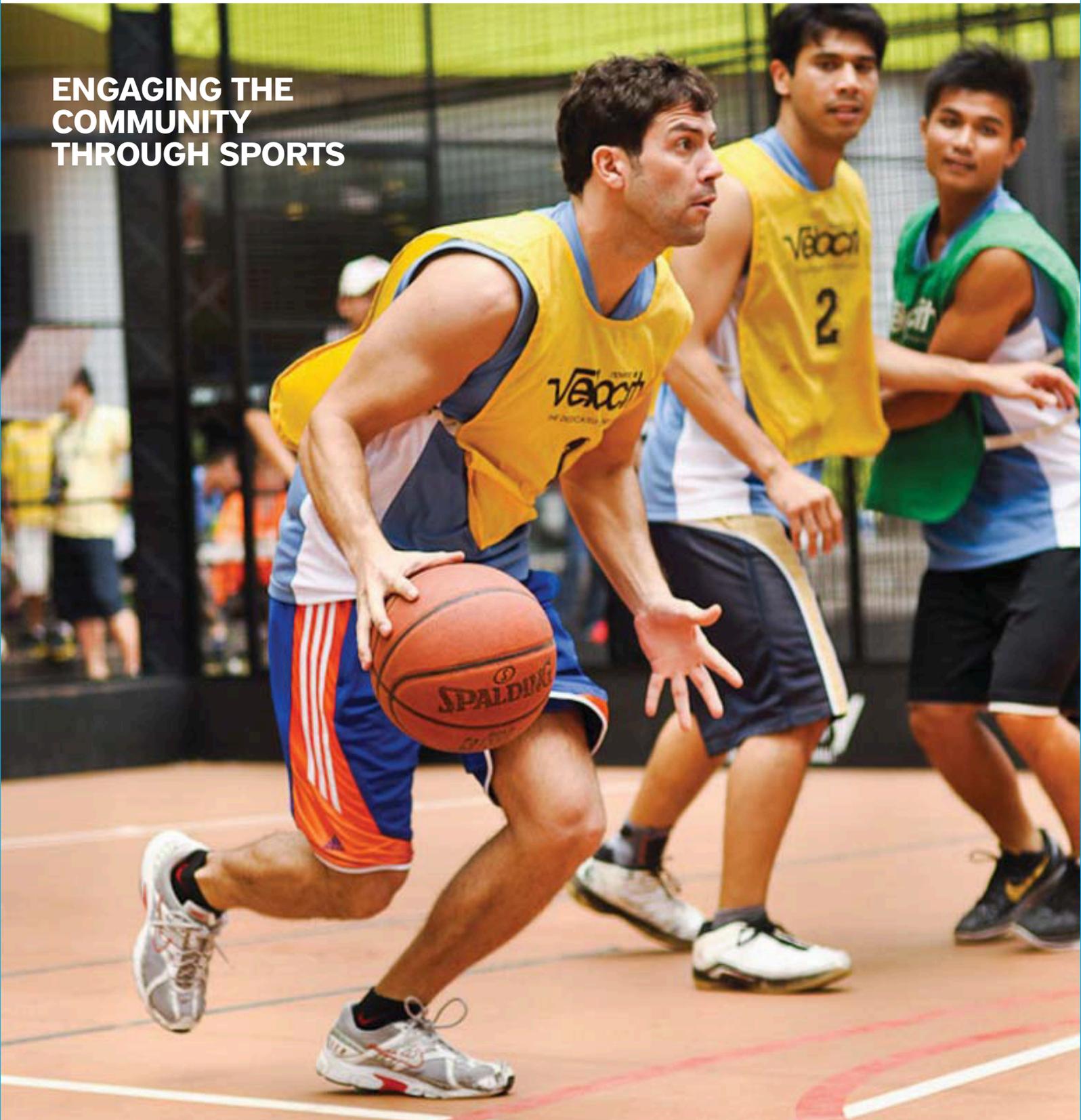


# UOL channel

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**ENGAGING THE  
COMMUNITY  
THROUGH SPORTS**



## MR GWEE LIAN KHENG RECEIVES HOTEL LEGENDS HALL OF FAME AWARD

Mr Gwee Lian Kheng, Group Chief Executive of UOL Group Limited (UOL) and Pan Pacific Hotels Group was conferred the Hotel Legends Hall of Fame Award at this year's 11th Australian New Zealand Pacific Hotel Industry Conference (ANZPHIC). He is the second person to be inducted into ANZPHIC's Hotel Legends Hall of the Fame.

