



PRESS RELEASE – 16 DECEMBER 2010

MCVB restructures to build on success

Hot on the heels of opening a new office in Shanghai and its own office in London, the Melbourne Convention + Visitors Bureau (MCVB) has merged its Business Development and Convention Sales operations.

In announcing the change, Ms Sandra Chipchase, MCVB CEO, said, “The MCVB achieved excellent results in 2009/10, securing a convention win strike rate of 77% and developing 41% more qualified sales leads.

“This restructure will provide a more integrated approach to our bidding process, from identifying the lead through to meeting with clients and securing the conference for Melbourne, providing a more time effective and cost effective approach to our business.

“Julia Swanson, who has led our Sales team, is now Director, Business Development and Convention Sales, and Melissa Holdsworth, who has been with MCVB for more than three years and has an excellent knowledge of the industry, has been promoted to Associate Director, Business Development, reporting directly to Julia.

“MCVB has achieved outstanding success this financial year, having secured major conferences such as the International Congress of Immunology, estimated to draw 5,000 delegates to Melbourne and Victoria, and the International Congress of World Federation of Hemophilia 2014, expected to attract 3,400 delegates.

“My team is firmly focussed on delivering the best commercial outcomes for Melbourne and Victoria and this new structure will streamline that process,” said Ms Chipchase.

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