. The training programme takes only two hours and will be available from this month.

NZ 2011 director Leon Grice says it's a great way for organisations to rise to the challenge of having 85,000-plus visitors to New Zealand.

"It's a great chance to be part of a nationwide team which is pulling together to deliver a friendly and informed welcome to our RWC 2011 guests, showing them why Kiwis are famous for our hospitality.

"The training covers how the tournament works, customer service excellence, visitor expectations – and the cultures and languages of the visiting teams and fans."

First Impressions is based on the training developed for the official RWC 2011 volunteer workforce 'Team 2011'. Participants will be offered a certificate and badge when they have successfully completed the training.

Find out more about First Impressions and all the other ways you can be part of RWC 2011, at: [www.nz2011.govt.nz/get-involved](http://www.nz2011.govt.nz/get-involved).

There are other ways businesses can get involved in all the excitement and hoopla! 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 RWC 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](http://www.nz2011.govt.nz/business).



- **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. You can find more information on Adopt a Second Team at: [www.nz2011.govt.nz/get-involved](http://www.nz2011.govt.nz/get-involved).

- **Decorate your workplace:** hanging flag bunting and decorating your workplace is a great way for businesses to celebrate RWC 2011. You can either order bunting – including all the RWC 2011 national flags – or bunting with the flag of one nation only, if you choose to adopt

a second team! Find out more at: [www.nz2011.govt.nz/get-involved](http://www.nz2011.govt.nz/get-involved) or e-mail: [kj.smith@nz2011.govt.nz](mailto:kj.smith@nz2011.govt.nz) for an order form.

- **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 RWC 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. Go to: [www.realnzshowcase.com](http://www.realnzshowcase.com) for a full, up-to-date programme. ■