



PRESS RELEASE – 20 DECEMBER 2010

New Director To Head Melbourne's European Office

The Melbourne Convention + Visitors Bureau (MCVB) and Melbourne Convention and Exhibition Centre (MCEC) today announced the appointment of Ms Fiona Chappell to the position of Director Business Development - Europe.

This position was created following the strategic move to appoint in-market staff to manage MCVB and MCEC's European activities. Ms Chappell will be based in MCVB/MCEC's new office in central London.

Ms Sandra Chipchase, MCVB's CEO, said:

"We are delighted to appoint Ms Chappell to this new role, which will capitalise on the strength and growth of Melbourne's Business Events operations within the region.

"Our continued growth is a result of the commitment and dedication of all involved in positioning Melbourne as a highly desired Business Events destination within this region, including Janet Sealy Partnership (JSP), which represented Melbourne for the last 19 years.

"Ms Chappell's impressive sales experience, spanning Australia, Africa, the Middle East, the USA and Europe, includes her most recent role as Head of Sales for Reed Travel Exhibitions – Meetings & Events Portfolio.

"In this role she was responsible for the development and management of sales strategies across a portfolio of five global Business to Business events. This experience ideally places Ms Chappell to grow our operations throughout the important UK/Europe region."

Ms Chappell will be supported by Mr Giles Handford, the new Business Development Executive who recently moved across from JSP after working for more than four years on the MCVB/MCEC Melbourne account.

Ms Chipchase said that in addition to capitalising on the knowledge and skills of new staff, the new centrally located London office offered unique advantages and opportunities for MCVB/MCEC.

"By establishing an office within The Australia Centre, we are creating new opportunities to extend Melbourne's reach by working in partnership with other Australian Government bodies.

"We are particularly looking forward to partnering with the Victorian State Government through Victoria's Agent-General, Ms Sally Capp, to achieve even greater outcomes for Melbourne and regional Victoria," Ms Chipchase said.

Mr Leigh Harry, Chief Executive of MCEC, said: "I congratulate Fiona on her appointment as Director Business Development - Europe. We at MCEC look forward to working with her to further develop our business opportunities within this important region".

Ms Fiona Chappell will commence her appointment in Melbourne's new London office in the New Year.

For more information contact Brooke Daly, MCVB Communications Manager: telephone +61 3 9693 3317 or email brooke.daly@mcvb.com.au



Notes to Editors

The new MCVB/MCEC London office commenced operations on 1 December 2010.

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