



**The Voice of the SPAA**

**Friday 08 January 2010**

**In This Issue**

- [New Decade - New Wesbite](#)
- [For Members + Associates - Time To Make Your Voice Heard!](#)
- [For Associates - 5 Ways To Get Your Message Across!](#)

**New Decade - New Website!**



**Writes SPAA President Brian Potter ...**

Following through on my commitment to more and better communication your SPAA website has been totally re-designed and re-engineered with inter-activity, including online networking, at its core.

As a next step, we will establish the Association's presence on Facebook and Twitter; meanwhile, the new site has been equipped with a closed-user, 'Facebook-style' networking facility - **mySPAA**. Please do sign up to become a Member!

2010 promises to be another challenging year for the travel sector, and the Association is 100% committed to offering real, practical support to Members - but we also need to be communicating constantly, not only with

**Welcome to your all-new SPAA Today ...**

... and welcome to your re-designed and re-engineered website! [www.spaa.org](http://www.spaa.org) has been constructed with inter-activity at its core. We'll be establishing our presence on Facebook and Twitter later on in January; meanwhile, the new site has been equipped with a Member-only Facebook-style networking facility - **mySPAA**! Sign Up to become a Member NOW by clicking on the Quick Link at the bottom of this edition of SPAA Today!



You'll be receiving your personal copy of SPAA Today regularly, and you'll be able to read it online, too - simply link from the Home Page of [www.spaa.org](http://www.spaa.org) ... now read on!

**For Members and Associates - Time To Make Your Voice Heard!**

We'll be emailing Members and Associates with a detailed briefing on the operation of the all new website, over the coming few days. For Associates, there is greatly enhanced web access to your SPAA travel agent colleagues; and for those Members, there are myriad new opportunities to network online, get your opinions and ideas across, and keep up to date with Association activities!

[www.spaa.org](http://www.spaa.org) has one simple mission in life - it's all about communication, and that's a multi-channel, and a multi-contributor process. So ... here you'll find not just news, information and useful links contributed by the Association, but also blogs by your fellow Members; polls; discussion groups and much more!

We want **mySPAA** to be a conversation, and we want YOU to be an essential part of it - so please do give us your opinion; contribute your ideas and lodge your comments.

Scroll down and click on [www.spaa.org](http://www.spaa.org), then **mySPAA** and Sign Up today ...

... let's talk!

**For Associates - 5 Ways To Get Your Message Across ...**

... on the new website and in SPAA Today! We'll be sending you a comprehensive briefing over the coming few days, but just to whet your appetite :

- \* Build your profile in [www.spaa.org](http://www.spaa.org) / Members & Associates section
- \* Feature your latest news in Associate News on the Home Page
- \* Build your own page in **mySPAA** - our business networking platform



Members, but also with the media and with Government, and your new website has been designed to assist us in that effort.

\* Feature your latest news in SPAA Today - have a look below ...  
\* Launch your latest Promotion in SPAA Today - have a look below ...

### Associates - Place Your Message and Images HERE!

All the best to you for a healthy, peaceful and prosperous New Year!

It could be product news; perhaps it's people news ... or it may be an invitation to a function, or a call-to-action on an incentive. Whatever your message is, place it here to reach our travel agent Members! And if it's really major - like a brand new sales promotion or offer - we'll feature it below ... take a look and contact SPAA Today Editor Matt Bates at [mbates@spaa.org](mailto:mbates@spaa.org) for more details!



**Quick Link**  
[www.spaa.org](http://www.spaa.org)

## Your Associate Promotion HERE!

The perfect place for your latest offers ...



Email Marketing by

✉ **SafeUnsubscribe®**

This email was sent to [matt@batesconsultancy.com](mailto:matt@batesconsultancy.com) by [mbates@spaa.org](mailto:mbates@spaa.org).  
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).



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