

18 February 2010

OREGA HOSTS BCA'S MIDLANDS MEETING



Orega's Colmore Plaza business centre, with its sweeping views across the Birmingham skyline, played host this week to the Business Centre Association's latest regional meeting.

More than 40 people from the business centre industry were treated to an informative and entertaining programme of speakers and panellists over the course of the day. Following an introduction by BCA executive director Jennifer Brooke, Simon Jones of Avenir Marketing gave an instructional presentation on how to deal more effectively with enquiries and viewings.

Mark Furness of essensys, which was the event's sponsor, highlighted the benefits of cloud technology to serviced office users in a thought-provoking session. The lunchtime period provided an opportunity for a tour of Orega's business centre which totals 20,000 sq ft over ground and mezzanine floors, and is fitted out to a very high standard.

The day was rounded off with a lively panel debate among broker and operator representatives on the issues facing the sector in the Midlands and the UK generally. This included a discussion about the need for comprehensive up-to-date research on the business centre industry and how this could be facilitated.