



Media Release
24 October 2006

MCVB staff member wins coveted place at Forum for Young Professionals

One of Melbourne Convention + Visitors Bureau's (MCVB) staff members has been selected to participate in the ICCA Forum for Young Professionals at EIBTM in Barcelona next month.

Olivia Ta, MCVB's Business Development and Database Co-ordinator, was the only Australian selected and is one of only 22 participants worldwide. She will be the first Australian to participate in the Forum since 2001.

More than 60 industry professionals from around the world applied to attend the Forum. Applicants were assessed based on country of origin, current employment and an essay submission.

Ms Ta said she was delighted to be selected and that she is looking forward to representing Melbourne and Australia at the global event.

"My enthusiasm and passion goes beyond my role at MCVB. This forum will provide me with the opportunity to join my peers from across the world in order to familiarize myself further with the global meetings industry and its potential," Olivia Ta said.

Sandra Chipchase, MCVB, CEO said Olivia's selection was a great coup for Olivia and the Melbourne Bureau.

"I am delighted to congratulate Olivia on her selection. Her essay, which focused on the issue of how the meetings industry in the developed world can assist the growth of a strong industry in the under-developed world, is a great credit to her and I am sure will be discussed further with the other young participants in Barcelona," Ms Chipchase said.

The ICCA/ EIBTM Forum for Young Professionals is open to industry professionals under 30 years of age with a full-time position in the events business. The event includes a special preview of EIBTM, a brief on ICCA, special training sessions, two debates and opportunities to network. It will be held on 25-28 November at EIBTM in Barcelona.

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