

Media Release: 11 Jan 2011

## **Cape Town takes over BestCities reins in 2011**



Cape Town  
Copenhagen  
Dubai  
Edinburgh  
Melbourne  
San Juan  
Singapore  
Vancouver

After an action packed year that saw BestCities Global Alliance launching a new website; the appointment of a UK-based business development executive to maintain stronger client relationships on behalf of the alliance; and the establishment of a Bid Intelligence Registry among many other things, Ana Maria Viscasillas, CEO and President of Puerto Rico Convention Bureau, can now take a rest and hand the baton over to David Frandsen. Frandsen, who is the Executive Manager of Cape Town and Western Cape Convention Bureau, will take on the role as Board Chair of BestCities Global Alliance for the next 12 months.

He will provide the professional and strategic leadership of the alliance, and will work with Natasha Tomé (Head of Marketing & Communications, Dubai Convention Bureau) and Lisa Altieri (Associate Vice President Business Development, Puerto Rico Convention Bureau) in their respective roles as Chairs of the Management Committee and Sales Group in 2011. In tandem with their efforts, Frandsen will communicate a future vision for the alliance and oversee the overall development of its strategic plan.

Says Frandsen: "BestCities has come a long way, and it is my honour to carry its beacon into a new decade. What started as a friendly brainstorming session among five diverse and competing convention bureaux a little more than 10 years ago, has today become a mighty force of some of the world's top convention bureaux with combined resources and expertise. Our common thread? The best meeting experience for all our clients!"

"This year, we will up the ante with even more business development initiatives and activities and hold two client events, one each in Copenhagen and Dubai. Our Bid Intelligence Registry is, today, a treasure trove of information that will help our partner cities better understand the meeting requirements of clients, and serve their needs even better."

In its recent 12-month survey of some 200 clients, customer service, quality of bid materials provided, overall experience of working with the CVB and assistance with the bid preparation were rated very highly, with an average rating of 9 out of 10, and even more in some cases.

Natasha Tome, chair of the Management Committee which oversees the operational aspect of the alliance adds: "This year, we will launch our series of eight Resource Articles which will provide meeting planners around the world access to best practices for a successful meeting." Lisa Altieri who leads the sales and business development working group in the alliance this year, shared that business development 'has never been stronger' and promised a host of activities that will give meeting planners more contact with BestCities Global Alliance. "Meeting planners can also submit their RFP via our alliance website and be assured of a response within 24 hrs on a business day."

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*Note to Editors: BestCities is the first global alliance to put in place a certification programme – with standards certified by Lloyd's Register Quality Assurance (LRQA) - to ensure a consistent level of convention bureau service excellence from all partner cities. BestCities Partners are Cape Town, Copenhagen, Dubai, Edinburgh, Melbourne, San Juan, Singapore and Vancouver.*

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