



**PRESS RELEASE – MONDAY, 21 FEBRUARY 2011**

## **MCVB Receives Coveted Convention Bureau Accolade**

The Melbourne Convention + Visitors Bureau (MCVB) has been voted 'Best Convention Bureau' in Australia for 2010 in the Readers' Choice Awards by micenet Australia.

Sandra Chipchase, Chief Executive Officer (CEO) of MCVB, was presented with the award by publisher Helen Batt-Rawden at the Asia-Pacific Incentives & Meetings Expo (AIME) last Wednesday.

"To be voted Best Convention Bureau by micenet's readers is a great honour for MCVB," Ms Chipchase said.

"It is nice to think that the dedication and diligence of our staff and our commitment to innovation and excellent customer service has been recognised."

"As was illustrated last week at AIME, MCVB's focus on winning Business Events for Victoria, maximising the benefits of Business Events and generating economic activity is first-class and we are delighted that micenet's readers concur."

More than fifty thousand readers of the Australian-based Business Events magazine were asked to vote for their favourite Convention Bureau based on their experiences over the past 12 months.

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