The award honours a hotel leader who has worked tirelessly, creatively and with distinction in management, operation or ownership of guest accommodation in the region and in doing so brought about an exceptional level of achievement for not only his organisation, but also for the interests of the industry in the region. Mr Gwee was recognised for his acumen and foresight, particularly that which led UOL to acquire five hotels in Australia in 1990s when most investors were averse to the market. He was also credited for growing the hotel portfolio under UOL in the 1970s under the then Hotel Plaza Limited to a global presence of 16 hotels and serviced suites.



Nearly 40 years with the Group, Mr Gwee has not lost any of his passion for the hotel and property business. Today, he continues to work hard and drive the conglomerate with the same integrity, discipline and entrepreneurial flair.

## UOL GROOMS LEADERS AND DEVELOPS STRATEGIES

UOL launched its first Leadership Development Programme (Part One) in partnership with Singapore Management University (SMU) from 25 to 26 August 2011 for 28 employees from various departments. Held at the university premises, the programme was designed for UOL's management team of diverse background and strengths to come together, learn from one another and build bench strength and organisational capability.

Led by management experts, the customised programme addressed leadership vision, mission, values, department challenges and expectations of UOL employees. Pre-programme readings were assigned to the participants in preparation for the programme. The first day of the programme was on Strategic Development and Execution. Participants applied strategic concepts from the case studies to UOL context.

The second day of the programme was on Visioning into Action which was on mechanics and skills of leading and managing a team. Participants had in-depth discussions and role-play based on case studies.

Participants also took the Hogan Leadership Assessment profiling test to assess their respective leadership personality, developmental areas, motives, values and preferences. This would help them understand themselves better when they supervise their staff. The Leadership Development Programme was wrapped up with a 3-day seminar on 'Leading Self to Lead People'.



## GREAT KIDS COOK OUT @ UNITED SQUARE



United Square cooked up a storm during its recent 9th anniversary celebrations. The mall staged Great Kids Cook Out, a one-stop tantalising culinary and educational event where children prepared visually delectable dishes, picked up nutritional tips and learned basic table etiquette from experts of each field.

Using decorative food-art techniques, the little chefs learnt how to prepare an array of colourful kids-friendly recipes such as exquisite rainbow mooncakes, adorable kitty-cartoon bentos, appetising pizza toasts and delicious kaya fondues, in four realistic kitchen environments. The children were educated on kitchen safety and usage of healthy ingredients for a balanced diet. Celebrity chefs Forest Leong and Catherina Hosoi, as well as celebrity food blogger Ellena Guan were also present at some sessions to guide the children on food preparation.

The Basic Dining Etiquette was also a draw for children as they learnt table manners. Through the collaboration with the Health Promotion Board (HPB), the children had fun learning about healthy eating practices, the food pyramid's nutritional guidelines and its food group's quadrants, and the calculation of Body Mass Index.

Great Kids Cook Out was truly a learn-through-play event that showed mealtimes can be fun and enjoyable.

## ENGAGING THE BUSINESS COMMUNITY AND LESS PRIVILEGED THROUGH SPORTS

In its third year, 80 teams participated in the Velocity B-Ball Battle – the only 3-on-3 caged basketball in Singapore. The oppressive cage with tougher play format with no out-of-bounds attracted basketball enthusiasts from all walks of life and nationalities – Italy and United States included.

This annual sports event upped its basketball scores in the community with two new categories this year – the Corporate League and Women's Open. The tournament kicked off with the Corporate League on 25 August 2011 with teams from Pan Pacific Singapore, Raffles Conventional Hotel, Procter & Gamble and ABB. For the first time, UOL also fielded two teams in the corporate league. In the slam dunk competition, Ryan Reynolds from United States who was over 1.9 metres tall easily won the competition.



Shoppers had the opportunity to meet Singapore's very own professional basketball team, Singapore Slingers, who were present for an exhibition shoot out with the finalists of each category. In addition, Velocity also held a basketball arcade challenge for the shoppers.

