

NOVEMBER 2008

Broad Street

*Walk of Stars*TM
Birmingham

Tony Iommi rocks onto the Walk of Stars this November.

Fresh on the heels of Julie Walter's accepting the offer of a star (date to be confirmed), the Broad Street Business Improvement District is delighted to announce that Heaven and Hell guitarist, founding member of Black Sabbath, Grammy Award winner and king of heavy metal Tony Iommi will be honoured on the Broad Street Walk of Stars on Sunday 23rd November 2008.

Following an afternoon of live music from local bands on the stage in Centenary Square 'Kerrang Radio' presenter Johnny Doom will host the evening, with the presentation of the star taking place at 6.30pm.

Born in Aston, Birmingham, guitarist and songwriter Tony is best known as the founding member of pioneering heavy metal band Black Sabbath, and more or less single-handedly inventing the heavy rock music genre. Iommi is widely recognized as one of the most important and influential guitarists in rock music and is widely considered to be the man who invented the heavy metal riff.

Iommi has released over 30 albums with Black Sabbath, 2 solo albums, has sold over 80 million copies and is the recipient of 20 platinum and 14 gold albums. Black Sabbath were inducted into the UK Music Hall of Fame in November 2005, and in March 2006 into New York's Rock and Roll Hall of Fame.

Currently working on a new studio album with Heaven and Hell in America Tony is thrilled to return home to accept his Walk of Stars honour; "It's great – it's really an honour – I'm really proud of it ... I was shocked! It's so nice to have things like that! I've got one out in LA but I'm not from LA – It's so nice being recognised in your home town".

Mike Olley, Broad Street Manager, said "We are delighted to be welcoming Tony onto the Broad Street Walk of Stars. The contribution he has made to rock music deserves to be honoured and we are excited he has agreed to give us the opportunity to do so".

For further information on the full line up of events on November 23rd please visit www.broadstreet.co.uk.



Spotlight on.....Synergy Executive Centres

At the beginning of October, Synergy Executive Centres opened their first location in Quayside Tower, Broad Street. This 6* serviced office facility has been fitted out to the highest specification with luxury and comfort at the fore. Every office comes fully furnished, with modern IT and telecoms available to all clients. Situated over three stunning floors of this landmark building, the centre's modern feel is complemented by two spectacular meeting rooms, which have pre-fitted audio visual equipment and a full catering service available. There are also several break-out areas for client and visitor use and a fully-manned reception. Synergy's professional management team are on hand during the entire working day and the building has 24 hour access and security, allowing you to set your own office hours.

Speaking at the centre's launch, Synergy's Executive Centre Manager, Angela Jinks said: "I have been in the serviced office industry for over 20 years and I have never seen a centre like this one. The look and feel of the building is flawless and every service and detail has been thought of. We have only been open a short while and already we have clients in the building. It is very exciting to be Birmingham's only 6* serviced office provider and we look forward to welcoming new customers, who want a high-end, executive image for their business."



If you would like more information on Synergy, please call Angela and the team on 0121 277 4488, go to www.synergyec.com, or pop into the centre for a personal tour.

Town Hall & Symphony Hall appoint Director of Marketing and Business Development



Town Hall & Symphony Hall, Birmingham has announced the appointment of Frances Mann to the senior management team. She joins the company as Director of Marketing and Business Development.

Frances has many years experience in marketing, principally in the tourism and visitor sectors, and was most recently Marketing Manager at Marketing Birmingham. A keen pianist herself, Frances comes from a very musical background - her paternal grandparents were both players in the City of Birmingham Symphony Orchestra. Frances says, "This is my dream job and I am really looking forward to sharing my passion for music with as many people as possible. It is an exciting time to be joining Town Hall & Symphony Hall and my first plans are to take the business forward by further developing the e-marketing and CRM strategy, improving market segmentation and targeting to assist with promotions and programming and assessing new ways to develop the business, particularly in light of the current financial climate." Andrew Jowett, Director of Town Hall & Symphony Hall said, "Following the hugely successful re-opening of Town Hall last year, our two venues face new and exciting challenges ahead, so we are particularly delighted to welcome Frances whose professional expertise will be invaluable in building on our success and achieving our future goals."

Did you know.....?

Julie Walters is confirmed to be receiving a Walk of Star next year.