

PRESS RELEASE



Monday, 4 July 2011

MCVB Staff Member Wins Coveted Destination Marketing Scholarship

The Melbourne Convention + Visitors Bureau (MCVB) is delighted to announce that its Senior International Account Manager, David McCarthy, has been named as one of 30 future leaders of the destination marketing industry by the Destination Marketing Association International (DMAI).

As one of DMAI's inaugural 30 Under 30 group, Mr McCarthy was the only person to win the scholarship from the Asia-Pacific region and has been awarded complimentary registration and hotel accommodation at the DMAI Annual Convention in New Orleans later this month.

The Convention is the foremost professional development opportunity for individuals working at official destination marketing organisations.

Mr McCarthy, who has been with MCVB for five years and is an Associate Fellow of Meetings and Events Australia (AFMEA), said he was thrilled to have been selected to attend the Convention, representing Melbourne and Australia.

"Attending the conference in New Orleans will be a great opportunity to engage with other industry professionals and to discuss the issues facing our industry on an international level," Mr McCarthy said.

Ms Sandra Chipchase, Chief Executive Officer (CEO) of MCVB, said she was extremely proud of Mr McCarthy's achievements.

"David works hard to win business for Melbourne and regional Victoria," Ms Chipchase said.

"His successes have included the 15th Asia Pacific Congress of Clinical Microbiology and Infection and a Pathologists Conference attracting 1,000 delegates to return to Melbourne every second year. In the last financial year alone, David has secured AUD \$11 million worth of business which is an outstanding accomplishment.

"I have no doubt that David will be a terrific representative for Melbourne and Australia at the Convention."

Michael D. Gehrisch, President and CEO of DMAI, said, "This group of individuals not only keeps destination marketing on the cutting-edge, but is the future of our industry.

"Our new 30 Under 30 program provides this key group with access to new knowledge and tools that are necessary to further infuse innovation into their organisation."

-Ends-

CONTACT:

Rebecca Elliott, Communications Manager, telephone +61 3 9693 3317, or email: rebecca.elliott@mcvb.com.au