The most meaningful episode of the event was the friendly matches between UOL's corporate teams and a group of 12 avid

basketballers from Grace Orchard School. This collaboration with SDSC is part of UOL's corporate social responsibility programme, to bring sports to the community. UOL also contributed \$10,000 to SDSC's Live That Dream Fund which is set up with the aim of helping Singaporeans with disabilities to realise their fullest abilities in sports. The Fund ensures that athletes with disabilities receive long-term support in terms of access to sporting opportunities.

## HERITAGEFEST 2011 CLOSES WITH A BANG AT VELOCITY

Every year, the Singapore HeritageFest brings Singaporeans together to celebrate our city's charms, multicultural community and history. For the first time ever, Velocity was selected to be the official venue for the closing of this festival. The festival was the largest since it started eight years ago. This year's tagline was 'Home – What We Love About it!'.

Dr. Yaacob Ibrahim, Minister for Information, Communications and the Arts, was the guest-of-honour at the Festival Finale at Velocity which was held from 29 to 31 July 2011. Themed 'Family Fun', participants revisited the golden age of the Great World Amusement Park and rediscovered what families used to do during their free time while reflecting on current family bonding activities and places. There were also themed exhibitions, cabaret performances from the Great World Cabaret Show, an amusement park with children's rides, cultural performances and walking trails to explore the Balestier neighbour. Velocity@ Novena Square's shoppers had a fun-filled weekend learning, reminiscing and appreciating Singapore's rich multicultural heritage.



# PAN PACIFIC HOTELS GROUP TO ENRICH GUEST EXPERIENCE WITH REFRESHED PAN PACIFIC AND PARKROYAL BRANDS



Pan Pacific Hotels Group unveiled refreshed interpretations for its Pan Pacific and PARKROYAL portfolio of hotels, resorts and serviced suites following a robust review of the brands through customer insights research in key markets of Australia, China, North America and Singapore.

The refreshed brands, inspired by today's travellers and their needs and expectations, sees the Group refining and injecting vibrancy to the rich heritage and strengths of Pan Pacific and PARKROYAL, making deeper connections with guests and priming the Group for growth.

## Pan Pacific's refreshed proposition and identity

The discreet elegance, personalised and uncomplicated service, and commitment to quality that guests at Pan Pacific appreciate are embodied by the refreshed brand promise, "Your refreshing Pacific experience". This is a reflection of the Pacific Touch, a sensory expression of the unique culture, geography, design and heritage of the Pacific Rim that is connected by an unmistakable feeling of light and a sense of space and calm. The delivery of the brand promise is guided by elements of providing the Pacific Ocean Blend, Relevant Choices and Enriching Experiences – and will be delivered through guest touch points such as engaging and innovative interpretations of the Pacific cuisine from coast to coast.

## PARKROYAL's refreshed proposition and identity

Understanding that guests enjoy the efficient, comfortable and supportive environment that PARKROYAL provides for the discovery of new places, the refreshed brand is characterised by the commitment to serve as "Your Trusted Local Companion". The brand pillars – Modern Comfort, Local Connection, and Always There – underscore the confidence that guests have in PARKROYAL's associates in providing the best local knowledge and connections, as well as a welcoming setting where they can explore their surroundings. For example, each PARKROYAL hotel will offer a truly local experience through guest touch points that embrace the spirit of individuality and demonstrate knowledge and passion for the destination.

To communicate the refreshed brands, consistent visual and verbal brand identities were introduced across the portfolio of over 30 properties under the two brands with refinements on brand logos, websites and marketing collaterals. An advertising campaign was also launched across different media platforms, including advertisements in top-tier local and regional print titles, in-flight channels, and online sites.

The Pan Pacific campaign, with the tagline "Embrace the Pacific", highlights the sensory voyage of embracing the Pacific through the use of refreshing imagery and emotive words to showcase the diversity of the Pacific and the sense of space and calm.

The PARKROYAL campaign, with the tagline "FOUND BY PARKROYAL DISCOVERED BY YOU", emphasises the spirit and individuality of destinations, such as local cuisines or outdoor activities, conveying the promise that PARKROYAL serves as local connections to help guests uncover hidden gems in both familiar and unfamiliar locations.

The Group's five new properties in the pipeline namely Pan Pacific Ningbo and Pan Pacific Serviced Suites Ningbo in China, PARKROYAL on Pickering in Singapore, PARKROYAL Serviced Suites Green City, Shanghai, as well as PARKROYAL Taihu Resort, Suzhou in China will be the first hotels to feature all aspects of the refreshed brands.